



Events

BUG 45

BUG title sequence

Director: Miland Suman
Sound Design: Tim Stevens,
The Auditory

OK Go – I Won't Let You Down

Directors: Kazuaki Seki,
Damian Kulash, Jr.
Production Company:
Morihiro Harano Studio
Record Company: Paracadute
US/Japan 2014

She & Him – Stay Awhile

Director: CANADA
Production Company:
The Directors Bureau/CANADA
Record Company: Columbia US
Spain/US 2014

Metronomy – The Upsetter

Director: Encyclopedia Pictura
Production Company: Ghost Robot
Record Company: Because Music
US/UK 2014

Bastille VS. Grades – Torn Apart

Director: Keith Schofield
Production Company: Caviar
Record Company: Virgin EMI
US/UK 2014

Tiga – Bugatti

Director: Helmi
Production Company: Division Paris
Record Company: Universal
France/Canada 2014

FKA twigs – Prelude/Video Girl

Director: Kahlil Joseph
Production Company: Pulse Films
Record Company: XL Recordings
US/UK 2014

Stromae – Tous Les Mêmes

Director: Henry Scholfield
Production Company: Caviar
Record Company: Island
UK/Belgium 2013

Stromae – Ave Cesaria

Director: Henry Scholfield
Production Company: Caviar
Record Company: Island
UK/Belgium 2014

Kid Wise – Hope

Director: Truman & Cooper
Production Company: ChezEddy
Record Company: LMI
France 2013

Flying Lotus ft Kendrick Lamar – Never Catch Me

Director: Hiro Murai
Production Company:
Doomsday Entertainment
Record Company: Warp
US 2014

Taylor Swift – Blank Space

Director: Joseph Kahn
Production Company: HSI Productions
Record Company: Big Machine
US 2014

Welcome to another programme of the most creative and cutting-edge new work in music video, hosted by our special guest host Alex Horne – comedian, writer, and creator of *The Horne Section*, one of BBC Radio 4's most loved comedy shows. Alex returns following his triumphant stewardship of our Full Time Hobby special in October, putting his unique spin on what is, even by BUG standards, a remarkable array of work by some of the most consistently creative individuals working in the art and craft of music video. That includes our special guest, Henry Scholfield, a British director who makes exciting and creative work for mainstream pop stars.

We start with some familiar faces: power pop band turned video performance artists, OK Go. Their latest video follows the OK Go tradition of being (or appearing to be) a one-shot video, but with the help of Honda, they have now advanced to creating something extraordinary. Shot at half-speed (then doubled) it sees the band performing on the prototype Uni-Cub (part unicycle, part sitdown Segway), combining with 2,400 umbrella wielding Japanese schoolgirls whose choreographed display is captured using drone-cam technology, which ends up half a mile up. Another remarkable achievement.

In celebrity-indie duo She & Him's cover version of the Dusty Springfield song *Stay Awhile*, M Ward (Him) plays invisible guitar and Zoey Deschanel (She) dances with an invisible man, pulling off some gravity-defying moves without any visible means of support. The video is by celebrated Barcelona-based collective CANADA, and directed by Nicolás Méndez. Motion control was used to combine different takes, and then Zoey's real dancing partner was removed in post-production – a long and painstaking process to make it flawless.

The latest video for Metronomy heralds the long-awaited return of directing outfit Encyclopedia Pictura whose visionary merging of live action, animation, and art direction led to acclaim and awards for work such as Björk's *Wanderlust*. But for the past few years, EP have been immersed in a community architecture and agriculture project (effectively a real, 21st century hobbit village) in the hills outside Santa Cruz, CA. But now they're back, applying their preoccupations with ecology and fantasy in the video for Metronomy's *The Upsetter*. It's an unusual love story between a bearded female forest-dweller and the creature she builds from forest materials.

Keith Schofield is another director whose brilliant visual ideas and scurrilous sense of humour has made him a favourite at BUG and he's back with a new video for Brit pop band Bastille and American producer Grades' *Torn Apart* that tears into mainstream media presentations of love and romance. It's a courtship dance with a continuously morphing cast of characters, which moves through the gears to seriously weird, including a spot of full-frontal alien nudity and unfeasible sexual positions...

For the minimalist electronica and deadpan wit of Tiga's *Bugatti*, the up-and-coming French director Helmi has created the complete opposite of minimalist. Driven by the rhythms of the track, Helmi's inspirations are essentially, 80s photographic surrealism and alpine sports, conflated into a stream of witty, sexy imagery that offers up more things each time you watch it.

Having made some excellent hip-hop videos under the radar, Kahlil Joseph became an overnight sensation when he directed a video for the Flying Lotus album *Until the Quiet Comes* which combined gritty realism of life in LA's South Central with moments of lyrical beauty. This is his first video since then, and it's for British dancer-turned-singer FKA twigs. The subject matter of this video is harrowing: twigs is the witness at the execution of a prisoner – possibly her lover – by lethal injection, which develops into something more surreal, as the execution room becomes her performance space.

At this point we welcome our special guest Henry Scholfield. Henry is in that select band of directors creating imaginative high-concept music videos for

Bryan Ferry – Loop De Li
Director: Aoife McArdle
Production Company: Somesuch
Record Company: BMG Chrysalis
UK 2014

Roy Kafri – Mayokero
Director: Vania Heymann
Production Company: Prettybird
US/Israel 2014



BUG thanks...
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www.alexhorne.com

Henry Scholfield
Caviar Content
www.caviarcontent.com

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mainstream pop stars. He started directing videos six years ago for a couple of young unknown rappers called Example and Professor Green and honed his style over the next few years, embracing old school virtues of fine art direction and intricate choreography, and maintaining strong emotional attachment to the music. Henry has worked with the likes of Will Young, AlunaGeorge, and he's just made the new Take That video. This year he has also directed the video for Ella Eyre's breakthrough solo hit *If I Go*, shot entirely in a room built to rotate, like a gigantic washing machine.

Having moved to Caviar, it's Henry's association in the past year or so with hugely popular Belgian singer-songwriter Stromae, which has produced two exceptional videos. The first for *Tous Les Mêmes* is an ingenious song-and-dance number with its roots in the classic musical. His second for *Ave Cesaria* is the convincing recreation of a family party on the tropical African island of Cape Verde – captured on a home video camera in a single shot, where the cast operate the camera and Stromae is only briefly spotted on stage.

Then we move on with our round-up of some of the big winners at last month's UK Music Video Awards. First comes the video for French band Kid Wise's *Hope*, made last year by the directing duo Jonathan Cohen and Anthony Jorge, aka Truman & Cooper who won Best New Director. The video is ostensibly about a gang of teenagers on the loose in the French countryside, but at the core is an amazing performance of young actor Fred Hotier as the gawky loose cannon, obsessed with the gang leader's sexy girlfriend, and tempted to a horrible fate.

That's followed by the latest video by Japanese-American director Hiro Murai, who took the top award at the UK Music Video Awards for Best Director. His latest video for Flying Lotus' *Never Catch Me*, featuring Kendrick Lamar, could be his best yet: it is visual poetry combining joyful innocence, exuberant expression, violence and tragedy. Set in a church, at the funeral of two black children, grim reality is transcended by poignant fantasy when the kids rise from their coffins, and break out into a dance routine as they escape from the church, while the congregation remain blithely oblivious.

Finally in our UKMVAs winners' section we have Joseph Kahn, who in a 20-plus year career has directed blockbuster mainstream music videos for the biggest pop and rap stars on the planet. His latest was leaked onto the internet the day he was the recipient of the MVAs Icon Award, and it's for arguably America's biggest pop star. Taylor Swift's *Blank Space* toys with her good-girl image, and blows back media and social media gossipmongers by casting herself, with tongue firmly in cheek, as the princess doomed to sabotage her own fairytale love life.

There's wealth and privilege also on show in our next video – albeit a much darker affair for Bryan Ferry's best new song in years, *Loop De Li*. The Roxy Music legend gave a free hand to director Aoife McArdle, who was inspired by the song to create a video that reflected the sensation of swimming inside a twisted mind – in this case the mind of a young member of the privileged classes who is provoked by his friends' hedonism.

Finally, Vania Heymann came to our attention as a result of directing one of the great videos of the past few years: the interactive video for Bob Dylan's *Like a Rolling Stone*. His follow-up is another ingenious idea for a far less well-known artist – comedian and beatboxer Roy Kafri. Vania simply brings some classic album covers to life, brilliantly adding Roy's lip-synch to iconic album covers. As it progresses you realise that the idea is part of a story being told in reverse, and turns out to be something of a parable of the pitfalls of consumerism.

That's our final video of 2014. So, Seasons Greetings, and we look forward to seeing you at BUG 46 early in 2015.