



Events

BUG 27

BUG title sequence

Director: Miland Suman
Animator: Miland Suman
Sound: Notorious Hi Fi Killers
Original Illustration: Paul Greeno

Justice – Audio, Video, Disco

Director: So Me
Production Company: Caviar Paris
Record Company: Because/Ed Banger
France 2011

Tom Vek – Aroused

Director: Saam
Production Company: FMV
Record Company: Universal Island
UK 2011

Oh Land – White Nights

Director: Canada
Production Company: Partizan
Record Company: Sony Music
Spain/Denmark 2011

Fulton Lights – Staring Out the Window

Director: Ninian Doff
Production Company: Claw Films
Record Company: Catbird
UK 2011

Milgrom – Boy

Director: Lo-Fi People (Hadar Landsberg)
Production Company: Lo-Fi People
Israel 2011

Battles – My Machines

Director: Daniels
Production Company:
Prettybird/The Creators Project
Record Company: Warp
US 2011

OK Go – All Is Not Lost

Director: OK Go, Pilobulus, Trish Sie
Record Company: Paracade
US 2011

Mazes – Most Days

Director: Matt & Paul Layzell
Production Company: Treat Studios
Record Company: Fat Cat
UK 2011

Crystal Antlers – Two Way Mirror

Director: Matt Layzell
Production Company: Treat Studios/Blink
Record Company: Recreation Ltd
UK 2011

Countdown

Music: Apparat – Granular Bastard
Director: Celine Desrumaux
Production Company: Passion Pictures
France/UK 2011

Cults – Go Outside

Director: Isaiah Seret
Production Company: Prettybird
Record Company: Columbia
US 2011

Beastie Boys ft Santigold

– Don't Play No Game That I Can't Win
Director: Spike Jonze
Production Company: Oscilloscope
Record Company: Capitol
US 2011

Welcome to BUG, the bi-monthly celebration of the art form of the music video here at BFI Southbank, MC'd as always by Adam Buxton. BUG brings you the most outstanding and innovative new work in the medium of music video we can find – and then Adam gives you a little bit more with extra gems he's found online, in particular from the parallel universe of YouTube comment columns.

Tonight's show includes several BUG favourites – both directors and music artists – and from one of those favourites probably the longest music video we've ever shown at BUG. Of course there's lots of exciting new talent on show tonight as well – including our special guests. They are Treat Studios, an animation collective responsible for some of the most exciting work in TV idents and now music video, who will be joining Adam on stage later to show and discuss their work.

We start with the new Justice video for *Audio, Video, Disco* and a reunion of the ultracool French DJ artist-producers with So Me, the creative whiz behind the Ed Banger record label and the hugely influential design of the early Justice releases, including *D.A.N.C.E.* So Me is now a fully-fledged director in his own right, and things have moved on from that early cartoonish-graphic style, but this video is fired by a simple but compelling idea: it's the story of the making of the new album, told in brilliant sweeping shots that take in months of feverish studio activity.

It's quite early in the show for a fag break, but be prepared for a promo that has more smoking in it than *The Towering Inferno*. Saam Farahmand's video for Tom Vek's *Aroused* is all about smoking – and fashion. Resembling something like a Calvin Klein ad from the early 1990s, the relationship between beautiful young people and their cigarettes is fetishised and choreographed, so that oral gratification becomes really rather sexual. The video comes out of Saam's fascination with fashion's growing 'self-awareness' in the early Nineties – when smoking was seriously cool. You may find this one quite difficult if you've recently given up.

Oh Land's *White Nights* is the latest video by Canada, the directing team from Barcelona who have made habitual appearances at BUG in the past year, with their outstanding videos for El Guincho, Scissor Sisters, Battles and White Lies. Their scattershot, sometimes provocative creativity has gained them avid fans (and a feature in *The Guardian*) and here they have harnessed their surreal approach to the demands of a proper pop video for the beautiful Danish singer.

Some would call Ninian Doff's promo for Fulton Lights' *Staring Out the Window* ridiculous, even offensive, for what he's done to a bunch of crows while they hop around Clapham Common. But most people will just wonder why it's not been done before: he puts arms on them. When he watched old footage of Tom Jones gyrating in a tight fitting suit he realised the best context for the idea was turning the crows into the band itself – who end up on *Top of the Pops* (sort of).

The video for Milgrom's *Boy* is a delightful example of classic stop-frame animation that serves to introduce this new 'virtual/animated' band – in particular the intriguing dual personality of mischievous singer 'Dolly Breakfast'. This is the work of LoFi People – principally Hadar Landsberg – and although the setting is as English as Wallace & Gromit, Milgrom were conceived and the video created in Israel.

Another video by recent BUG favourites Daniels, for long-time BUG favourites Battles, sees a remarkable feat of stunt work that cleverly plays on a widely-held but not widely expressed fear – of moving escalators. Set in your average American mall, a hapless man attempts to make it up a short escalator... with disastrous results. And what's more a fellow



BUG thanks...

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Treat Studios

Blink Productions

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Locomotion

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For regular updates, check out
www.bugmusicvideos.com
www.promonews.tv
[www.twitter.com/BUGmusicvideos](https://twitter.com/BUGmusicvideos)
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Forthcoming events:

BUG #28 – Nov 17th and 18th.

BUG Special at onedotzero – Nov 25th

Ticket sales for BUG #28 will open in early
October.

Check www.bugmusicvideos.com for details.

shopper/escalator-user turns out to be synth-legend Gary Numan – the lead vocalist on *My Machines*.

Obviously OK Go are also BUG regulars for the simple reason that their videos are like conceptual performance art pieces. Their past work is legendary – the treadmill performance in *Here It Goes Again* is a milestone for music video and the emergence of YouTube. They have gone on to creating one-shot videos with marching bands, Rube Goldberg machines, trained dogs – and jaws never fail to drop. For *All Is Not Lost* they have added new elements. Firstly it's a collaboration with prestigious American dance company Pilobolus and regular director/choreographer Trish Sie, with ingenious choreography cleverly shot through a clear floor. But like recent projects for Arcade Fire and RO.ME by Chris Milk, it's also an interactive experience, utilising revolutionary new HTML5 code. And during the show Adam will be test-driving this latest Google Chrome Experiment (presumably without donning the leotard).

Our special guests this evening are Treat Studios, a loose collective of animators and illustrators who have made some of the more outlandish identents to be found on British television in recent times (particularly for E4), as well as live visuals, contributions to movies and music videos. At the core of the group is Matt Layzell, who with his brother Paul earlier this year created the video for Mazes' *Most Days* – a homemade skater video rendered in lo-res animation. It's scurrilous and hilarious – and has been followed by Crystal Antlers' *Two Way Mirror*, where a group of kids make a nail-biting trip through the fabric of time and space (its Matt's attempt to get to grips with quantum physics, complete with an appearance of Schrödinger's Cat). Matt, Paul and fellow Treat member Julia Pott will be discussing these and more, including their latest project, working on the film version of Graham Chapman's autobiography.

In this animation-heavy show our next work is *Countdown*, a short film, which also acts as a music video for the post-rock noodling of Apparat's *Granular Bastard*. It's pretty much explained by its title: it's a NASA rocket launch, faithfully rendered in a minimalist style, and it's absolutely lovely. It was created by Céline Desrumaux, one half of animation/direction team Céline & Yann.

A remarkable, ingenious, but also chilling and even morally questionable video for Cults' *Go Outside* puts the band within a sequence of true events – involving one of the most notorious cults of all – that led to one terrible tragedy. The video which digitally embeds the band within James Jones's Peoples Temple comes from director Isaiah Seret, who gained access to hours of home videos of the Peoples Temple in Jonestown and on completion, showed the video to survivors of the Jonestown Massacre who, he says, expressed their appreciation at the focus of the lives of the cult members rather than exploiting graphic images of the final tragedy. Judge for yourself...

And we end tonight's show as we start, with a reunion, and a very auspicious one in terms of music videos. Incredibly its more than 15 years since Spike Jonze-directed his Beastie Boys videos for *Sabotage* and *Sure Shot*, and they get back together for *Don't Play No Game That I Can't Win* – 11 minutes of Beastie Boys as convincing Action Men in a morally ambiguous and really quite violent tale...

And that's our show. Hope you enjoy it!