



Philippe André: Roger Sanchez *Another Chance* promo

Director Philippe André
Production Harry Nash, London
Producer Dominic Wilcox
Director of photography
Robert Papais
Art director Dania Saragovia
Telecine Jean Clement;
MPC, London

Offline Nicolas Wyman-Harris
Online/Flame
Christophe; MPC, London
Record company
Sony Music, London
Commissioner Marisa Hine

The promo for this track from American DJ Roger Sanchez is presented more like a short film than a conventional music video. The setting is nighttime NYC: a young woman carrying a large, cumbersome red heart tries to strike up conversation with passers-by. Put off by her over-familiarity and the awkwardly large heart, they studiously avoid her, and with each rejection, her heart shrinks a little smaller. By the time it has been reduced to the size of a small handbag, she is dejected and

vulnerable: when a good-looking young man asks if she wants help, she reluctantly accepts, and as they talk her confidence and optimism begin to return. The inclusion of background noise and over a minute of dialogue in the middle of the track adds to the atmosphere of this unusually emotive video.

ZOO