

MK announces finalists of Music Video Project 2012

The past couple of months saw production companies teaming up with bands and artists to create a concept and treatment for a music video that they then submitted for the MK Music Video Project 2012. This year saw a flood of submissions for the project, which had the MK judging panel blown away by what they had received, and had a tough time narrowing down to the final 12.

When it came to choosing which videos were to be commissioned, the MK MVP judging panel looked at elements such as band/artist positioning, the choice of song, visual treatment of the proposed video and how well the concept complemented the MK brand.

The 12 artists who will each get a music video commissioned are:

- aKING, Jezebel to be produced by Supra Familias
- Bicycle Thief, Goodbye Ian Curtis to be produced by Motion City Films
- Die Skynmaagde, Die Kommunis Sokkie to be produced by Sound Surgeons CC
- Die Tuin Dwergeries, Blou Gras to be produced by VPH Films
- Gazelle, Val Van Die Ryk to be produced by 187 Pictures
- Jack Parow, Afrikaans is Dood to be produced by Little Big Productions
- Jakkals, RumTrifle to be produced by Crave Pictures
- P.H. Fat, Business Business Crash to be produced by CAB
- Shortstraw, Waterworks to be produced by Mustard Post Production
- Spoegwolf, Somersetwes to be produced by The Suits
- The Plastics, Best Pretenders to be produced by Little Big Productions
- Van Coke Kartel, Buitenkant to be produced by Groundglass

This year marks the third year that the MK Music Video Project has been running, and it has grown immensely since its inception in 2010. "This year we had almost double the amount of submissions for the MVP when compared to last year's submissions, which shows us that those within the industry value the MK Music Video Project, and we are absolutely thrilled by this," said MK's content executive Stephan Potgieter.

Quality has improved

"It's an amazing project for us to continue because we've seen the growth and progress of some of our past MVP participants, and are only too happy to be able to continue with this project. Also, there are quite a few budding artists and bands on the local music scene that are showing tremendous potential, and if the MK MVP provides them with an opportunity and a platform to get their name out there, then that's great!" he said.

Potgieter is excited to see how this year's MVP will fare against the quality and concepts of music videos that came out of MK MVP 2011. "It's definitely improved over the years. We are now perhaps at a point where some of our South African videos can compete on an international stage, and I think this has to do with the passion for the product between all stakeholders. I'm really looking forward to what our top 12 for 2012 are going to bring to the table, and I think MK viewers and the artists' fans will be impressed with what they put out for the MK MVP 2012."

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