
PRESS RELEASE

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Kuperman Brothers direct a new music video for Johnny Nicholson & Taylor Bense's *Inside Out*

Inside Out is the debut release by Johnny Nicholson. This unique version of the song is the result of a collaboration with Taylor Bense. Spurred by the Kuperman brothers enthusiasm for the music, Bense has re-envisioned Nicholson's choir of atmospheric vocal harmonies, blending an electric energy in the original haunting depths of the song.

Video Link: <https://vimeo.com/515838410/8f3d86f68f>

Directing & Choreography team Jeff & Rick Kuperman heard the track and were compelled to create a video for it. Because of COVID, the project needed to keep both cast and crew to a minimum. They conceived the video with dancers Jake Warren and Casey Howes in mind, not only because of their skill, style, and chemistry, but also to keep viral vectors low (Warren & Howes are significant others in real life and already bubble together).



After COVID tests and two days of masked rehearsal crafting movement sequences in collaboration with the performers, the brothers brought on DPs Ambrose Eng & Oliver Peng and Art Director Nicole Regan. Everyone worked together to fill in gaps in other production roles. After filming, Bense and the bros worked together out of Hyberballad studios to find the final version of the remix that included guitar and instrumental sections.

The Kupermans write: "the music evokes imagery of an ever-changing, mutable world - one that seems eternal, but that is and has always been on the precipice. If the current political climate, ecological imbalance, and devastating effects of the pandemic have exposed anything, it's that stability doesn't run as deep as we may have imagined, and circumstances can change both slowly and all at once. The world is unpredictable, beautiful, tragic, and always trending towards greater entropy; trauma lurks everywhere and perseverance is the only answer."



Johnny's album is forthcoming.

The Kuperman brothers are represented by Great Guns and Collaboration Factory for music video and commercials, and by CAA for theater, film and TV.