

# XITE

🕒 04 March 2021, 17:00 (CET)

## Shortcutz Amsterdam connects filmmakers and musicians in a New Music Video Challenge



The coolest directors from Dutch Production Houses and the hippest musicians the country has to offer are pushing the limits of their creativity to create a winning music video from scratch in only 6 days. Shortcutz created four teams by randomly pairing each musician with a director. The equipment was provided by Cam-A-Lot, Sony, Aputure, and the post-production services by Filmmore. Sony Music Publishing curated the music artists for this challenge and XITE will collect the votes of the audience's favourite music video.

### The four teams are

#### 1. S10 + Juliana Gómez Ocampo | Revolver

Stien den Hollander is S10, AKA "the most original voice in contemporary Dutch Hip-Hop". She will team up with production house and multidisciplinary digital content experts Revolver.

#### 2. Sunnery James & Ryan Marciano + Timo Ottevanger | Interakt

Dynamic Duo Sunnery James and Ryan Marciano have built a reputation for themselves behind the decks and in the studio. The duo will team up with the inspiring, award-winning production house Interakt

### **3. Feng Suave + Leo Cosme | Mr. Frank**

Daniël Schoemaker and Daniël de Jong are Feng Suave. This alternative/soul duo mixes warm psych-pop with R&B grooves and cinematic productions. They will team up production house Mr. Frank—a young, dynamic production company striving to bring the commercial and art world closer.

### **4. Rani + Guido Ekker | The Panics**

Rani was the voice of Sam Feldt's smash hit 'Post Malone' and is now making her mark as a solo artist. She is teaming up with production house The Panics. Also known as Post Panic, The House of Panic, and The Panic Room, they have been making films for all tastes since 1998.

Which of the four teams will win the XITE Audience Award and the Music Video Challenge Jury award? The prestigious jury will be busy judging the overall story, originality, directing, cinematography, production design, and editing before awarding the winning pair.

And what about the fantastic team of judges who will be deciding the fate of our artists?

#### **NATASHA PINCUS - DIRECTOR**

*Music Videos highlights: Gotye 'Somebody That I Used To Know' // The Paper Kites 'St Clarity' // Powderfinger 'Burn Your Name'*

#### **SKNX (SASHA KASIUHA AND NUNO XICO) - DIRECTOR/ ART DIRECTOR/ EDITOR**

*Music Videos highlights: Madonna 'World of Madame X' // Miley Cyrus 'Mother's Daughter' (editor) // Madonna Swae Lee 'Crave'*

#### **DANIELLA MANCA - PRODUCER**

*Music Videos highlights: Dua Lipa 'Break My Heart' // Coldplay 'Champion Of The World' // Wiley 'Boasty' ft Stefflon Don, Sean Paul & Idris Elba*

#### **ARROW BENJAMIN - SINGER & SONGWRITER**

*Music highlights: 'Runnin' Naughty Boy ft. Beyoncé, Arrow Benjamin // Freedom' by Beyoncé ft. Kendrick Lamar (co-writer)*

#### **STEVE FORNER - EDITOR FROM BONCH POST**

Music Videos highlights: Taylor Swift 'Lover' // Snoop Dogg & Wiz Khalifa ft. Bruno Mars 'Young, Wild and Free' // Ed Sheeran ft. Rudimental 'Bloodstream'

**PRIYA MINHAS - SENIOR PRODUCER FOR VEVO**

Music Content highlights: Billie Eilish 'The Official Story - Told By Her' // Doja Cat 'Streets (Live Performance)' // Backstreet Boys 'The Backstreet Boys on Their Bond, Breaking Points and Finding Balance'

**SUZANNE VAN DEN DOOL - SENIOR CREATIVE MANAGER BENELUX SONY MUSIC PUBLISHING**

**PAUL NATALE - DIRECTOR OF MUSIC CURATION AT XITE**

**JANNEKE VAN DER WIJK - DIRECTOR OF THE CONSERVATORIUM VAN AMSTERDAM**

Sounds like an appointment you don't want to miss? Check out Shortcutz' website for more information on the competing artists and the jury:

<https://www.shortcutzamsterdam.com/music-video-challenge>.

Check out the videos, choose your favorite, and have your opinion count! You can cast your vote between March 1st and March 7th at XITE's website to support your favorite team and be part of the competition.

Shortcutz will announce the winners for the XITE Audience Award and the Jury Award during the 8th Shortcutz Amsterdam Annual awards on the 14th of March. Don't miss the event! Watch it live at [www.shortcutzamsterdam.com](http://www.shortcutzamsterdam.com)—19.00 CET.

**More about Shortcutz Amsterdam**

Shortcutz Amsterdam is a platform for emerging Dutch film talent to showcase their work, engage with an audience nationally and internationally, and to connect with the established professionals in the industry.

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## ABOUT XITE

XITE aims to offer the best music video experience in the world. Founded in the Netherlands, XITE now reaches 100 million households across Europe and North America through linear networks, interactive TV apps, and on-demand streaming services. The company revolutionized the way audiences experience music videos by allowing viewers to search, like, and skip through its entire catalogue, enjoy channels curated by its team of music experts and create their own channel based on a genre, decade style and mood using its unique Mixer feature. XITE has a full music video catalog through agreements with all major and top independent music labels and distributors.

[www.xite.com](http://www.xite.com)

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