

N1kki - 'Jeans On'

THE ARTIST - N1KKI

N1kki is a dynamic, young, up and coming 16 year old solo artist. Following in the footsteps of Busted in style, he is something of an enigma, being able to sing, perform and dance, and is about to launch his career in the UK Pop industry.

THE CONCEPT

Highly original, fusing narrative with a fast moving and sexy performance, the video uses and plays on theatrical themes with dance, breakdance, performance and gymnastics being key, as we follow a day in the life of N1kki. The video is famed for being shot all in one take, and being the first music video in the world to use a Matrix style performance with dancing pairs of jeans and a floating N1kki, which were all done in camera, with no post production effects whatsoever, completing a fantastical, ambitious promo.

TECHNICAL DETAILS

FORMAT: Super 16mm
BUDGET: UKP 15,000
FILMING LOCATIONS: London, UK
POST PRODUCTION: London, UK

STATUS

N1kki's 'Jeans On' video has aired on Sky Pop Channel 619 amongst others.

"Rob produced for us a very challenging music video, shot on Super 16mm film. Not only have we a superb promo, but Rob brought the shoot in under budget. A rarity nowadays!"Chris Snode - Managing Director - Sports Workshop Promotions. www.n1kki.com