



NEW VENTURES

CREATIVE TWINS

We discover how one-man team Weirdcore created the visuals for Aphex Twin's new track

From the B-movie horror gore of Michael Jackson's *Thriller* to the seedy, indie cool of Nirvana's *Smells Like Teen Spirit*, some music videos come to represent the spirit of the times.

This almost certainly was not the aim behind the new music video for Aphex Twin's *T69 Collapse* track, but having teamed up with his longstanding one-man studio partner Weirdcore, it's certainly one of the more memorable mind-altering music videos we've seen for a while!

Notorious for his frenzied, often nightmarish visual work, Weirdcore isn't

coy about how hands-on he likes to be when creating. "With it being just me, I direct, animate, design and shoot," he says. "All the concepts and visual techniques used in my videos are my own ideas." Such a breadth of roles means having to work with a mixture of software applications, all key to pulling off his notable style. "I've done this for two decades now, becoming familiar with programs like Adobe Suite (mainly After Effects), Cinema 4D, Octane and Redshift. My go-to for a long time has been Max 7, which I still use for my live shows."

For the *T69 Collapse* music video, Weirdcore is quick to highlight that it

wasn't, rather appropriately, a conventional way of producing a music video. "There wasn't really a brief. Because me and Richard D James [the musician behind the Aphex Twin moniker] have known each other for eight years or so, we just loosely talked about stuff which could be done," he says. "There were two requests he asked of me. First, that there would be a sense of collapse (duh!), and second, that the beats per minute changes in the middle section were well reflected and represented on screen."

It's fair to say that Weirdcore's final piece achieved these goals. The video is a flurry of complex gyrating motions and



Above: Most of the warped images used in Weirdcore's video have their roots in the everyday

warping imagery that continually swoop from one scene to the next. Intimately tied to Aphex Twin's sounds, the combination is an attack on the senses.

Considering the somewhat improvised approach of his work, Weirdcore thinks that its uniqueness is in how organic it is. "By comparison, most of my other projects have all been quicker, normal, more limited." That's not to say he didn't devote considerable time to it. "As I did it myself, mostly at home, I'd hardly shown it to anyone outside of Richard and his label. There was no outside feedback for it at all. I only finished it two days before release, it was so top secret."

Upon release, the T69 Collapse video was an immediate fan favourite, amassing almost a million YouTube views in its first week. "By the time it came out I was desensitised to how impactful the video was," Weirdcore reveals. He had designed the whole campaign – from cover artwork, including limited edition covers, to the posters and press pictures. And his work is still not done, with Weirdcore currently developing the VR version of the video. The end result? "It didn't look that impressive to me anymore, so I was so surprised by how well it got received when it was released." <http://weirdcore.tv>

IN OTHER NEWS...

The other Über enjoys a bright rebrand

www.uberagency.com



Founded in 2003, Sheffield-based advertising agency Über are ushering in a new era, having recently undergone a brand relaunch that's more reflective of the company's confident, future-facing attitude. The new look sees the agency's identity brought to life using a self-admittedly "brash" colour palette, striking 3D-rendered objects, and a kinetic style of motion graphics.

Speaking of Über's fresh look, managing director Greg Clark expressed: "Things have changed a lot in 14 years, not to mention the arrival of a certain Taxi app. But we are building on our own brand in our own unique way," he explains. "The rebrand firmly underlines this, helping us refocus on what makes us special."

The Definitive University Checklist

www.pentagram.com

Having already overhauled the University of Sussex's visual identity last year, design consultancy Pentagram were all-too happy to help the educational body on a new project. Openly titled The Definitive University Checklist, Pentagram filmed and designed the lively 60-second brand film to help the prestigious institute showcase to prospective students what's in store for them should they choose to enrol.

There was a concerted effort to eschew the typical formulas academic short films tend to follow, as the university's head of marketing Katy Hiles explains; "When Pentagram suggested the idea of an almost unbiased checklist, we immediately liked it," she reveals. "From its spectacular modernist architecture and activist routes to its multicultural campus and unparalleled desire to create change, the University of Sussex has a unique spirit, and we wanted to create a playful film that expressed that spirit."

