

FOR IMMEDIATE RELEASE:

Recent Grads Tackle Struggling Music Video Industry with Creativity, Originality

Columbia, SC - September 19th, 2009 - With the music industry focused on enhancing the statures of its highest-paid artists, many up-and-coming independent artists are finding themselves caught in a situation where being signed is virtually impossible and where it is hard to stand out in a market over-saturated with low-to-no-budget newcomers.

Directors Taylor and Blake Engel of Movable Type Pictures sought to create a solution for Righchus and Max Berry, a rapper/producer team who last year recorded their ground-breaking, debut album 'Chaos Theory'. Righchus and Max's talent was clear - they just needed to be heard. Taylor and Blake, along with producer Dale Fagan, devised a way to film a music video that matched not only the professionalism of 'Chaos Theory', but also the low budget.

Several months before the album's release, while Taylor and Dale were still attending the University of South Carolina, the Engel brothers conceived of a music video concept for Righchus' first single 'Ridin' that cost a mere forty-two dollars. They maintained this low budget by utilizing the University's equipment and a student crew with whom they had previously created other projects. Returning barely used items and catering provided by the video choreographer's mother helped keep the costs to a minimum. "Ridin'" went on to premiere on BET.com, 99dollarmusicvideos.com, the Indie Grits Film Festival, and dozens of hip-hop blogs around the world.

A month after graduating, Dale, Taylor, and Blake again sought to create a follow-up music video for Righchus and Max. "It was an extremely quick production," said Taylor, the elder of the duo. "We had planned a bigger-budget video with another artist, but at the last minute certain key components fell through. So we were then tasked with creating a music video from concept to completion for Righchus and Max a week before Dale and I were to move to Los Angeles. It was hectic to say the least."

Max and Righchus were excited to do a second video. This time they managed to pull together \$300 for the production, a fund that pales in comparison to the million dollar budgets that are the norm for today's top artists. Taylor, Dale, and Blake had one week to make it work.

The University of South Carolina refused to loan equipment to the crew of recent graduates, so they had to look elsewhere. First, they needed a camera. "Andrew Stepp is our god", Taylor said. "He works with us on everything we do, and whenever there is something we can't make happen, he makes it happen somehow." Stepp provided the Panasonic HVX-200 P2 camera on which the video was shot as well as importing and organizing the footage on set.

Next, the directors wanted an opening Steadicam shot, but they no longer had access to the University's \$5,000 dollar rig. So Taylor dug up an old \$200 Glidecam, which he describes as "basically a stick with weights on the bottom". According to Taylor, camera operator Josh Bishop picked it up and instantly made the mount glide as if it were a thousand-dollar rig. Finally, they needed lights, which can easily be the most expensive pieces of equipment on a set. Cinematographer Jonathan Bouknight, another recent graduate, purchased construction work lights from the local Home Depot for a total of about fifty dollars.

Special Effects Director Darrell Payton worked wonders with a Halloween fog machine to create smoke effects, and with a lot of post-production finishing Taylor hand-blurred every individual frame of the video to make it appear as if the crew had used expensive lenses during filming.

"I'm so happy with how it turned out," stated Fagan. "We had virtually no money and no time, yet I feel our video is comparable with anything else out there costing 100 times as much." Blake, Taylor, and Dale have decided to retire from no-budget, pro bono videos and are looking to take their craft to the next level. "It's not about doing videos for dirt cheap. It's about putting creativity back at the forefront of music videos

-more-

rather than simply throwing money around just because its available. We're not against big-budgets by any means. But we do want to provide more for less when possible. We made this video for \$300. I'm excited to think about what we could do with more."

Dale Fagan is the producer for Movable Type Pictures, a small production company that was started with directors Taylor and Blake Engel while the three were in college. More of their work can be viewed on www.movabletypepictures.com, and Righchus and Max Berry's new album 'Go Hard' can be downloaded on iTunes and www.righchus.com .

###

If you'd like more information about this topic, or to schedule an interview, please contact Taylor Engel at taylor@taylorenge.com.