

Spectacle: The Music Video

The music video has changed virtually everything about the world we live in.

The music video is a visual shorthand that delivers a range of experiences in record speed and transforms the way we see music.

It has provided a platform for filmmakers, musicians, choreographers, photographers, designers, thinkers and artists to collaborate in an atmosphere of unbridled creativity.

It has revolutionized trends, not only in the way a style traverses the globe, but in becoming the fastest and most effective image-making machine for artists and fans alike.

It has given a face to global youth culture, transcending politics, geography, race, creed and class.

It has killed the radio star and proven that music now must be seen, not just heard.

It is in a constant state of redefinition, continually finding new ways to dazzle, entertain, enlighten and provoke.

Above all, in front of our very eyes, the music video has evolved into a genuine art form.

To see, hear, feel and play with.

For all this, ladies and gentlemen, we give you the music video.