



THE HISTORY OF MUSIC VIDEO – PART I  
THE VIDEOS

The Reflex  
Duran Duran and Russell Mulcahy  
1983





Come to Daddy  
Aphex Twin and Chris Cunningham  
1997



Maneater  
Daryl Hall & John Oates and Mick Haggerty/C.D. Taylor  
1982



One More Chance  
The Notorious B.I.G. and Hype  
1995



Time After Time  
Cyndi Lauper and Edd Griles  
1984



Little Red Corvette  
Prince and Brian Greenberg  
1983



Three Little Pigs  
Green Jellö and Fred Stuhr  
1992



The Bad Touch  
The Bloodhound Gang and Richard Reines  
1999

THE HISTORY OF MUSIC VIDEO  
PARTS I - III

b/w

THE ENCYCLOPEDIA OF MUSIC VID

By Kevin F Holy  
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Second Edition.  
Printed at Lulu





Addicted to Love  
Robert Palmer and Terence Donovan  
1985



Simply Irresistible  
Robert Palmer and Terence Donovan  
1988



Sugar is Sweeter  
CJ Bolland and David Slade  
1996



Everything About You  
Ugly Kid Joe and Thomas Mignone  
1992



Enter Sandman  
Metallica and Wayne Isham  
1991



Same Damn Time  
Future and Dr. Teeth  
2012



Big Poppa  
The Notorious B.I.G. and Hype Williams/Sean 'Puffy' Combs  
1994





Gangsta's Paradise  
Coolio feat. L.V. and Antoine Fuqua  
1995





Hot for Teacher  
Van Halen and Pete Angelus, David Lee Roth  
1984

Daniel Pearl, A.S.C.  
Over e-mail

Q  
What are your finest shots you've created

What do people not remember about the Eighties industry

A  
Assuming you are only interested in the eighties, correct? My best videos of the 80's would include Police "Every Breathe You Take" and "Wrapped About (sic) My Finger", Michael Jackson "Billie Jean", Duran Duran "The Reflex", U2 "With Or Without You". Van Halen "Hot For Teacher" Billy Idol "Dancing With Myself" and The Rolling Stones "Almost Hear You Sigh". Identifying specific shots will take some time.

At the dawn of MTV, music video was totally an English industry, with almost 100% of the music videos being produced by English production companies with English (or Australian in Mulcahey's case) directors.

Brian DePalma, Taylor Hackford, and Toby Hooper were feature directors that I shot one off videos for, but it wasn't until the middle eighties that Jim Yukich became one of the first American mainstream video directors.

--

January 18 2020



With or Without You  
U2 and Meiert Avis with Matt Mahurin  
1985



One (version two)  
U2 and Anton Corbijn  
1993



2 Wicky  
Hooverphonic and Alex Hemming  
1996



If You Tolerate This Your Children Will Be Next  
Manic Street Preachers and WIZ  
1998



Man That You Fear  
Marilyn Manson and WIZ  
1999



Out of Control  
The Chemical Brothers and WIZ  
1999





Let Forever Be  
The Chemical Brothers and Michel Gondry  
1999



Isobel  
Björk and Michel Gondry  
1995



Army of Me  
Björk and Michel Gondry  
1995



It's In Our Hands  
Björk and Spike Jonze  
2002



Human Behaviour  
Björk and Michel Gondry  
1993



Sweet Lullaby  
Deep Forest and Tarsem  
1994



Losing My Religion  
R.E.M. and Tarsem  
1991





Vogue  
Madonna and David Fincher  
1990





Express Yourself  
Madonna and David Fincher  
1989



Ray of Light  
Madonna and Jonas Åkerlund  
1998



Papa Don't Preach  
Madonna and James Foley  
1986



What's Love Got to Do With It  
Tina Turner and Mark Robinson  
1984



We Don't Need Another Hero (Thunderdome)  
Tina Turner and George Miller  
1985



Private Dancer  
Tina Turner and Brian Grant  
1984



Smooth Operator  
Sade and Julien Temple  
1985





Cherish the Day  
Sade and Albert Watson  
1993





These Are Days  
10,000 Maniacs and Big TV!  
1992



Save Me  
Aimee Mann and Paul Thomas Anderson  
1999



Across the Universe  
Fiona Apple and Paul Thomas Anderson  
1998



Sleep to Dream  
Fiona Apple and Stéphane Sednaoui  
1996



Criminal  
Fiona Apple and Mark Romanek  
1996



...Baby One More Time  
Britney Spears and Nigel Dick  
1998



Oops!...I Did It Again  
Britney Spears and Nigel Dick  
2000



Womanizer  
Britney Spears and Joseph Kahn  
2008





I'm Not a Girl, Not Yet a Woman  
Britney Spears and Wayne Isham  
2001



Toxic  
Britney Spears and Joseph Kahn  
2004



Man! I Feel Like a Woman  
Shania Twain and Paul Boyd  
2003



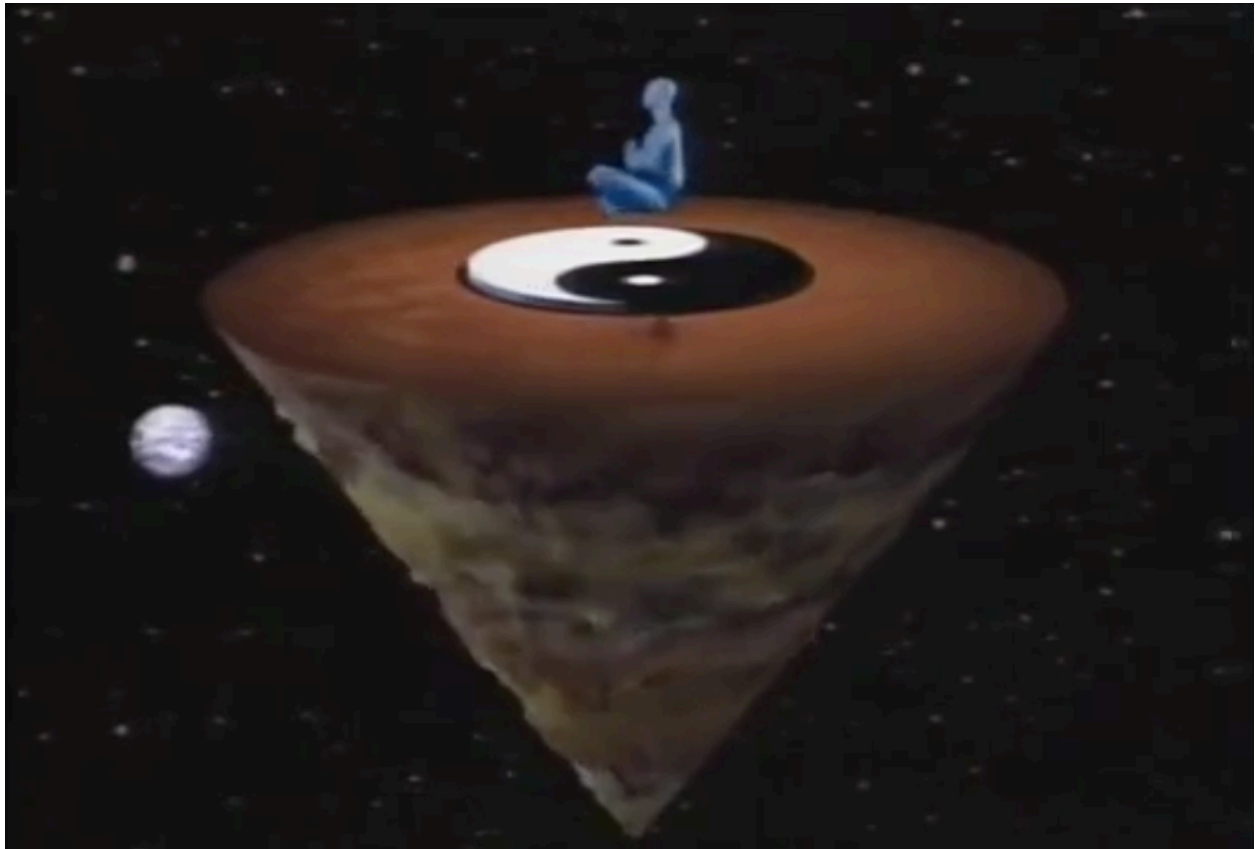
Forever and For Always  
Shania Twain and Paul Boyd  
2002



Gypsy Woman (She's Homeless)  
Crystal Waters and Mark Pellington  
1991

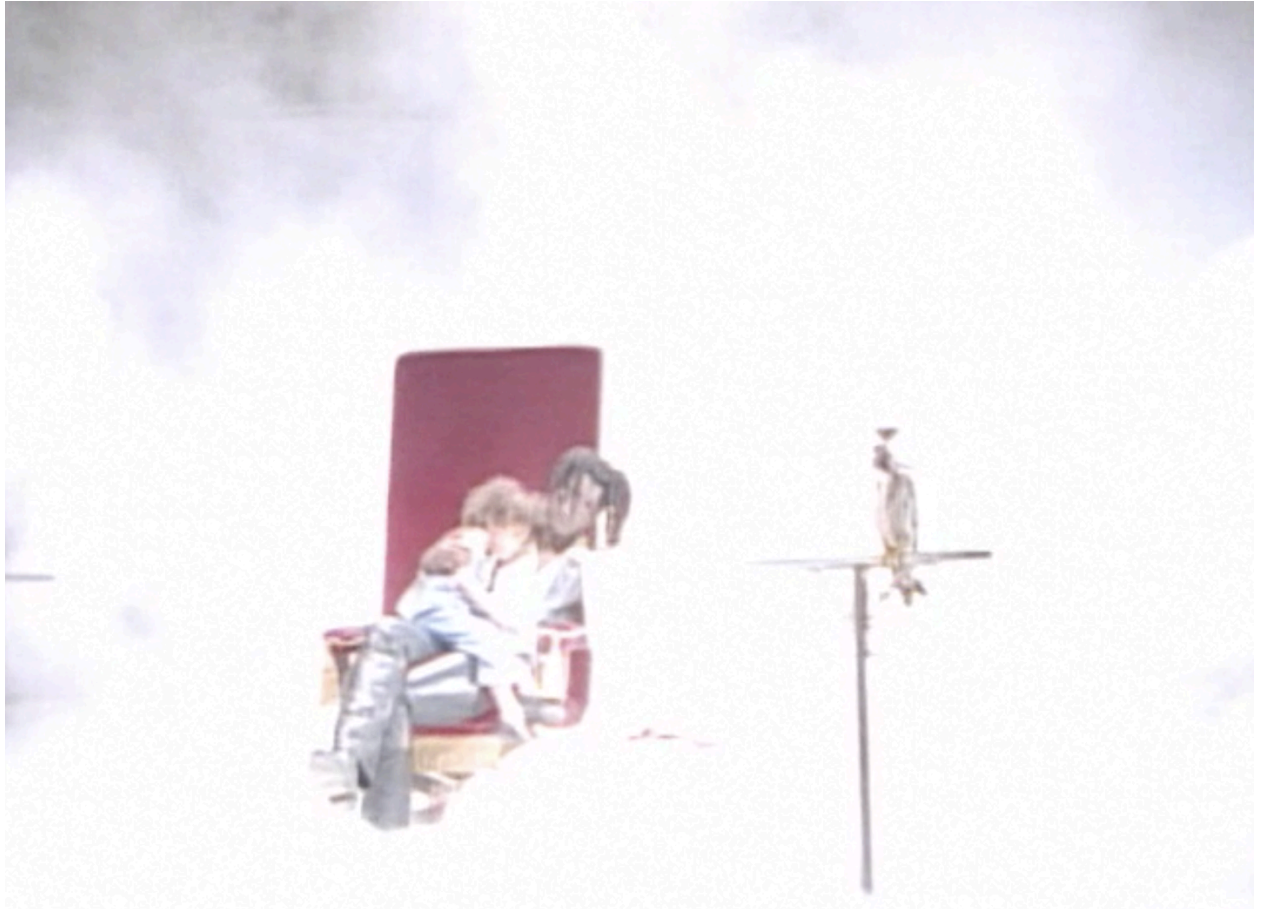


3 a.m. Eternal  
The KLF and Bill Butt  
1990



Killer  
Seal and Don Searll  
1990





Future Love Paradise  
Seal and Michael Geoghegan  
1991





Crazy  
Seal and Big TV!  
1990



Crazy  
Aerosmith and Marty Callner  
1994



Cryin'  
Aerosmith and Marty Callner  
1994



Love in an Elevator  
Aerosmith and Marty Callner  
1989



If I Could Turn Back Time  
Cher and Marty Callner  
1989



Here I Go Again  
Whitesnake and Marty Callner  
1987



Wanted Dead or Alive  
Bon Jovi and Wayne Isham  
1987



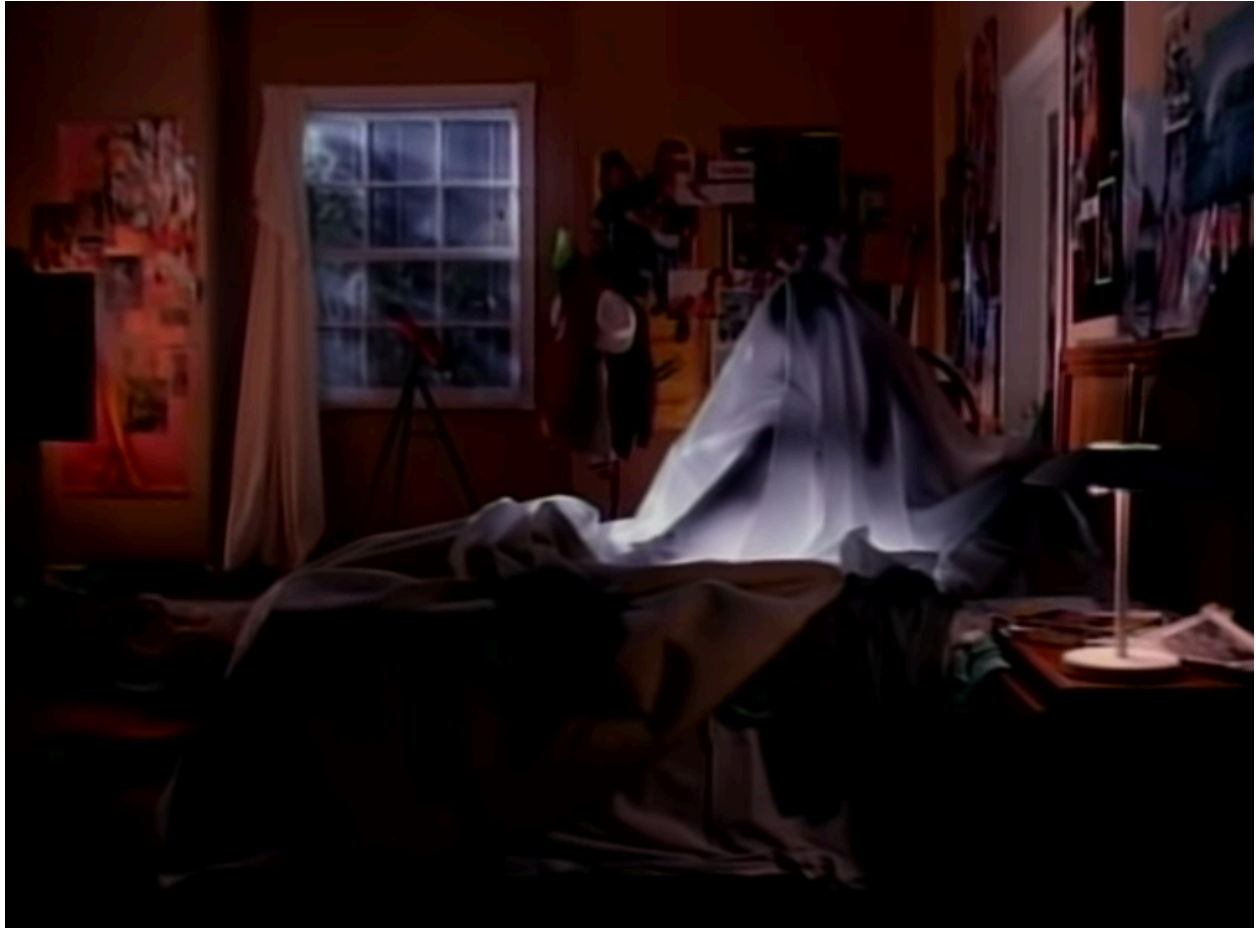


Livin' On a Prayer  
Bon Jovi and Wayne Isham  
1986





Cherry Pie  
Warrant and Jeff Stein  
1990



Sweet Emotion  
Aerosmith and Marty Callner  
1991



November Rain  
Guns N' Roses and Andy Morahan  
1992

It's the final countdown.

Music video has been alive in some form for almost 100 years.

What remains after a century of music video is not only chronicled inside this book, but it is writ all over Youtube, Vimeo, and Dailymotion. MTV is not the domain for music video anymore, they've made that almost abundantly clear in this cash-grab culture. REVOLT, Fuse, BET net, and VIVA all focused on music video until they didn't. (REVOLT and BET net still play videos, VIVA is dead [long live VIVA]) Going after MTV is nuts because they don't care, they have VIACOM.

While this book is not a medium for the watching of these clips, it is meant as a bouncing-off and a reference.

I've been watching music videos since around 1981, when I was three. The medium is thriving like it hasn't in years, many thanks to Youtube/Google. While many of us have wondered if the medium would die because of low bandwidth and lack of funding, in 2020 we see that the Internet is now mature enough for video. Streaming services are also part of the fun – whoops! Just kidding, so far Netflix, Amazon Prime, and Apple TV have not housed music video. Yes, there's an app for that, on your smart TV – and it's called Youtube.

So what, what is this medium for, you may ask.

The medium is still a commerce-vs-artistic mishmash but its success is usually reliant on artists and labels only. Yes, directors, production companies, and producers are around to make the medium next level, but artists and labels are the genesis.

Back to the videos.



Stayin' Alive  
The Bee Gees and Bruce Gowers  
1977



Bohemian Rhapsody  
Queen and Bruce Gowers  
1975



Radio Ga Ga  
Queen and Bruce Gowers  
1984





Telephone  
Lady Gaga ft. Beyoncé and Jonas Åkerlund  
2010





Single Ladies (Put a Ring on It)  
Beyoncé and Jake Nava  
2009



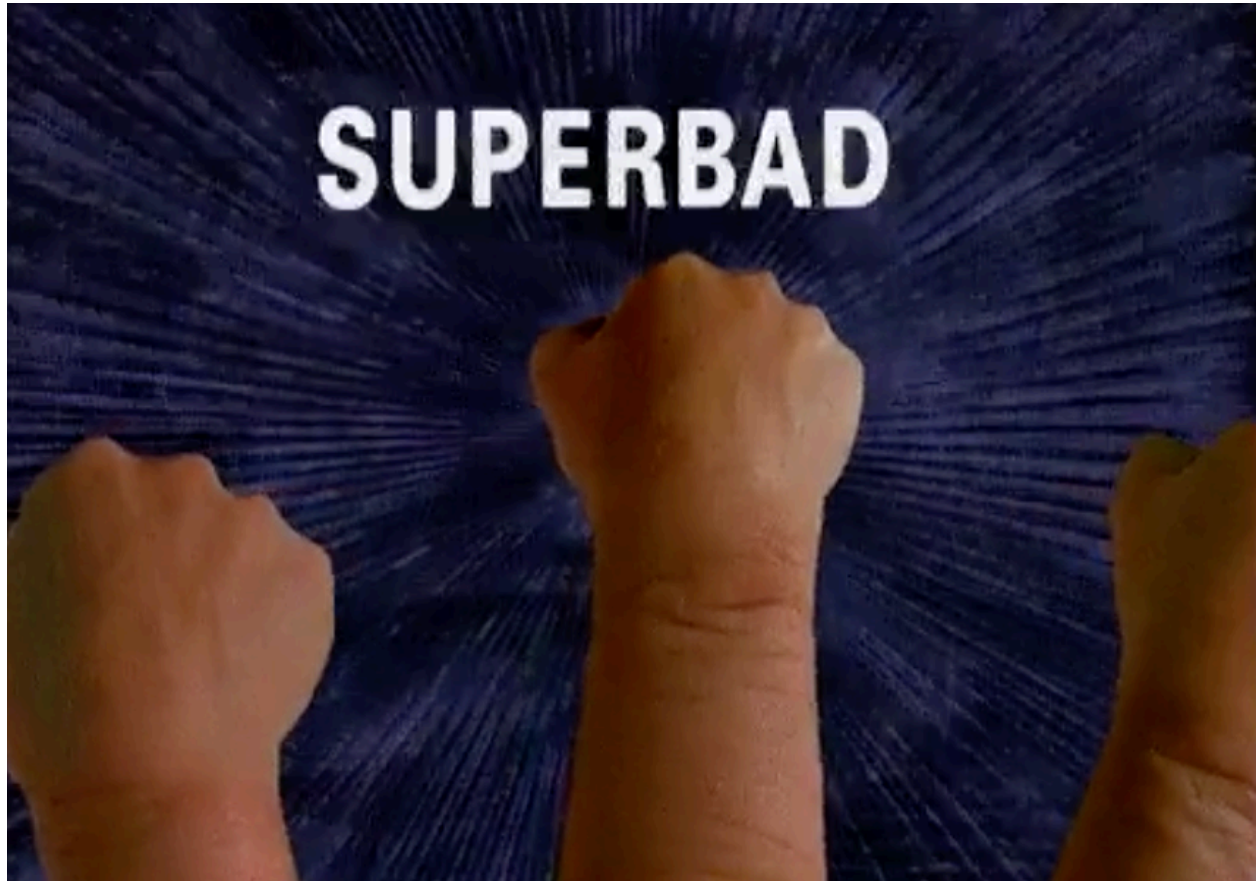
Run the World (Girls)  
Beyoncé and Francis Lawrence  
2011



Bad Romance  
Lady Gaga and Francis Lawrence  
2009



Poker Face  
Lady Gaga and Ray Kay  
2008

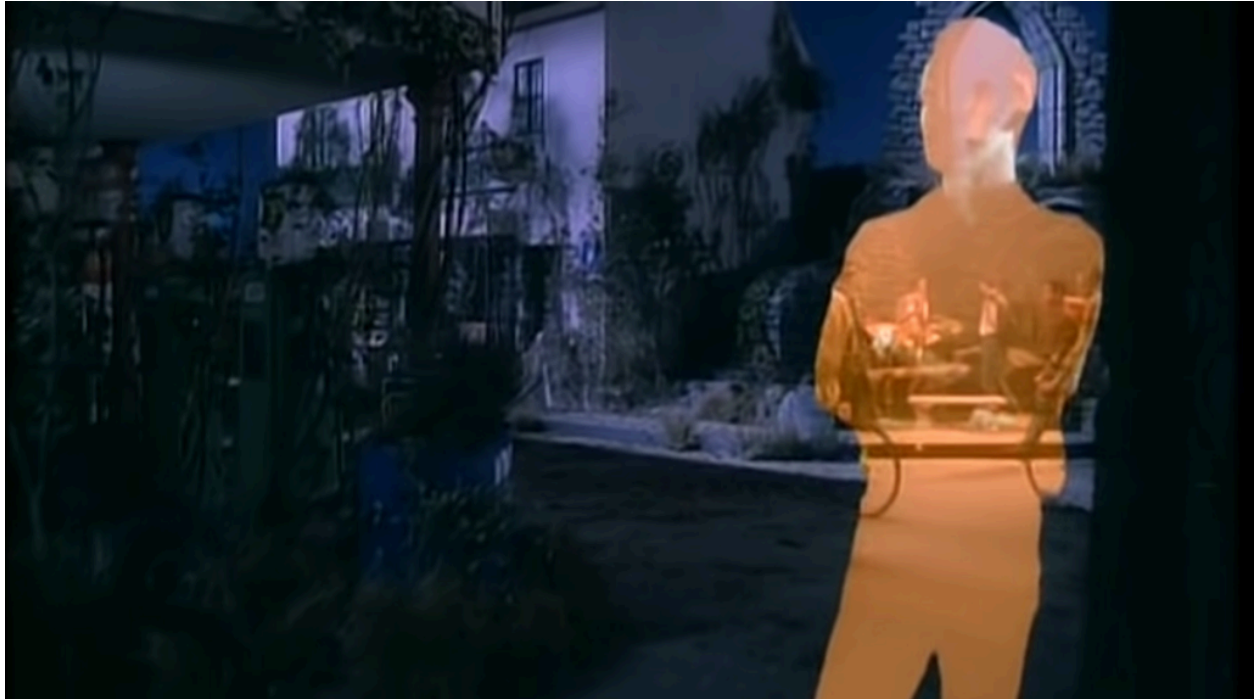


Even Better than the Real Thing  
U2 and Kevin Godley  
1992





If You Love Somebody Set Them Free  
Sting and Godley & Creme  
1985



Fields of Gold  
Sting and Kevin Godley  
1993



Every Breath You Take (Black and White Version)  
The Police and Godley & Creme  
1983





Wrapped Around Your Finger  
The Police and Godley & Creme  
1983



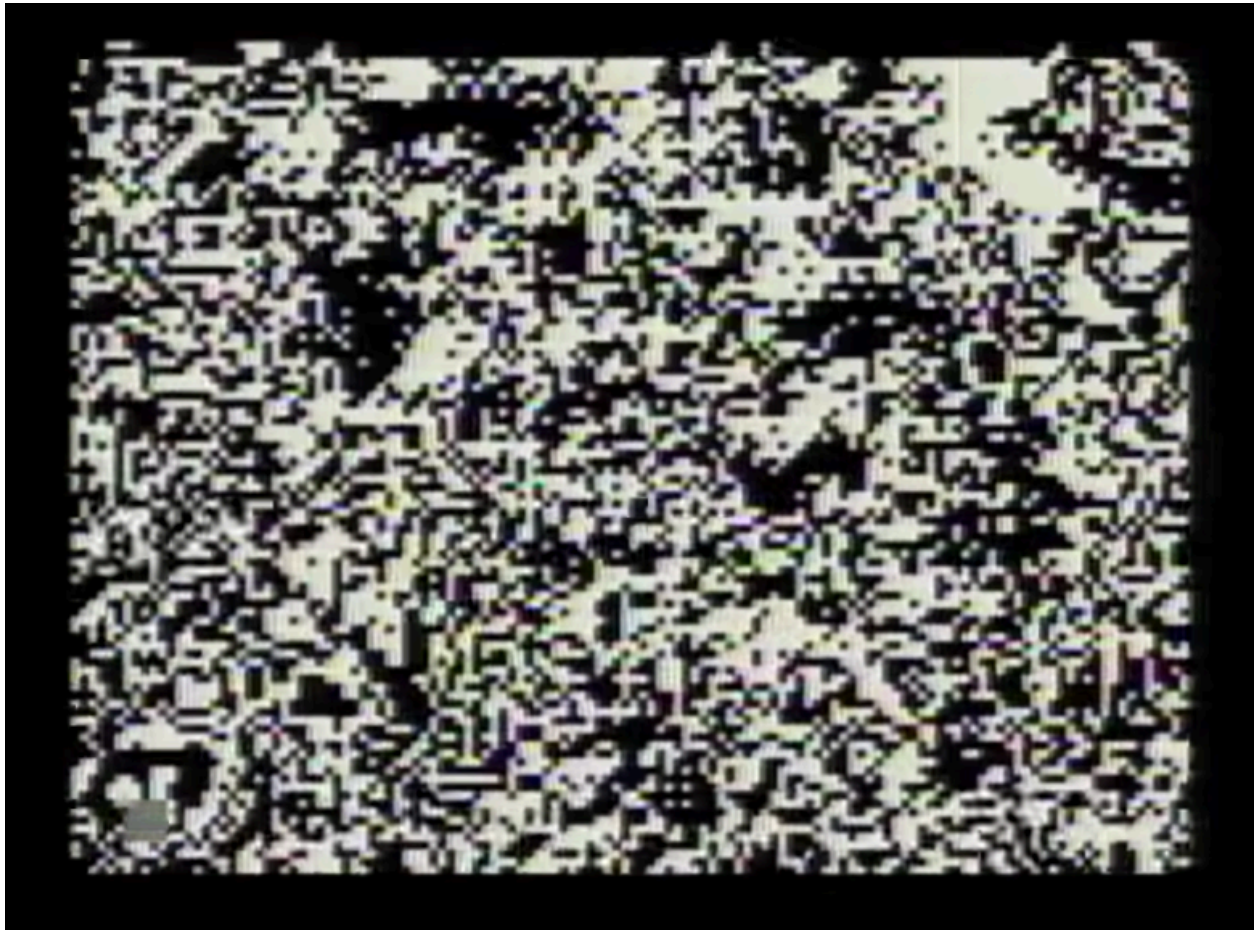
Hold Me Now  
The Thompson Twins and Rupert James  
1983



What's on Your Mind (Pure Energy)  
Information Society and Mark Pellington  
1988



True Faith  
New Order and Philippe Decouflé  
1987



Bizarre Love Triangle  
New Order and Robert Longo  
1986



Bizarre Love Triangle  
Frente! and John Hillcoat  
1994





Stay (I Missed You)  
Lisa Loeb and Ethan Hawke  
1994



You Oughta Know  
Alanis Morissette and Nick Egan  
1995





Only Happy When it Rains  
Garbage and Samuel Bayer  
1996



Milk  
Garbage and Stéphane Sednaoui  
1996



Hell is Round the Corner  
Tricky and Stéphane Sednaoui  
1995



Christiansands  
Tricky and Shawn Mortensen  
1997



Sucked Out  
Superdrag and Chris Applebaum  
1996



Undone – The Sweater Song  
Weezer and Spike Jonze  
1994

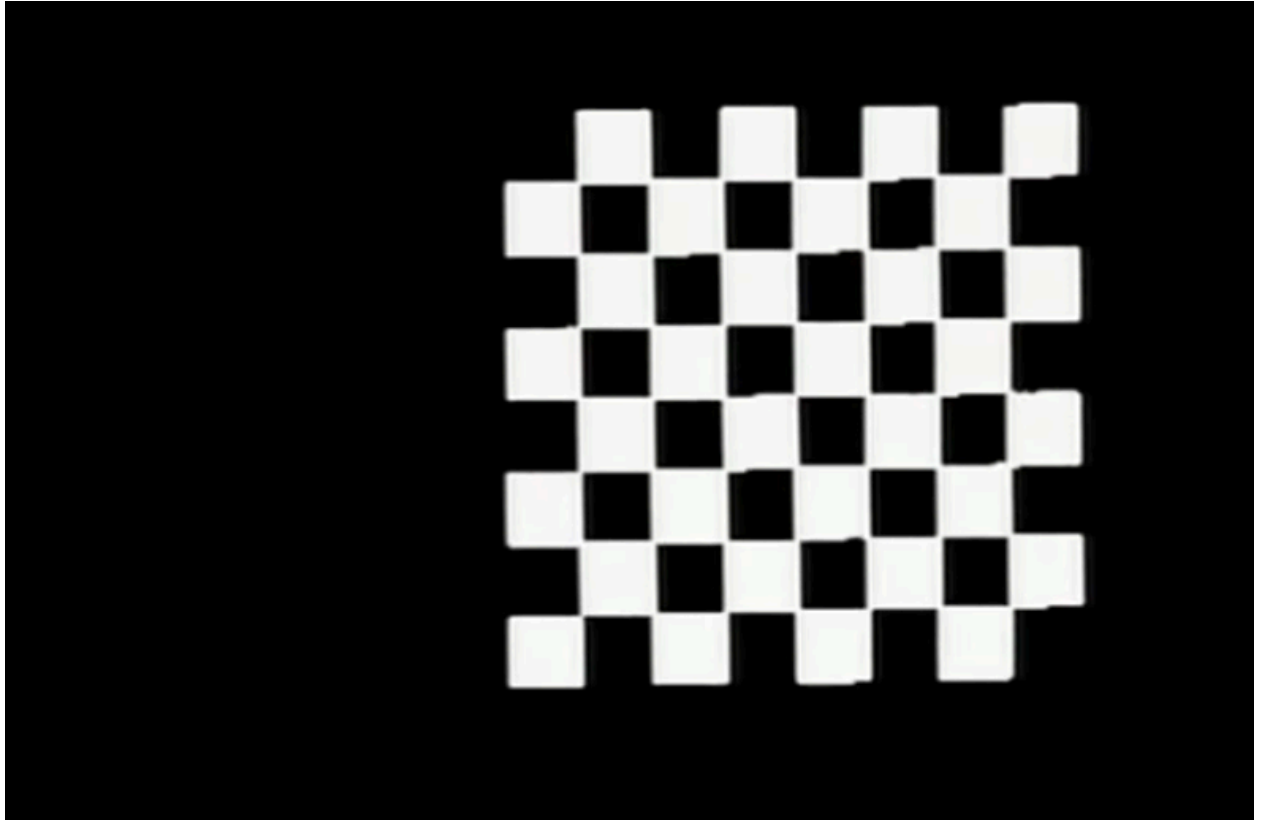


El Scorcho  
Weezer and Mark Romanek  
1996



Ready to Go (US Version)  
Republica and Michael Geoghegan  
1996





One Night in Bangkok  
Murray Head and David G. Hillier  
1984



Synchronicity II  
The Police and Godley and Creme  
1983



Experiment IV  
Kate Bush  
1986



Hounds of Love  
Kate Bush  
1986



Running Up That Hill  
Kate Bush  
1985



Wuthering Heights (version two)  
Kate Bush  
1978



Sugar Water  
Cibo Matto and Michel Gondry  
1996





Know Your Chicken  
Cibo Matto and Evan Bernard  
1996



Twiggy Twiggy  
Pizzicato Five and Yasuharu Konishi  
1995



Magic  
The Cars and Tim Pope  
1984



Drive  
The Cars and Timothy Hutton  
1984



Open Your Heart  
Madonna and Jean-Baptiste Mondino  
1986



Frozen  
Madonna and Chris Cunningham  
1998



The Power of Good-Bye  
Madonna and Matthew Rolston  
1998





Hold On  
Wilson Phillips and Julien Temple  
1990



Just Another Day (version two)  
Jon Secada  
1992



Wicked Game (version two)  
Chris Isaak and Herb Ritts  
1991

No artist in music video has been as divisive, talented, and assumedly unencumbered as the late great Michael Jackson. Michael, along with Madonna served as the icons of the so-called golden age of music video: the early to late Eighties, of which there are books about.

Michael, whose career started out when he was only a young kid with his brothers in the Jackson 5, became the penultimate music video icon, whose passing cut short any oddity that may have been indicated by his private adult life.

His children – Blanket, Michael, and Paris – live on quietly while his videos live on permanently, both on Youtube and occasionally on MTV Classic. His music is indelible.

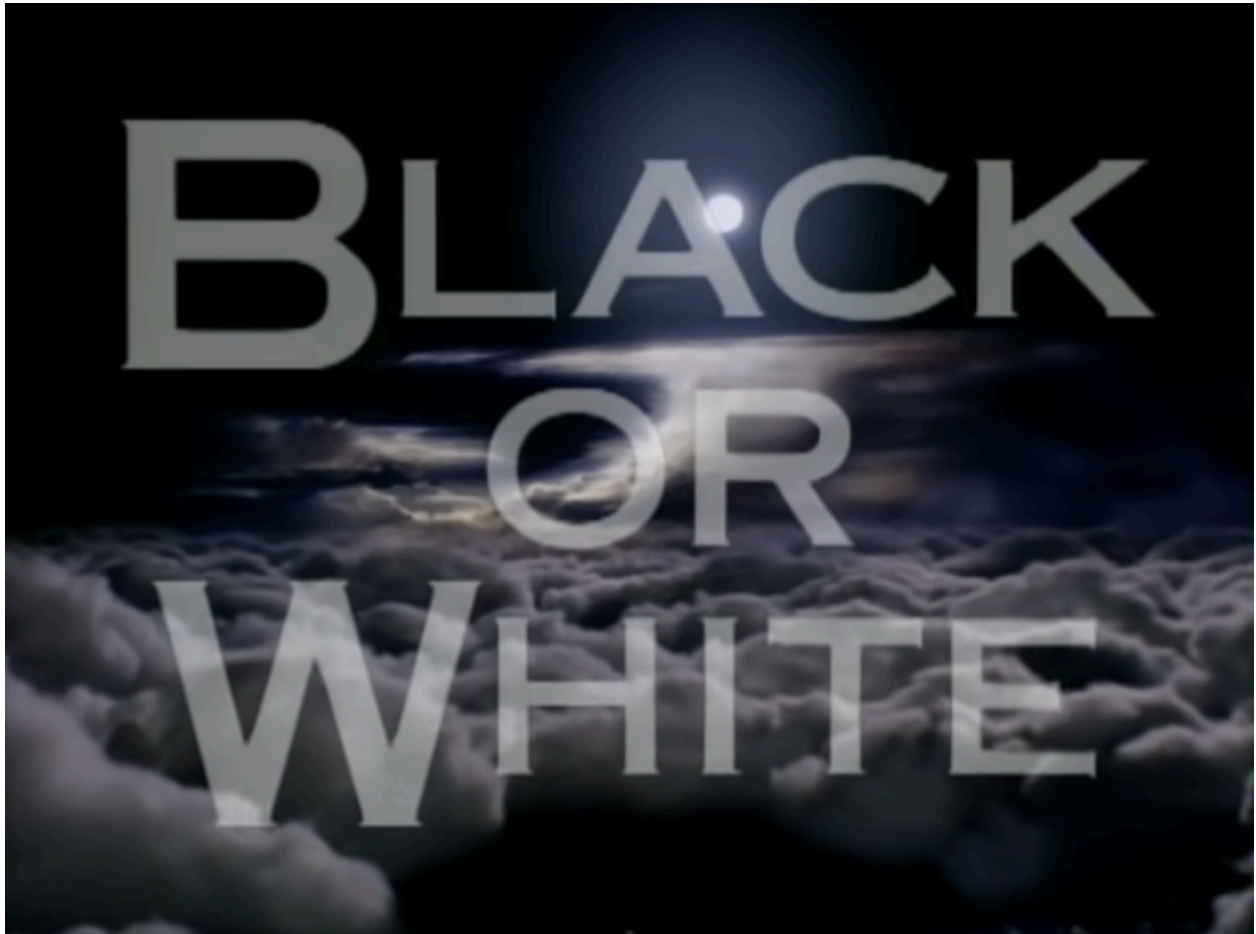
With that said, the artists and directors he chose to work with were the most incredible of their age, often: the late directors John Singleton and Herb Ritts, Martin Scorsese, the list you know yourself, most likely.

His passing at the age of 50 was an undeniable loss.

Here is his videography as is pertinent to this subject.



Leave Me Alone  
Michael Jackson and Jim Blashfield, Michael Jackson  
1989



Black or White  
Michael Jackson and John Landis  
1991

Due to my strong personal convictions,  
I wish to stress that this film in no  
way endorses a belief in the occult.

Michael Jackson

Thriller

Michael Jackson featuring Ola Ray and John Landis

1982





Remember the Time  
Michael Jackson and John Singleton featuring Eddie Murphy, Iman and Earvin 'Magic' Johnson,  
Jr.  
1992



In the Closet

Michael Jackson featuring Naomi Campbell and Herb Ritts, Michael Jackson  
1992



Beat It  
Michael Jackson and Bob Giraldi  
1982



Bad  
Michael Jackson and Martin Scorsese  
1987

Madonna, who I have already featured, is a rare gem in the history of music video. Like the Beatles, Madonna is a legend, an icon, a force of history in the 20<sup>th</sup> Century. Like Michael, she helps define the medium in ways we have yet to ascertain. She is a true superstar, molded from a maybe troubling childhood and secured in her undefinable, skyrocketing talent.

She has dared America and the world through her art, and is still creating work that polarizes and, in some cases, entertains.

As I once described director Chris Cunningham, her music videos are both well-known and loved.

Here are a few.



Cherish  
Madonna and Herb Ritts  
1989



Like a Prayer  
Madonna and Mary Lambert  
1989





Deeper and Deeper  
Madonna and Bobby Woods  
1992



Justify My Love  
Madonna and Jean-Baptiste Mondino  
1990



Erotica  
Madonna and Fabien Baron  
1992



Fever  
Madonna and Stéphane Sednaoui  
1993



Rain  
Madonna and Mark Romanek fea. Ryuichi Sakamoto  
1993



The Ways of the Wind  
P.M. Dawn and Stéphane Sednaoui  
1994



Looking Through Patient Eyes  
P.M. Dawn and Albert Watson  
1993





I'd Die Without You  
P.M. Dawn and David Cameron  
1992



You Might Think  
The Cars and Jeff Stein/Charlex  
1984



Remind Me  
Røyksopp ft. Erlend Øye and H5  
2002



What Else is There?  
Röyksopp ft. Karin Dreijer Andersson and Martin de Thurah  
2005



Knife  
Grizzly Bear and Encyclopedia Pictura  
2007



Red Red Wine  
UB40 and Bernard Rose  
1983

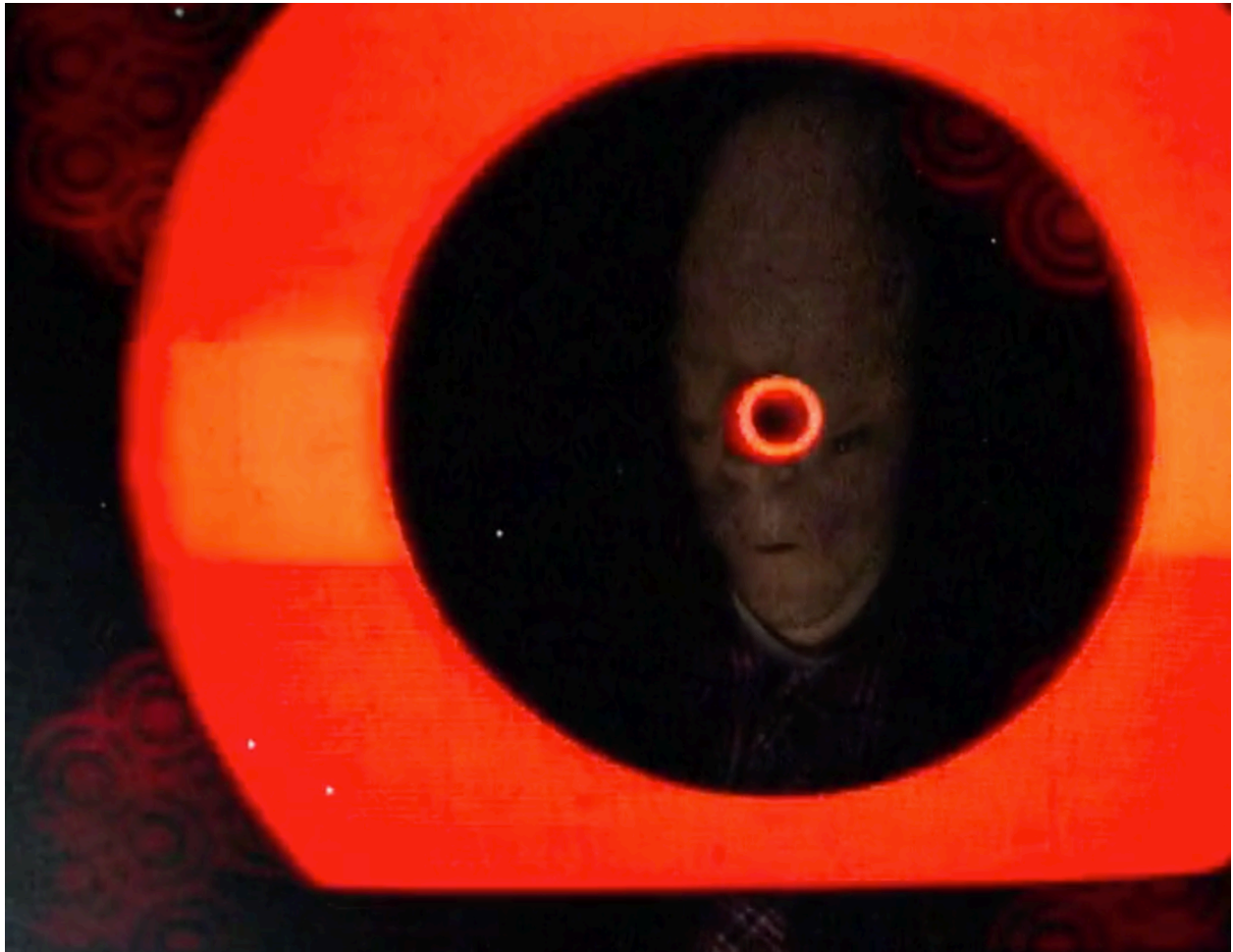


Boy Racers  
Metronomy and David Wilson fea. Daniel Scheinert  
2015





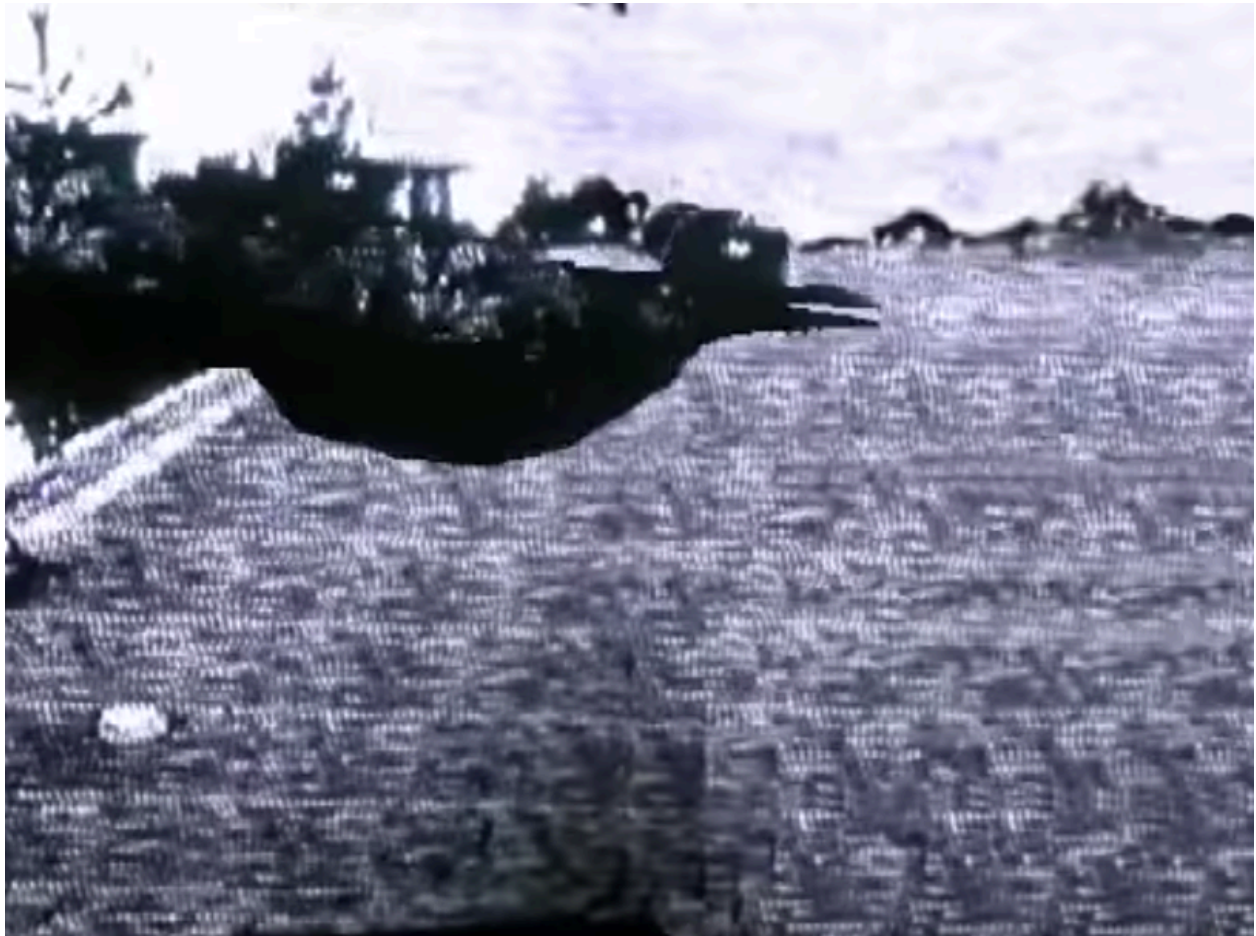
Acid Rain  
Lorn and Pavel Brenner, Julian Flores, Sherif Alabede  
2015



Silent Shout  
The Knife and Andreas Nilsson  
2006



Pass This On  
The Knife and Johan Renck  
2003



Heartbeats  
The Knife and Andreas Nilsson  
2002



Believe  
GusGus and Stefan Arni, Siggi Kjartansson  
1997





Polyesterday  
GusGus and Stefan Arni, Siggí Kjartansson  
1995

A moment for antville.

One day, I found a big blog buried deep in the ground. I opened it, but all the videos were weird. Then, to my surprise, a lot of commenters were around. 'One day,' they said, 'I found a big blog buried deep in the ground.'



Okay, we've covered just about all of the videos I wanted to cover. Did Taylor Swift make it? Sadly, no. Did Kanye? Again, no.

I selected these 140+ clips as part of the major, main history of the format. The top of the line.

I encourage you to agree/disagree. Comment. Delete. Cancel.

Best wishes  
Kevin F Holy  
January 2020



## THE HISTORY OF MUSIC VIDEO – PART II THE PEOPLE BEHIND THE FORMAT

By Kevin F Holy

We'll start at the top:

FRANCIS LAWRENCE, director



Bad Romance by Lady Gaga and Francis Lawrence, 2009

Francis, whose work spans the likes of 'I'm a Slave 4 U' by Miss Britney Spears, 'Fortunate' by Maxwell, and 'Bad Romance' (Lady Gaga, pictured) is a technically-brilliant if not entirely prolific director who also helmed the first Hunger Games movie, among others. His work is known for its sleek interiors, subtle beauty and slick editing. Active years: 1990's thru the late 2000's.

MICHEL GONDRY, director



Human Behaviour by Björk, 1994

Boy genius Michel is a fucking wizard. He started his career in college in Versailles, making videos for his band Oui Oui (which featured musician Étienne Charry). He has worked with everybody from Björk to Beck, Cibo Matto and, sadly, not Michael Jackson – his #1 pick.

Active between 1988 and last week, Michel (I've corresponded) is credited with reviving the genre of music video in the late 90's and has won the Icon Award at the UKMVA's. He is not known for being terribly shy (j/k he is a little shy it's true)

SOPHIE MULLER, director



Hello (Turn Your Radio On) by Shakespeares Sister, 1992

Having pursued a master's degree at St. Martin School of Art, Sophie Muller has consistently injected music video over the years with style, grace, and not a little flash. Her work is often muse-filled, having worked numerous times with Eurythmics and Annie Lennox, Sade, the London Suede, and Sparklehorse, not to mention her current muse Gwen Stefani of No Doubt.

Sophie's videography is not to be taken lightly.

Above, Siobhan Fahey and Marcella Detroit of Shakespeares Sister (for whom she has worked more than six times).

Active years: 1984 to just last week.

PRINCE, artist



Black Sweat by Prince and Sanaa Hamri, 2006

Prince.

I fucking weep every time I write about the late Prince Rogers Nelson because Prince was a huge inspiration during my life. Prince was sexy.

The man was a huge artist during the Golden Age of Music Video: the Eighties. He was seen by many as third to Madonna and Michael. It was them in the Eighties. It was him.

“You can act hard if you want to / This groove will make you sweet”

Prince.

Of course he was ‘the Symbol’ for a while. And fuck you.

MICHAEL JACKSON, artist and director



Billie Jean by Michael Jackson and Steve Barron, 1983

There's not much I can add to the legacy: Michael is the most talented man to have graced music video, and is maybe the icon of the 20<sup>th</sup> Century, including the Beatles.

Private life proved an impossibility once he reached levels of fame, and fandom, I have not seen since. I'm not sure I'll see anyone as talented as Michael during my lifetime. May he rest in peace



ANNIE LENNOX, artist and director



Why by Annie Lennox and Sophie Muller, 1992

Miss Lennox is one soulful sister. Having worked extensively with David A. Stewart in Eighties stalwarts Eurythmics, Annie Lennox released DIVA, Medusa and other solo albums that brought her as much if not more fame as she had in Eurythmics.

Her voice is an indelible fixture of the avant garde section of music video in your local Camelot/FYE/HMV/Virgin. Her albums are must-haves, and your life has been better because of her work.

JOSEPH KAHN, director



Toxic by Britney Spears and Joseph Kahn, 2003

Mr. Kahn, whom I have corresponded with in the past for a Q&A, is the Ace in your hand, while the devil creeps up your back. Joseph is known for his almost iconic twitter account, his work with Britney Spears, and for his movie Torque. He has worked with Shakira, Rihanna and Em. He recently mentioned on twitter that someone called him the Michael Bay of music video (which he responded, Michael Bay is the Michael Bay of music video), but the comparison is notable as a way of describing his work, which takes Hollywood for a ride. He has worked since the late Eighties after leaving NYU film school.

McG, director



All Star by Smash Mouth and McG, 1999

Joseph 'McG' Nichol is a well-known if not fairly-célébrated director of the Nineties and Oughts whose work had a joy and verve unmatched by his contemporaries. I have no idea what happened to him, but you may remember his work: Sugar Ray's 'Fly', the Offspring, Smash Mouth, as well as some lesser-known bands like Fastball and Imani Coppola.

RAY KAY, director



Poker Face by Lady Gaga and Ray Kay, 2008

Ray Kay's work is known for beauty, fashion, and a sleekness that is strictly Ray Kay. He has worked with Destiny's Child, Lady Gaga, and Jennifer Lopez. He is also credited with being a famous fashion photographer. His 'era' is mainly the Oughts and early Twenty-teens.

JONAS ÅKERLUND, director



Smack My Bitch Up by the Prodigy and Jonas Åkerlund, 1997

Sweden's Jonas Åkerlund set the world on fire, secretly, with videos like 'Smack My Bitch Up', an award-winning first-person POV video that featured many twists and turns that are still kind of daring, 23 years on.

But fuck: he's worked with Madonna. Lady Gaga. The Cardigans. Metallica. Beyoncé. Twisted Sister. Psych! He's never worked with Twisted Sister, but his work does span decades, and is known for its debauchery, sexuality, editing, and excessive drug use. If you haven't seen SPUN, his first feature, see it.



JOHAN RENCK, director and artist



Hung Up by Madonna and Johan Renck, 2005

Madonna, d'I mean Johan Renck is a fellow Swede from Stockholm. He has worked with Madonna, the famous Robbie Williams and Fever Ray. He actually had a hit song 'Here We Go' with the band Stakka Bo in the Nineteen Nineties.

His work, which I've written about before, has a melancholic hue and – wait a second.. What? He worked on Chernobyl (the HBO show)? He won a Golden Globe award?

ALEJANDRO PÉREZ, director



DESPUE QUE TE PERDI by Jon Z / Enrique Iglesias and Alejandro Pérez, 2019

While not entirely famous in America, Alejandro Pérez is famous in Latin America for working extensively with the likes of Pitbull, Enrique and Paulina Rubio. Pérez's work has a glossiness that is fresh.

He has been directing for just under a decade.



ENRIQUE IGLESIAS, artist and director



Bailando by Enrique Iglesias ft. Descemer Bueno, Gente d' Zona and Alejandro Pérez, 2014

Enrique is not entirely famous anymore, but Mr. Iglesias is hugely famous in Latin America, known for more than three decades of hits – and still no Lifetime Grammy?

He has worked with Joseph Kahn, Francis Lawrence, Alejandro Pérez, and many others.

MADONNA, artist



Papa Don't Preach by Madonna and James Foley, 1986

I described Madonna in PART I of THE HISTORY OF MUSIC VIDEO. I don't have much else to add. Madonna is still kicking against the establishment, and for that she is honored, but her legacy is far-reaching and chameleonic. For as many trends as she started and propelled, she has released countless hits and is still not as recognized (by the Grammys at least) as she could, and I blame that on the establishment's sexism and determination to not recognize popular music, which is absurd, something Madonna herself has mentioned in interviews.

How do you dis Madonna?



THE HISTORY OF MUSIC VIDEO – PART III  
THE PRODUCTION COMPANIES

By Kevin F Holy

## SPIKE JONZE / PROPAGANDA FILMS



100% by Sonic Youth and Spike Jonze, 1992

As the story goes, Spike Jonze, and lots of other directors, were introduced to Propaganda Films via a reel that apparently was passed around to many.

Psych! That's a Hype Williams story.

Propaganda Films was founded by late producer Steve Golin and executive producer Sigurjón Sighvatsson as well as director Dominic Sena (plus Nigel Dick) around 1986. I include it first because its legend is ever-present: it was the first 'house' production company. While calling a production company a 'house' is nothing new in film, it was the first one in music video whose short-lived roster was well-liked. You can see that roster on Wikipedia, but it did house Mark Romanek and David Fincher.

## POLYGRAM FILMED ENTERTAINMENT

I don't know much about Polygram Filmed Entertainment, hence no image. It was part of Polygram/Seagram's – yes, the alcohol maker. It owned Propaganda Films and Satellite Films during much of their existence. (I believe Satellite was created under Polygram.)

## SATELLITE FILMS



Jump They Say by David Bowie and Mark Romanek, 1993

Like Propaganda, Satellite Films was an art-house production company whose roster included Tamra Davis, Spike, and Peter Care. It lasted only a decade, and was a subsidiary of Polygram Filmed Entertainment.



## BATTLECRUISER



U Don't Know Me by Mat Kirkby, 2006

Battlecruiser was a short-lived UK stable in the 00's. It featured directors Mat Kirkby and Jake Nava as well as Philippe André and Ringan Ledwidge.



R.A.F, RENCK ÅKERLUND FILMS



Hold Up by Beyoncé and Jonas Åkerlund, 2016

R.A.F. was the sole production house of Johan Renck and Jonas Åkerlund in the 00's and early 10's. Now it's a name plate, having been defunct for about four years. But, who knows, it could re-open.

## PARTIZAN



Around the World by Daft Punk and Michel Gondry, 1997

Primarily known as the home of Michel Gondry and a cast of, uh, tens, Partizan is a Paris-based production company started by the legendary Georges Bermann in the late 80's/early 90's and has produced hundreds of boutique, indie and cult clips, not to mention movies and commercials. Mazel Tov!

DNA



I'm a Slave 4 U by Britney Spears and Francis Lawrence, 2001

Started I believe in NYC/London, and finally moved to LA, the now-defunct DNA Films was a Los Angeleno spectacular whose roster included Liz Friedlander, Francis Lawrence, Marc Webb and a few other talented directors. It disbanded sometime in the 2010's, sadly after more than a decade and a half in existence.

## HSI PRODUCTIONS



What Goes Around...Comes Around by Justin Timberlake and Samuel Bayer, 2006

As I've discovered, HSI (US) and HSI LONDON was started in 1986 by Stavros Merjos and "closed in 2015," having been unable to survive the lower-budgeted 21<sup>st</sup> Century.

HSI was a big company in the 90's and 00's, and its sister HSI London was making cult and indie videos for more than a decade. Directors include Joseph Kahn, Michael Haussman, Robert Hales, and Sam Bayer.

@RADICALMEDIA



HUMBLE. By Kendrick Lamar and Dave Meyers and the Little Homies, 2017

Still going today, @RADICALMEDIA (now just RadicalMedia) houses American directors like Dave Meyers, F. Gary Gray, and Timothy Saccenti.

It was founded in the early 00's, and I think has gone through a re-launch or two.

BELIEVE MEDIA



Mirrors by Justin Timberlake and Floria Sigismundi, 2013

I'm running out of time, so I'll say that Believe Media is a Canadian outfit with a roster of greats including Wendy Morgan, Floria Sigismundi and Jake Nava.

I've got to wrap this up. There are hundreds of production companies, many now defunct, who have all made your favorite videos (and some of those you may not like).

While many of these are lost to time, mvdbase has an archive of production companies that numbers around a thousand companies. That site is now defunct, but it is still available at [archive.org](http://archive.org), the Internet Archive website.

I've covered the majors here, but I am a little oblivious to the production companies in the 1980's, sadly.

Kevin F Holy  
January 2020

This book exists thanks to the many networks and online denizens of music video, most of us fans, some of us industry personnel. They all deserve thanks:

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THE ENCYCLOPEDIA OF MUSIC VIDEO  
A WHO'S WHO

By Kevin F Holy

Why  
Annie Lennox and Sophie Muller  
1993

ANNIE LENNOX

Why by Sophie Muller, 1992



Annie Lennox is the diva behind DIVA, MEDUSA and half of EURYTHMICS (with David A Stewart). She is known best for 'No More I Love You's' and 'Why'.

ANNIE

Chewing Gum by Barnaby Roper, 2005



Swedish pop singer Annie (Berge Strand) was popular during the 00's and early 10's, known for 'Chewing Gum' and 'Heartbeat' as well as an unparalleled sweet.

ARIANA GRANDE

no tears left to cry by Dave Meyers, 2018



Ariana Grande is a massively, immensely popular superstar-slash-actress. She is known for hits 'no tears left to cry', 'Focus', '7 rings' and anything else she touches.

ASIA

Heat of the Moment by Godley & Creme, 1982



Asia is not largely remembered today in music video, but in the Eighties they had several songs playing regularly on MTV; known for 'Heat of the Moment' and 'Don't Cry'

## ADAM AND THE ANTS

Goody Two Shoes by Adam Ant, Mike Mansfield, 1982



Legendary icon Adam Ant brought punk-glam to the mainstream with hit songs 'Goody Two Shoes', 'Stand and Deliver' and 'Antmusic'. A fixture of early MTV.



BECK

Loser by Steve Hanft, 1993



Beck Hansen is an icon of music video, having delivered more than 22 videos during his nearly-legendary, three decade career. (Hello, Rock Hall) Known for 'Loser' and 'Where It's At' also by Steve Hanft.



CIBO MATTO

Sugar Water by Michel Gondry, 1996



Yuka Honda and Miho Hatori only made a few (five?) videos under the still-active band Cibo Matto, but their output is nearly iconic: Butter 08's 'Butter of 69', 'Sugar Water', 'Know Your Chicken' and 'Déjà vu', a later clip.

BJÖRK

loss by Tobias Gremmler, 2019



Björk Guðmundsdóttir is an Iceland-based singer, songwriter and former member of the legendary Sugarcubes. She is a music video icon as well, and has worked for four decades in music. (Hello, Rock Hall) Without her the avant garde music video world would be at a, um, loss.

## DAFT PUNK

Da Funk by Spike Jonze, 1995



Daft Punk are – yes, music video icons. Their debut video, Da Funk by Spike Jonze, introduced the world to Thomas Bangalter and Guy de Homem-Christo. Their unique take on dance, rock, and being pop catapulted them to the mainstream when they were tapped by one Kanye West for his video ‘Stronger’, as well as collaborating with Pharrell Williams for ‘Get Lucky’. Look at their fucking robot helm:



Get Lucky by Daft Punk f. Pharrell Williams and Nile Rodgers and Warren Fu, 2013

DEEE-LITE

Groove is in the Heart by Hiroyuki Nakano, 1990



Lady Miss Kier, Towa Tei, and DJ Dimitry threw themselves into the music video scene with this nearly-iconic clip that features Q-Tip, Bootsie Collins, and a cast of dancers that Club MTV would like.

To be true, they did only a few videos (while Towa Tei went on to release multiple videos on his own), but their impact is indelible.

## THE FLAMING LIPS

Do You Realize?? By Mark Pellington, 1997



Wayne Coyne and company scored an alterna-hit in 1993 with 'She Don't Use Jelly' and went on to be incredibly album-prolific as well as video champions of the 90's and 00's before dropping into drugs and nowhere in the 2010's.



## ENIGMA

Return to Innocence by Julien Temple, 1993



Michael Cretu (the mind behind Enigma) had a huge hit in 1990 with 'Sadeness – Part I', and returned with 'Innocence' and kept coming back. His new age-via-Catholicism brand of music is widely popular besides skirting the mainstream with its breakthrough videos.

ENYA

Orinoco Flow by Michael Geoghegan, 1988



New age and musical icon, Enya (formerly of Clannad) fucking slew with this borderline-iconic clip by Michael Geoghegan. She returned and returned with countless videos, many of them as beautiful as Orinoco Flow, although none of them could reach the same heights. Still, a champion.



NENEH CHERRY

Buffalo Stance by John Maybury, 1989



Buffalo Stance was an early single of Miss Cherry's, a virtually iconic clip whose song was banging from beatboxes all across the world in 1989. An innovative video, video mainstay John Maybury's clip invented a green-screen language that is so fresh that it can't be emulated, although M.I.A. did so in 2000 with 'Galang' and director Ruben Fleischer. Worth noting:



7 Seconds by Youssou N'Dour ft. Neneh Cherry and Stéphane Sednooui, 1994

## MASSIVE ATTACK

Teardrop by Walter Stern, 1998



Tricky, Robert Del Naja, Grant Marshall and Andy Vowles (both Tricky and Vowles have left) make up UK trip?-hop icons Massive Attack, who have been around since the late 80's. They have produced several iconic clips ('Protection', 'Teardrop', plus 'Karmacoma' and 'Sly') that you may have seen online or on TV. MTV has not been their friend, but who needs friends?

MISSY ELLIOTT

The Rain (Supa Dupa Fly) by Hype Williams, 1996



Virginia's one and only Missy Elliott came onto the scene with 'The Rain' off her album Supa Dupa Fly. The video – we'll get to Hype – was starkly innovative and

I feel the wind. 56789 10.

Look, her iconic videography is unbelievable and hard to put into words. To this day she fights for credit, even after receiving an MTV Video Vanguard Award in 2019, and a doctorate from Berklee College of Music. Don't miss.

PETER GABRIEL

Sledgehammer by Stephen R. Johnson, 1986



Peter Gabriel went fucking wholesome as potatoes in this clip, which won the VMA for Video of the Year in 1986. It's regarded as one of the best videos of all time, but it belies his videography: more than 30 clips (he's formerly of the band Genesis), each as avant garde as you can get. 'Big Time,' 'Red Rain,' 'Digging in the Dirt' and 'Solsbury Hill' are all fucking good.

Missy Elliott even thanked Mr. Gabriel in her VMA Vanguard acceptance speech in 2019.



DAVID BYRNE

Once in a Lifetime by the Talking Heads by Toni Basil, David Byrne, 1981



David Byrne and his former band Talking Heads frequently if not forever challenged the status quo with their bizarre and avant garde videos. David Byrne is the man I wish I was: talented, weird, and fucking punk as fuck.

Talking Heads went on to make more videos, as does Mr. Byrne. Watch them all online.

DAVID BOWIE

I'm Afraid of Americans ft. Trent Reznor by Dom & Nick, 1997



Late, great legend David Bowie's career spanned five decades. He left us with 'No Plan' by Tom Hingston in 2017 after careening himself through more than fifty videos: 'Heroes', 'Let's Dance', and 'Dancing in the Street' with Mick Jagger. A definite icon and deeply missed.

## THE CARS

Magic by Tim Pope, 1984



The Cars (rest in peace Ric Ocasek) were often led by Ric Ocasek, but occasionally Benjamin Orr would sing lead. Their videos, like ZZ Top's, were weird, but in a good way. They had a few conventional clips before Heartbeat City in 1984, but 'Magic', 'Drive' and 'You Might Think' touched on the bizarre, if unsettling, nature of human weirdness. Great work.



## BILLY IDOL

Cradle of Love by David Fincher, 1990



Mr. Idol, despite being an icon of ridicule (check 'Just a Gigolo/Ain't Go Nobody' by David Lee Roth) in the early 80's is becoming a rock icon of his own all these years later thanks to rock radio DJ's.

Billy's video work spanned a decade+; he knew how to work MTV for what it was back then.

BILLY JOEL

We Didn't Start the Fire by Chris Blum, 1989



There is not much I can add about the man Billy Joel, except that his radio career was bolstered by his mastery of music video in mostly the Eighties (though he had a hit in 1993 with 'River of Dreams'). The man.

GREEN DAY

Good Riddance (Time of Your Life) by Mark Kohr, 1997



Billie Joe Armstrong, Mike Dirnt, Tré Cool make up the most successful punk band of all time. You heard me. Their debut album Dookie was a huge hit but critically 'maligned'. They trudged on.

BEYONCÉ  
Halo by Philip Andelman, 2008



Beyoncé Knowles.  
Destiny's Child.  
Dude.  
Keep it goin', B! We need you!

Beyoncé received the VMA Vanguard Award in 2014.

TAYLOR SWIFT

Bad Blood ft. Kendrick Lamar by Joseph Kahn, 2015



I'm skipping around here.

Taylor is one of the hitmakers of the 21<sup>st</sup> Century. While 'Bad Blood' is a MTV Video of the Year (and Grammy) winner, her catalog started country, then went pop without skipping a beat.

She's the one to beat in the 21<sup>st</sup> Century. She has worked with Mark Romanek, Anthony Mandler, and extensively, iconic director Joseph Kahn.

SELENA GOMEZ

Come & Get It by Anthony Mandler, 2013



With the introduction of 'Rare' by directing duo BRTHR, Selena has shown that she is here to stay, hence her inclusion. Selena has worked with Sophie Muller on 'Good for You', as well as Chris Applebaum and Philip Andelman.

JUSTIN BIEBER

Baby ft. Ludacris by Ray Kay, 2010



Youtube star Justin Bieber became an icon early on with hits like 'Baby' and 'Sorry'. His work is continuing.



JUSTIN TIMBERLAKE

My Love ft. T.I. by Paul Hunter, 2006



Justin, formerly of boy band \*NSYNC is an almost-icon?

Work with Michael Haussman, Paul Hunter, Mark Romanek and other hot directors.

MICHAEL

My Childhood by Nicholas Brandt, 1995



Disney may have enamored him in 95, but Michael had a hell of a life, and felt loss most of his adult life, from what we can ascertain.

Don't disregard. Cancel, but never disregard the man.

JANET JACKSON

Rhythm Nation by Dominic Sena, 1989



Besides being the nicest artist I've seen, Janet is still a force to reckon with. I expect another album from her.

I don't need to write, she is Janet. She received a Video Vanguard in 1990.

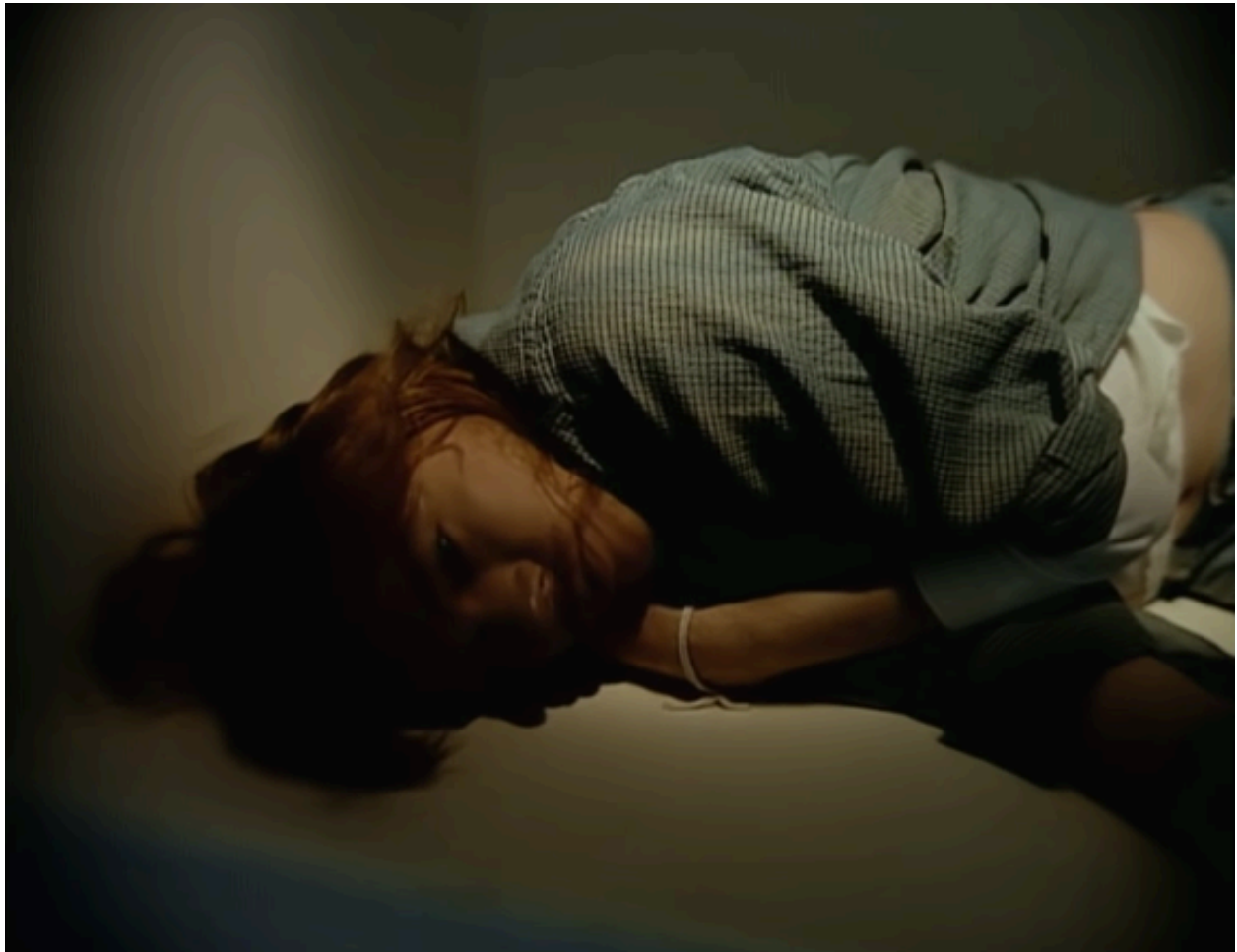
GEORGE MICHAEL  
Faith by Andy Morahan, 1987



The late George Michael was well known as the singer of Wham! ('Wake Me Up (Before You Go-Go)'), but his solo career was mega-hit worthy. We miss him dearly.

## GUNS N' ROSES

Estranged by Andy Morahan, 1993



I largely consider Guns N' Roses the greatest rock band of all time because of how hard they rock. Axl, Slash, Izzy, Duff, and Steven were the greatest thing since sliced bread, and Axl himself paid dearly in the Eighties and Nineties when the celebrity press was less genial.

We love them all; GnR received the Video Vanguard in 1992.

GENESIS

Land of Confusion by John Lloyd, Jim Yukich, 1986



Phil Collins was an Eighties juggernaut, and his band was a huge success. I include Land of Confusion as their iconic clip because it used the *Spitting Image* puppetry crew from England, but their other clips are just as memorable. Yes, even 'I Can't Dance'.

JAY-Z

'Apes\*\*t' by the Carters and Ricky Saiz, 2018



Iconic rapper JAY-Z is one of the best rappers of all time; his career shut everything down.

'Apes\*\*t' is one of just the latest (VMA Vanguard: attn) in a full videography that any man, woman or them from the Nineties knows is the hottest in rap.

I love Jay, you love Jay. Give it up, MTV.

He has worked with Steve Carr, Mark Romanek and Hype Williams ('Big Pimpin' ft. UGK).  
Respect



## THE BEATLES

Paperback Writer by Michael Lindsay-Hogg, 1966



## THE GO-GO'S

Our Lips Are Sealed by Mick Haggerty / C.D. Taylor, 1981



I don't want to add to any drama, but the Go-Go's were an early bastion of love and pop music on Music Television.

## SPICE GIRLS

2 Become 1 by Big TV!, 1996



The Spice Girls conquered the world in quick single succession ('Wannabe', 'Say You'll Be There', this one) and had a few albums' worth of hits ('Spice Up Your Life', 'Who Do You Think You Are', 'Stop') in the Nineties and on. Not to be forgotten.

MC HAMMER

U Can't Touch This by Rupert Wainwright, 1990



Hammer is still the man in my book: hot, chill and totally cool with the 'kids'. A great guy whose video output enlisted James Brown (not the director, the legend James Brown)

His run in the early Nineties was legendary, and he had the budgets to prove it. Please Hammer.

PAULA ABDUL

Straight Up by David Fincher, 1988



Miss Abdul has gotten a bit too much gruff in her later years thanks in part to Simon Cowell, but her deity in music video is clear: her choreography alone is enough for inclusion in some non-existent Music Video Hall of Fame; but her artistry takes it even further: she was perhaps the greatest pop star of the late 1980's/early Nineties, Madonna withstanding. She inspired Kelly Clarkson and clearly inspired Jennifer Lopez if you check Miss Lopez's videography. Why do I feel this way? I urge you to click on Youtube and watch the dance sequences of these artists; promise of a new day.

She is also a gay icon, I'll just leave that there.



MADONNA

Don't Tell Me by Jean-Baptiste Mondino, 2000



Tell me love isn't true. Madonna Ciccone is not only herself a gay icon, but also a music video universal icon if there is such a thing? She's had it for four decades, if anyone gets a Bob Pittman Lifetime Achievement Award for Excellence in Music Video, it's Madonna. Ma'am, she's Madonna.

She's had more than 40 hit videos, not to mention her other work. Congrats!

## NINE INCH NAILS

Head Like a Hole by Eric Zimmerman, 1990



Trent Reznor and his band Nine Inch Nails are as heavy and industrial as it comes in the mainstream: yes, there are harder bands (Ministry, KMFDM, maybe early Metallica) but Mr. Reznor's project is a clear winner in music video lore. (There's no way of writing this without sounding sleazy) 'Closer', 'the Perfect Drug', 'March of the Pigs' and more are cemented in music video lore as hard-edged – look, I have a hard time describing this without doing Trent a great disservice, so I'll move on. Ignoring their work is sacrilege.



## NIRVANA

In Bloom by Kevin Kerslake, 1992



Looking back on their videos, Nirvana were sadly doomed from the start. Kurt Cobain's pain issues and other drug-slash-fame things complicated the man's life, and we lost him in April of '94. What could have been is another story, but the videos remain as a stalwart package in Nirvana and music video history.

Those of us who lived through it know how hard it is to lose a hero as talented, but for that we have their work to remind us of what was and is.

OASIS

D'You Know What I Mean? by Dom & Nick, 1997



Oasis aren't remembered as much for their music videos, but you can't cover the subject without a glance at their work: 'Don't Look Back in Anger,' 'Charmless M-I mean Wonderwall' among others are well-known works of the 'Britpop' set. You couldn't avoid these people through the whole decade if you were tuned into independent rock. And you were, if I can remember that far.

BLUR

Girls and Boys by Kevin Godley, 1994



Damon Albarn and Blur are unavoidable in music video due to their love of the format, which is shown in videos like 'Beetlebum', 'Song 2' and uh 'Charmless Man'. They worked with Jonathan Glazer, Sophie Muller and fucking Kevin Godley, man, and Albarn went on to work with cartoon band Gorillaz.

RADIOHEAD

Just by Jamie Thraves, 1995



Radiohead are pernicious when it comes to description: they for some ungodly reason have no Video Vanguard award (although awards are bunk in a way), and they are included in the Rock n' Roll Hall. I'll let them:



Just by Jamie Thraves, 1995

## RED HOT CHILI PEPPERS

Suck My Kiss by Gavin Bowden, 1992



The Red Hot Chili Peppers have had multiple line-up changes, but Kiedis, Flea, Frusciante, and Chad are one of America's best rock bands. They've made many videos over the years with cult video directors like Mark Romanek, Dayton-Faris, and Sednaoui.



## SMASHING PUMPKINS

Bullet With Butterfly Wings by Sam Bayer, 1995



Billy Corgan and Co. have also had multiple line-up changes (James Iha, Jimmy Chamberlin, and D'arcy Wretzky are the principals) but the Pumpkins can also be named one of America's greatest rock n' roll bands. Their tenure through the Nineties and Oughts remains fraught with deep tension. Anarchic, deleterious, grimey and dirty, Smashing Pumpkins riled up households and are still making videos: another contender for a Video Vanguard award.

## ROLLING STONES

Love is Strong by David Fincher, 1994



1994 was a banner year for music, music vid and all. Nirvana were still making music (although Kurt would end his life in April), the Stones were back after a long stretch without them, and lots of videos were being made – in NYC. ‘Love is Strong’ is one, a breakthrough video that only has been emulated once (by Lana del Rey and Rich Lee in 2019).

The Stones themselves are beyond descript: three decades+ of music video, on top of maybe six decades of music? Shit I’m done.



WEEZER  
Buddy Holly by Spike Jonze, 1994



Weezer!

## 'WEIRD AL' YANKOVIC

Amish Paradise by 'Weird Al' Yankovic, 1996



The god 'Weird Al' Yankovic has parodied his way into the history books (literally) by being a genius and otherwise very nice man. He has worked extensively with manager/director Jay Levey, as well as self-directed many of his later videos. A man of genius.

## KANYE WEST

I'm not allowed to post any picture of Kanye without getting lawyers, but Kanye West has a video vanguard, and will get every lifetime award you can name as long as he isn't totally bad later in life. He has worked with Hype (Williams), Spike and Michael uh Blieden (look it up). We love you Kanye.

## METALLICA

I'm running out of room, but Metallica deserve a mention. They've worked with Jonas Åkerlund, Samuel Bayer, Matt Mahurin, and icon Wayne Isham.

## U2

Another band I can't cover much of: Bono, the Edge, Adam and Larry are legends of their own, and require little ink. They've worked with Stéphane Sednaoui, Andy Morahan, and, yes, Jonas Åkerlund.

That's it, that's the book.

Thank you.

This book is dedicated to Michel Gondry, Chris Cunningham and Spike Jonze, as well as Hype Williams, Joseph Kahn, Allie Avital, Hiro Murai, Sophie Muller, and others. Thank you.