



Events

BUG 54 Director's Cut

BUG title sequence

Director: Miland Suman

Irma – Save Me

Directors: Xavier Maingon,
Marc-Antoine Hélard
Production Company: HK Corp
Record Company: My Major Company
France/Cameroon 2014

Chelou – Halfway to Nowhere

Director: Andy Baker
Illustrator: Polly Nor
Record Company: The Weird &
The Wonderful
UK 2016

Katy Perry – Chained to the Rhythm

Director: Mathew Cullen
Production Company: Mirada
Record Company: Capitol Records
USA 2017

Watsky – Stick to Your Guns

Director: Carlos Lopez Estrada
Production Company: Diktator
(UK rep: Black Dog Films)
Record Companies: Steel Wool Ent,
Membran
USA 2017

Max Cooper – Order from Chaos

Director: Maxime Causeret
France/UK 2016

The Lemon Twigs – I Wanna Prove to You

Director: Nick Roney
Production Company: Anarchy Films
Record Company: 4AD Films
USA 2017

ILSO – Out

Director: Nicola Gastaldi (Gasto)
Record Company: La Valigetta
Italy/UK 2017

Pissed Jeans – The Bar Is Low

Director: Joe Stakun
Record Company: Sub Pop
USA 2017

Bonobo – No Reason

Director: Oscar Hudson
Production Company: Pulse Films
Record Company: Ninja Tune
UK 2017

Metronomy ft Robyn – Hang Me Out to Dry

Director: Dent de Cuir
Production Companies: Caviar,
Roméo et Fils
Record Company: Because
Canada/UK 2016

Leninrad – Kolshnik

Director: Ilya Naishuller
Production Companies: Great Guns,
Fancy Shot, Versus
Russia 2017

Welcome to the first BUG of 2017, another trawl of the most creative music videos recently released, with Adam Buxton as your irrepressible guide.

We begin the show with a video that has, in fact, been around for a couple of years, and has been successful in France, but has only just come to the BUG team's attention. It is so clever and thoroughly uplifting, it makes a good start to proceedings tonight. It's a one-shot video involving live video mapping and dance performance for the France-based Cameroonian singer Irma's *Save Me*, directed by Xavier Maingon and Marc-Antoine Hélard. They put Irma and a group of little girls through a series of adventures and perilous predicaments without them ever leaving a studio, thanks to stunning use of video mapping.

Halfway to Nowhere by the North London-based singer-songwriter known as Chelou has inspired a sensual, devilish take on female insecurity by animator Andy Baker, bringing to life the visual universe of acclaimed illustrator Polly Nor. As with much of Nor's work, prosaic reality meets subconscious fantasy, and a young woman transforms into a devilish nymph, confronts her demons, enjoys lyrical fun in a verdant forest, and makes peace with her imperfect self.

Among front-ranking global pop stars Katy Perry makes some of the more creative and conceptual music videos, and in the case of *Chained to the Rhythm*, the video, directed by regular Perry collaborator Mathew Cullen, proposes that all is not so perfect under the veneer of a retro-futuristic white-bread theme-park America. There's a hint of Charlie Brooker's *Black Mirror* in the portrayal of a sheep-like social media-obsessed populace amusing itself to destruction. And the look on Katy's face when the penny drops is something to behold. Either that, or she's just remembered she used to be married to Russell Brand.

His brilliantly zany comic sensibilities and prolific output (for artists like Clipping, Thundercat and Hook N Sling) means that Carlos Lopez Estrada is a director featured regularly at BUG, and he's here again with his latest promo for San Francisco rapper/poet George Watsky. Previously Estrada has portrayed Watsky as a hopelessly outclassed boxer in *Midnight Heart* and human costume doll in *Brave New World*. In *Stick to Your Guns* he's a hapless shepherd oblivious to the deranged sheep which is eliminating the rest of his flock.

British ambient/techno producer Max Cooper's *Order from Chaos* has inspired an hypnotic animated work from Maxime Causeret born out of viewing the activity of micro-organisms under a microscope. With Causeret's vision, the process of division and proliferation becomes a growing mosaic of abstract imagery, built in Houdini – software usually employed for VFX work but adapted here as an animation tool.

In the video for The Lemon Twigs' *I Wanna Prove To You*, director Nick Roney took the Twigs – teenage New York brothers Brian and Michael D'Addario – to stay with his grandparents in Utah to understand how the older couple could maintain a loving relationship for decades. With Roney introducing the clip, guiding the experiment, then finding himself frozen out as the brothers develop a familial bond with the still-groovy old folks, the video is the first of two we are showing this evening where the business of music video-making itself becomes the driving force and cause of great merriment.

Our next work is not a commissioned music video as such but a remarkable personal project by the Italian motion graphics designer/3D artist Nicola Gastaldi, who works at production company JAM here in London. He set himself a momentous challenge: to create an original gif looping animation every day for 100 days, each one abiding to certain graphic rules. Not only did he achieve his goal, but created a century of 'Gastoloops' of wonderful diversity within his self-imposed parameters. And now he has stitched them all into a single film, to a track by Italian electronica artist ILSO.

Young Thug – Wyclef Jean

Director: Ryan Staake (& Young Thug)
Production Companies: Pomp&Clout,
Freenjoy
Record Companies: 300, Atlantic Records
USA 2017

Chance The Rapper – Same Drugs

Director: Jake Schreier
Production Company: Park Pictures
Record Company: n/a
USA 2017



BUG thanks...
Adam Buxton
www.adam-buxton.co.uk

Hosted by: BFI Southbank
Post-production by: Locomotion
Design Creative by: Limited Edition
Event Management by: Ballistic



BUG is curated by David Knight &
Phil Tidy

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

For regular updates, check out
www.bugmusicvideos.com
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Forthcoming events:
BUG Special: American pop video art
British Museum
April 21 & May 12 2017

BUG Special: David Bowie
Brighton Dome
May 23 2017

BUG 55
BFI Southbank
June 2017 (dates tbc)

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American director Joe Stakun has directed music videos for bands like Future Islands and Modest Mouse, and last year made one for AJJ that was described in a tweet by YouTube as 'the greatest music video ever made.' That landed real satirical blows on the amazing music video feats of BUG regulars OK Go. Now he has made his fourth video for Pennsylvanian hardcore combo Pissed Jeans – with the band 'working out' in the gym but showing little notion of how to use the gym equipment, which leads to some conflict with the regulars.

Oscar Hudson's video for Bonobo's *No Reason* was partly inspired by Simon Green (aka Bonobo) confessing to a sense of alienation while touring extensively, and also the Japanese phenomenon of Hikikomori, where young Japanese men become housebound recluses, sometimes for years. In the video the camera moves through a Japanese teenager's room, into progressively smaller versions of the same room, until it's hardly bigger than a human hand. As with much of Hudson's notable work in music videos – he won Best New Director at the UK Music Video Awards last October and was our guest at the premiere of BUG 54 last week – this was all done without recourse to post production VFX but entirely achieved in-camera.

We resume our main programme with the latest video by French-Canadian directing team Dent de Cuir – also BUG favourites – for Metronomy's *Hang Me Out to Dry* (featuring Robyn). This is a wintry tale of marital infidelity from the point of view of the wronged woman. She is tormented by memories that manifest themselves in an imaginative way – in reflections on the bodywork and glass of her 70s saloon car.

Russian director Ilya Naishuller grabbed everyone's attention with the incredible POV stunt work and unremitting ultraviolence of his videos for his own punk band Biting Elbows – which resulted in him making the first entirely POV sci-fi action movie *Hardcore Henry*. Now Naishuller is back with a more expansive approach – just as ultraviolent, and arguably even more of a *tour de force*. The video for Russian rock band Leningrad's *Kolshik* is a series of spectacularly-staged, interlinked catastrophes during a big circus show, like a mini-disaster movie, and all told in reverse.

Ryan Staake's video for US hip-hop star Young Thug's *Wyclef Jean* has become one of the most talked-about videos of 2017 so far – the main topic of conversation being how it came to see the light of day if it is genuine. It is the story of how Staake's planned video for *Wyclef Jean* unravelled when the artist failed to show up for the shoot. Staake explains what transpired via subtitles, turning the collection of random shots and incomplete set-ups filmed without Thug into a cynical, meta-level commentary on the video-making process, and arguably on the music industry itself.

We end with Jake Schreier's warm and wonderful video for Grammy-winning hip-hop artist Chance The Rapper's *Same Drugs*. It features Chance at the piano accompanied by a doe-eyed puppet – first seen in the rapper's Magnificent Coloring Day concert in Chicago last September – who breaks out into Eryn Allen Kane vocals in the song. It's Muppet-tastic, of course, and not just because of the performance, complete with old style TV look. When the 'TV show' element ends, Chance strolls out of a TV studio populated by puppet-crew, as the song plays out – and it's as poignant as it is funny.

That's our show. We hope you enjoy it and we'll see you again at BFI Southbank in June.