

Luttrell - Make U Happy

Video Brief

Check out Luttrell music [here](#)



Luttrell - Life at Full Speed

Eric Luttrell is an American DJ and electronic music producer currently based in Los Angeles. He has his forthcoming album 'Life at Full Speed' out on Anjunadeep in October.

Lead single ['Make U Happy'](#) is set to be released on June 7th alongside the album announcement. The album represents letting go of the pressures in different moments in life, and living life to the fullest which is a theme we will be exploring throughout the campaign.

Brief

We are looking to create a video for 'Make U Happy' that combines the uplifting and positive message of the track ("I Want To Make You Happy") with quirkiness and surrealism.

We would like the video to feature dancing, and to incorporate bold colour to match the aesthetic of the album artwork. We'd like to play on ideas of happiness and spreading joy in unexpected ways - although its important to maintain a sense of surrealism and not just fall back on 'dancing = happiness'.

Album artwork



Artwork for first single 'Sunshine'



Draft artwork for 'Make U Happy'

The album artwork plays on the positive and uplifting message of the music. Bold colours and quirky / alternative imagery have been used to create a surreal body of work.

We've worked with photographer and designer [LissyElle](#) for the artwork.

References



vevo

Fat Body Slim

PRAISE YOU









vevo





Notes on references

- 1 - Quirky illustrations over the video with surreal editing
- 2 - Weird, infectious dancing and an unusual aesthetic
- 3 - Super colourful aesthetic, similar to the album art
- 4 - Dancing with weird moments throughout the video including someone floating away with a balloon, which we like
- 5 - Weird dancing with interesting editing techniques
- 6 - Dancing with a variety of backgrounds and nice movement in the camera
- 7 - Video includes infectious dancing and is filmed nicely

More about Luttrell

Influenced by everything from his San Francisco hometown to The Smashing Pumpkins, Nirvana and The Prodigy, Luttrell's unique brand of indie-laced house and techno has seen him gain heavy support from BBC Radio 1, and garner remix requests from renowned acts Moby, Tycho, What So Not and Jai Wolf.

Originally part of the OWSLA-affiliated trio The M Machine, Eric embarked on his solo journey in 2016 with the widely supported 'Need You' EP, paving the way for a series of Anjunadeep favourites including the 'Generate' EP and 'Intergalactic Plastic'. His musical evolution continued with the release of two studio albums, 'Intro Clouds' and 'Lucky Ones', along with the enchanting trilogy EP series 'Music For My Memories'. Luttrell has amassed over 70 million streams across his catalogue to date.

We look forward to hearing your thoughts.

Thank you

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