



THE MONKEY BREAD TREE FILM AWARDS
For filmmakers, by filmmakers.

April 10th, 2021

“Geneva Jacuzzi’s Casket by Chris Friend”

One of the things I’ve really enjoyed in the last few years is the digital playfulness that music videos have grasped – especially those that have encountered the fantasy and fantastical opportunities that digital filmmaking provides. One such examples is the work of Grimes – her music, her persona and especially her videos inhabit worlds and characters entirely unique to her work... And so, it comes with great excitement to say that Chris Friend’s work on this particular whacky music video is no different.

Heads buzz, the digital atmosphere engrosses, hypnotises and we are victim to its wonders – both as consumer and users, as we are... After all... Watching this digital video on a variety of digital screens. The world is alight with colour, music and character – the use of close up is especially rewarding, even unusually so for a music video (it’s quite cinematic).

All in all, this is a perfect little trick of digital editing and performance. The world, though artificial, appears real. Real. Or is it reel?



**Reviewed by festival director,
-Ben Rider**