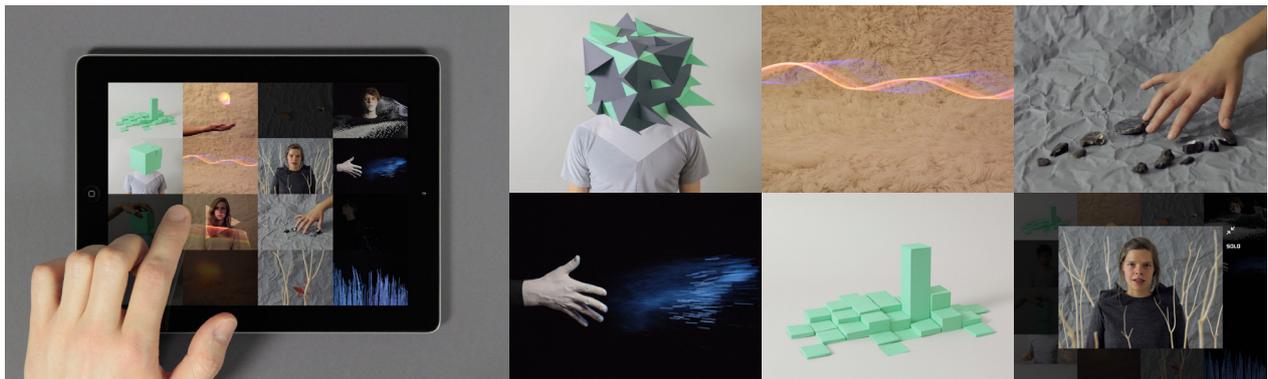


PREMIERE: »Visual Beat« An interactive music video app by Max Mörtl

In collaboration with the musicians Nutia, Mohna, Clara and Dobré

Release: 23 November 2015, free

In his interactive music video “Visual Beat”, the director and animator Max Mörtl blurs the boundaries between a supposedly passive audience and active, creative directors and musicians and challenges these roles. The user of the app becomes part of the artistic process and is incorporated not only into the arrangement of the musical composition but also into the visual elements of the music video. Using a diverse palette of instruments and vocal lines, it is possible to create a virtually unlimited number of combinations. “Visual Beat”, which has already received several awards, will be available free for the iPad in the App Store from 23 November 2015. For more information and a browser version of the app visit www.visual-beat.com.



The building blocks for the “Visual Beat” music video were created in collaboration with the genre-hopping musicians **Mohna, Nutia, Clara** and **Dobré** specifically for this project. An individual visual language was also developed exclusively for each musician, which can be brought to life using hand-made stop motion animation. “I had already worked with each of these musicians previously and I asked myself what would happen if they came together and I, or indeed someone completely different, were able to have creative control of the process?” says Max Mörtl.

Max Mörtl

Max Mörtl’s animations, music videos and promotional videos are characterised by an unapologetically hand-made aesthetic that comes about through a creative process dominated by analogue methods. The animation is not done at a computer, but rather by hand, frame by frame. Always on the look out for new representational means, Mörtl experiments with diverse tactile materials. His work is an interaction of the advantages of analogue animation and the possibilities of modern technology. You can find further work by Max Mörtl at www.maxmoertl.de.

Contact

Max Mörtl
mail@maxmoertl.de
www.maxmoertl.de

Website

www.visual-beat.com

Pressebilder / Pressekit

www.visual-beat.com/presskit.html