



Events

BUG 35

BUG title sequence

Director: Miland Suman
Original Illustration: Paul Greeno
Animation: Bence Varga
Trumpet: Tony Lee, Chris McKeeman

Pixel – Call Me

Director: Ola Martin Fjeld
Production Company: Filmfaktisk
Norway 2012

C2C – Happy

Director: Wendy Morgan
Production Company: Believe Media
Canada/US/France 2012

David Bowie – Where Are We Now?

Director: Tony Oursler
Record Company: RCA UK
US/UK 2013

Jay-Z and Kanye West – Nias in Paris** (unofficial)

Directors: Lionel Hirlé and Grégory Ohrel (aka Greg & Lio)
Production Company: Quad
Record Company: Roc A Fella/Roc Nation/Def Jam
France/US 2012

Be Brave Benjamin – Devil Fool

Director: Pablo Maestres
Production Company:
A+ & Iris Productions
Spain/UK 2012

Tom Waits – Hell Broke Luce

Director: Matt Mahurin
Record Company: Anti
US 2012

Naïve New Beaters – Live Good

Director: Megaforce

Kid Cudi – Pursuit of Happiness

Director: Megaforce

Cadbury – Charity Shop

Director: Megaforce
Production Company: Riff Raff Films

Is Tropical – The Greeks

Director: Megaforce
Production Company: El Niño
Record Company: Kitsuné
France/UK 2011

Dizzee Rascal – Bassline Junkie

Director: Megaforce
Production Company: Riff Raff Films
Record Company: Dirtee Stank
France/UK 2013

Connan Mockasin – Faking Jazz Together

Directors: Fleur & Manu
Production Company: Division
Record Company: Because Music
France/NZ 2012

Sigur Rós – Fjögur Píano

Director: Alma Har'el
Record Company: EMI
US/Israel/Iceland 2012

Of Monsters and Men – Little Talks

Director: WeWereMonkeys
(Mihai Wilson)
Production Company:
Vision Entertainment
Record Company: Universal Republic
US/Iceland 2012

It's the New Year, and BUG is back... already. Yes, merely a month after BUG 34, we have a brand new show of marvellous music video creativity and online stuff and nonsense, brought to you as always by the man with his finger on the pulse of the music video/internet zeitgeist, Adam Buxton.

And as our first show of 2013 is coming so close after our last show of 2012 it's not been easy to find loads of new work entirely worthy of our highly demanding audience. But fear not – tonight's show also features some outstanding videos from the past year that we somehow overlooked.

Furthermore, we are delighted to be able to welcome as our special guests one of BUG's favourite directing teams: Megaforce. Charles Brisgand and Clément Gallet, two of the members of the four-person Paris-based collective whose work has graced BUG since our early shows, will be up on stage later in the show to talk about the power of Megaforce with Adam.

But we begin with a video released last November, for the Norwegian jazz combo called Pixel, by Ola Martin Fjeld. It's a comedy-drama set on a caravan park, about a family who put on a show for the other intrigued caravanners – and the tensions between the mother and elder daughter, laid bare in the latter's memorable dance performance to the band's *Call Me* – and it's a delight, informed by the director's own annual camping/caravanning experiences in Norway as a teenager.

But then Canadian director Wendy Morgan's video for French DJ team C2C's *Happy* features even more impressive dance work – indeed some of the finest footwork in any video in the last year. Set in a gospel tent – in keeping with the revivalist gospel flavour of the track – a preacher does the dance equivalent of speaking in tongues before spreading the gospel of ridiculously good dancing to his disciples – and this includes some of America's standout street dancers, including King Charles (of Footworkingz Chicago, who also choreographed) and Storyboard – who also graced the brilliant *Flying Lotus Until the Quiet Comes* video last year.

And then comes a video that caused a sensation when it was released just last week, so you probably know all about David Bowie's *Where Are We Now?* It suddenly emerged on Bowie's 66th birthday on 8 January, his first new material in a decade, accompanied by a mysterious lo-fi, low-key music video by the multimedia artist Tony Oursler. Bowie has delightfully wrongfooted everyone – not least with the video, which employs Oursler's trademark technique of beaming human faces onto inanimate objects – in this case, David's and a mystery lady we believe is the wife of Tony Visconti. David is reflective, even sad, but it's a real return to form artistically – and Bowie's concession to modernity is to include the elements of a lyric video. Needless to say, Adam, the world's biggest Bowie fan, is very excited – so he'll be taking you through some of the online reaction to the return of the great man after we watch the video.

Then comes a few of those videos that slipped through our net in 2012, starting with what is actually an unofficial video for a humungous global hip-hop hit. Jay-Z and Kanye West's *Ni**as in Paris* has produced a couple of official videos (including one directed by Kanye himself), but this version is by two French directors Greg & Lio – that's Lionel Hirlé and Grégory Ohrel – as a showcase for their directing/VFX talents and has become an online hit on Vimeo, featuring giant lookalikes of Jay and Kanye looming over iconic Paris landmarks by day and night.

The video for *Devil Fool* by Barcelona-based Welsh singer-songwriter Be Brave Benjamin was directed by young Spanish director Pablo Maestres and features a group of attractive young men and women, apparently well-adjusted but oblivious to the inevitable consequences of playing some very dangerous games with knives, electricity, fire, petrol and guns... Rather like watching the members of a cult cheerfully going to their doom by the most violent means possible.

Young Rival – Two Reasons
Director: James Kuhn/Young Rival
Record Company: Sonic Unyon
US/Canada 2012



BUG thanks...
Adam Buxton www.adam-buxton.com

Megaforce
Charles Brisgand & Clément Gallet
Elliott Tagg & Matthew Fone, Riff Raff
Films

Hosted by: BFI Southbank
Post-production by: Locomotion
Print Creative by: Limited Edition
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SAATCHI & SAATCHI

BUG is curated by David Knight & Phil
Tidy david@bugvideos.co.uk
phil@bugvideos.co.uk

For general information about BUG,
contact Louise Stevens
louise@bugvideos.co.uk

THE BUG TEAM:
Chris Blakeston, Stuart Brown,
David Knight, Louise Stevens,
Miland Suman, Phil Tidy

For regular updates, check out
www.bugmusicvideos.com
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Forthcoming events:
BUG 35 Director's Cut – January 31
BUG 36 – March 27 & 28

One could also regard Matt Mahurin's video for Tom Waits' *Hell Broke Luce* as somewhat bleak, but it's also a superb expressionistic view of ol' gravel-voice's heartfelt growl against the horrors of war (a song featuring Keith Richards on guitar). This combines the director's classic photographic style with fairly lo-fi graphics to create a world around the absurd yet compelling image of Tom Waits dragging his house by a rope around the world.

We then welcome our guests, Charles and Clément of Megaforce to the stage. It's not before time. We've been fans of Megaforce since the early days of BUG. The foursome – Léo Berne and Raphaël Rodriguez are the other members – formed in 2007, and started making videos for the likes of Naïve New Beaters, and Metronomy with groundbreaking FX and loads of style. They moved into commercials, making some of the more creative ads to be found on French and British TV, periodically returning to make more cool videos. These include their multi-award winning video for Is Tropical's *The Greeks*, which became an online sensation in 2011 for adding animated blood and gore to small boys' Nerf gun games.

Charles and Clément will be introducing some of Megaforce's greatest hits, taking in their rejected video for Kid Cudi's *Pursuit of Happiness*, and the directors' version of their ingenious Cadbury ad featuring dancing second-hand clothes. And we end our Megaforce special with their latest, highly entertaining music video, for Dizze Rascal's latest crowd-baiting anthem *Bassline Junkie* – in which Dizze becomes a convincing, if rather foul-mouthed, evangelical preacher, spreading the word of Bass across London, shadowed by a geeky accomplice.

That's followed by a video with a different take on religious ceremony for Connan Mockasin's *Faking Jazz Together*, directed by another French directing team, Fleur & Manu. Having featured acts of levitation in their videos for M83 last year, which featured superheroic telekinetic children, Fleur and Manu achieved even more impressive results in this intimate one-shot video focusing on an extraordinary rite deep in a forest. It took three months of post production to create these beautiful examples of human weightlessness.

Next comes a film that emerged from the ambitious project accompanying last year's release of Sigur Ros' latest album. With the *Valtari Mystery Film Experiment*, the veteran Icelandic soundscapers invited 12 filmmakers to make a video for a song on the album, with a small budget and an open brief. The director, Alma Har'el, engages the services of Hollywood superstar Shia LeBeouf for her film – a mesmeric, erotic dance piece for the instrumental *Fjögur Píano*, in which the actor and co-star Denna Thomsen travel an emotional rollercoaster, in various states of undress.

Another band from Iceland who made a big impact in 2012 was Of Monsters and Men – particularly with the video for *Little Talks*, a visionary epic fantasy created by the American directing/producing team WeWereMonkeys – that's Mihai Wilson and Marcella Moser. WWM turn the male members of OMAM into 2D monochrome explorers travelling through an immense winter landscape populated by gigantic monsters, only saved from certain doom at every turn by the magic powers of colourful-robed singer Nanna Bryndís Hilmarsdóttir. It's like Björk meets Yoann Lemoine's *Woodkid*, with a dash of Terry Gilliam – and you may be tempted to repeatedly shout 'hey!' at the screen.

And then we have a tour de force of face-art by self-face-painting maestro James Kuhn. Canadian power-pop trio Young Rival discovered James's blog in late 2011, then contacted him and asked if he wanted to collaborate on their video for *Two Reasons*. He agreed and for nearly the next year James sent the band clips of himself in different extraordinary guises – owl, baboon, turkey, bag of popcorn, you name it – lipsyncing along to the song. And the result is this beautiful achievement, which brings our first show of 2013 to an end. Hope you enjoy it!