



Best in Book

STERIOGRAM: WALKIE TALKIE MAN PROMO

Michel Gondry strikes again with a ripping yarn to accompany the energetic noise and gyrations of Kiwi band, Steriogram. Rendered almost entirely in wool and fabric, the promo is set in Capitol Records' HQ. Within, everything from mixing desk to mikes, reel-to-reel player and musical instruments are knitted. The band record new single Walkie Talkie Man and all goes swimmingly until a giant fleecy bouncer takes to the streets, wreaking havoc, smashing his way through the Capitol HQ and tearing the woollen body of lead singer Tyson Kennedy in two. A couple of sharp-witted young sound engineers save the day, cleverly unravelling the giant into a harmless pile of wool. Knitting enthusiasts were procured to bring Gondry's stuffed vision to life, while several special effects were achieved in-camera (the giant's grasping hand, for instance, is actually a man in a vast, pink, knitted costume). Judges were adamant that Gondry should get a special mention for his efforts: "There are more brilliant ideas in this promo than most directors have in a career, but that's Michel Gondry for you," points out judge Frazer Jelleymann. "I'm particularly fond of this video which magically entwines animation and live action, uses lots of beautiful colours, and has some funny jokes," comments Dougal Wilson. Adds Carole Burton-Fairbrother: "Only Michel Gondry would come up with an idea where the prep would involve lots of old ladies knitting"

Entrant/production company: Partizan

Director: Michel Gondry

Producer: Julie Fong

Record Label: Capitol



DEVENDRA BANHART: A RIBBON PROMO

A red, silk ribbon drifts gently through an idyllic landscape

Entrant/production company: Partizan Entertainment

Director: Lauri Faggioni/Michel Gondry

Producer: Julie Fong

Record label: XL Recordings

