

Irrational Promotional Video

- 1998
- DVD

Presented with DVD Footage of a swinging suspension bridge with a car on it is accompanied by a heavymetal guitar riff. Suddenly the driver is seen to switch off his car stereo, the music stops, as does the swinging of the bridge, and one hears birds singing. All is peace. The guy looks into the camera and with a silly grin on his face says, »Sorry.« The video is a smart piece of advertising, a precise illustration of the way irrational rocks our mental and physical infrastructures with a delicate balance of danger and humour. The video was originally used by a corporation dealing with technology. ([Jacob Lillemose](#))