

## Videoclip van Coparck krijgt internationale erkenning

### Coparck mag zich in de VS meten met R. Kelly, Jarvis Cocker en Kanye West

Voor Nederlandse begrippen misschien een ietwat vreemde combinatie, maar de Amerikaanse redactie van het tijdschrift "Spin Magazine" (zie bijlage) is heel duidelijk in hun voorkeuren. Zij zetten 'ons' Coparck zonder meer in het rijtje *Must See Videos* naast collega's met welklinkende namen als Kanye West, R. Kelly en Jarvis Cocker. En zo vindt de videoclip van de Coparcksingle "Good Year for the Robots" langzaam zijn weg naar het buitenland, via Youtube en diverse weblogs.

"Het is geweldig, want niet alleen Spin Magazine heeft ons opgemerkt", aldus zanger Odilo Girod. "De video verschijnt op verschillende blogs, er is een artikel in de Engelse bladen Promo en Music Week over verschenen en de clip is opgenomen in het programma van een aantal filmfestivals." Girod is medebedenker van het script van de clip. "De documentaireachtige stijl sluit aan bij het concept van de albumcover van 'the 3rd Album'. Die is namelijk vormgegeven als een tijdschrift, waarbij de songteksten van de liedjes worden weergegeven als artikelen." Coparck heeft hier nog een schepje bovenop gedaan door rond Noorderslag met een heuse en veelbesproken Coparck-krant te komen.

Odilo zegt: "Het is heel mooi voor Coparck om zoveel respons te krijgen uit allerlei landen, maar natuurlijk ook een groot compliment voor clipmakers Wouter Stoter en Daniel Bruce. Zij hebben het verhaal fantastisch vormgegeven, en voor een hele goede en sterke cast gezorgd. Zoals in Spin Magazine over de clip wordt opgemerkt: *It does in four minutes what most movies can't do in 90*. Dat is zo, en dat is erg knap."

In ons eigen land is de clip ook niet onopgemerkt gebleven. MTV heeft hem al bekroond tot "Must-C", en vanaf zaterdag 30 juni zijn de drie videoclips van Coparck te zien in het Stedelijk Museum in 's-Hertogenbosch, tijdens de tentoonstelling Nederclips.

Coparck is komende tijd o.a. te zien op het Oerol Festival en de Parade in Den Haag en Amsterdam.

*"I liked Coparck a great deal. Crafty video, but again it was the music that stood out."*

*"Good Year for the Robots by Coparck- I'm a huge fan of innovative music video. This was defiantly a winner. "*

*"Dutch, indie-mainstream group, Coparck impressed the pants off me with a unique music video motif - a typically English advertorial which I like - and a lovely website design."*

<http://www.theplugg.com/2007/06/01/song-of-the-week-june-1/>

essay over Wizzard of Oz-motief:

[http://obtusity.blogspot.com/2007/03/when-mans-empty-kettle-coparck-good\\_09.html](http://obtusity.blogspot.com/2007/03/when-mans-empty-kettle-coparck-good_09.html)

*One of the most fascinating videos of the year comes from the Netherlands...this is how you tell a narrative through music video...*

interview met de regisseurs:

<http://obtusity.blogspot.com/2007/03/speak-up-comrads-behind-coparcks-good.html>

videoclips:

[www.coparck.com/videos.html](http://www.coparck.com/videos.html)

website:

[www.coparck.com](http://www.coparck.com)

bron **LaLaLa Management, 22 juni 2007**

# Day in the life of a paranoid android

## A Good Year For The Robots

Directors: Wouter Stoter & Daniel Bruce

As far as robots go, poor Alex is down on his luck. Every day he walks into the same office, wearing the same suit (and facial expression), to perform the same tasks, alongside the same work colleagues – who have him pegged somewhere in between the “future”, “nice” and a “retard”. Not quite sure if he wants to stay an insensitive android or an overly emotional human, it seems the bald office clerk from London Bridge is stuck between a rock and a hard place.

But poor Alex (who is a robot in everything but looks) needn't

worry about his transition from machine to man, as the Wouter Stoter and Daniel Bruce-directed music video for Dutch band Coparck's latest single A Good Year For The Robots proves.

Presented as a fly on the wall-type documentary, Stoter and Bruce, who are part of the collective production company COMRAD – it's made up of 10 directors – follow the emotionless and socially inept robot Alex around his office (pre-op). Shot on video, then given more of a “film look”, the pair have also used a touch of CGI in scenes where Alex's head is opened up and re-tweaked (actual op).



The band themselves feature very little in the video, which allowed the directors to develop the story of Alex's journey from robot to quasi-human more seamlessly. “They gave us complete freedom,” explains

**The boy needs therapy: robot Alex ends up having an operation to give him emotions**

Stoter. And this allowed the directors to develop the Alex's character and his distinctive vulnerability.

Shot in a London office to give it an generic “international” feel (exteriors were shot in London, Amsterdam and Utrecht) the setting – and the fact that Alex's colleagues are interviewed in the mock-doc – means comparisons with a *The Office* are inevitable. Alex even has a blossoming office romance, but the directors are keen to disassociate their work from *The Office*.

“There's a robot running around in ours, so it's definitely not *The Office*,” says Bruce.

**Ash Dosanjh**

April 2007 | **Promo** | 11

## Must-See Videos

### Kanye West “Throw Some Ds Remix”

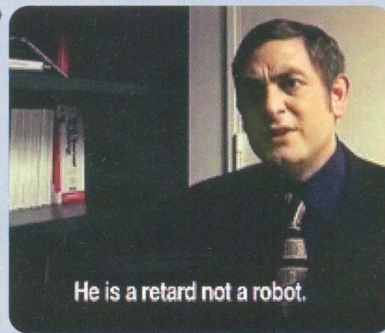
Rich Boy's “Throw Some Ds” has inspired a number of mix-tape bootlegs, but Kanye West inexplicably shot a video for his. Dressed in a wig and identifying himself as his own “old-ass cousin,” West raps about breast implants while sitting in a giant leather chair on top of a bearskin rug. It begs the question: Is Kanye feeling okay?

### R. Kelly, feat. T-Pain and T.I. “I'm a Flirt”

Amazingly, this clip doesn't feature any dwarves, guns, or closets. For his big comeback, R. Kelly returns to what he knows best: big cars, shiny suits, and vixens as far as the eye can see. You have to feel bad for guests T.I. and T-Pain, because no matter what they do or how hot their verses are, they're mere window dressing at Club R.

### Jarvis Cocker “Don't Let Him Waste Your Time”

For his first solo outing, the ex-Pulp frontman plays a cab driver so besotted by his fare that he ends up running over bicyclists, plowing through bushes, and finally splitting the cab in two so he can croon this drop-the-bastard ballad under the glow of a disco ball. It's heartfelt and slapstick—just like the best Pulp songs.



### Coparck “A Good Year for the Robots”

Equal parts *Blade Runner*, Lars von Trier, and *The Hitchhiker's Guide to the Galaxy*, this short comes care of Amsterdam's favorite icy indie rockers. Shot like a documentary, the clip tells the story of “Alex,” an efficient worker who, like the Tin Man, has no heart but desires human feelings. It's spooky, sad, and ultimately redemptive. It also does in four minutes what most movies can't do in 90.