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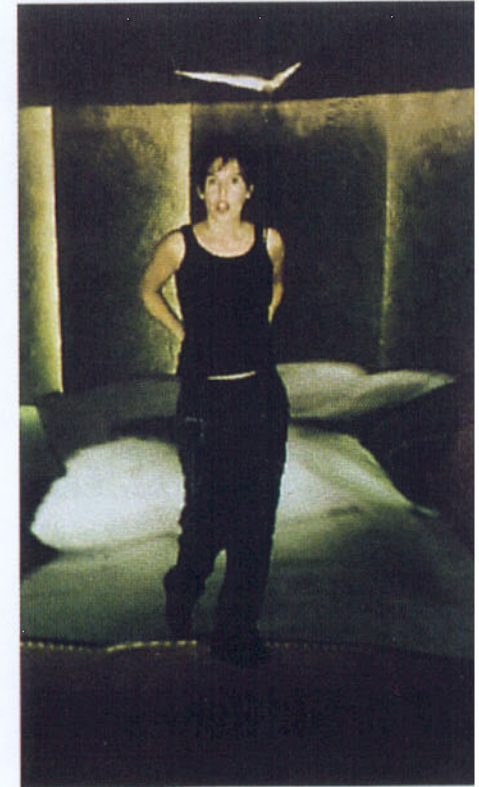


Texas technique

Director Philippe Andre of Freedom Music Videos has devised a new technique, which he calls anamorphosis, for the latest Texas promo, *In Our Lifetime*. The video focuses on images of lead singer Sharlene, a performer who uses her charisma and a steady gaze to hold the viewer's attention. To make the most of this, Andre set out to play with the concept of what is real and pictures of reality.

"For example, when walking through a room, your perspective of the walls and furniture around you change in 3D," said Andre. "Imagine if they were to change in 2D, almost like a living poster. This phenomenon of anamorphosis is a way to play with perspective, to interchange between the second and third dimensions."

He described the video itself as being like a journey inside a Rubik's Cube. "You see a shot of Sharlene in



front of a wall and when you look left, Sharlene is in a very wide top shot, and if you look right, you see Sharlene in a low angle, medium shot," Andre continued. "I wanted to link the shots and camera positions together, but in order to impart the idea of a journey of the mind upon the viewer, the links themselves were to be abstract, with a kind of unreal continuity." ✱