

ADVERTISING AND CREATIVITY WORLDWIDE

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MUSIC VIDEOS 19 CREATIVE SHOWCASE



### LITTLE WONDER

A new promo for Morcheeba's *World Looking In*, from Battlecruiser's Philippe Andre, shows the band driving through the British countryside in an old BMW. As the car passes through a tunnel everything changes. The car becomes a toy being pushed around a tabletop landscape by two boys. The band are whizzed along painted roads and around framed photographs before being driven down a rollercoaster-scale banister and taking a quick dip in a fish tank. They take it in their stride, eating sandwiches and consulting maps while their car is pushed around, quite literally, like a toy. The video was shot over two days, first shooting the band in the car against green screen, then capturing the background. Andre decided to keep things simple, attaching a DV-cam to in-line skate wheels and having the kids push it around. After the shoot the video spent a week in post at MPC to give the footage a 35mm feel. "I didn't want to work with complicated trickery, so I found a lo-fi way of doing it," says Andre. "If I had made it more complicated it would have been harder for the kids and the band, and I would have had more to do!"

