

Sparkle Time

E-transitions

Achievement in Innovation: Shortlist 2009

The review below may contain spoilers for Twilight.

Brad: The song choice is so inspired! How did E-transitions come up with this? I want what she's having.

Nicky: It really makes you wonder about where vids come from, you know? At some point a song and a source has to gel together into a solid idea inside the vidder's head, and it's simultaneously odd and awesome to think that this had to have happened at some point to bring this vid into existence.

Brad: The concept of this video just blows my mind. Simply the idea that someone could connect this movie, to this song, to this idea... I can't even fathom how that happens.

And then the execution of it is just hilarious - with the mumbling vocals and added text. It's all manipulated into a totally new creation but still somehow manages to retain a uniquely Twilight personality. The vidder's influence just *works* with the fandom in such a completely unexpected and offbeat way. It feels very much to me like I'm seeing the movie through the eyes of a very creative and inventive vidder, which is why it stood out for me.

Nicky: I think the reason it works especially well is because it highlights the intrinsic craziness in the whole Twilight phenomenon. The human/vampire relationship trope hardly began with Twilight, but it does get often picked out as a particular example of, well, how *not* to conduct a relationship with an obsessive stalker who wants to eat you. Sparkle Time really capitalises on that idea.

Brad: The mumbling balloon bubbles? Best use of talky face ever! The fact that the facial expressions so perfectly match the added text makes it so much more hilarious. I especially like the "I can pout better than your average five year old ... girl" shot at 0:28. Oh man!

Nicky: I love that the "lyrics" are just incoherent mumbling, but somehow the text and the expressions make them very specific.

Brad: Another thing that I think makes the video work is E-Transitions' sense of comic timing. She lets some clips linger for quite a while, and they just get funnier and funnier (as at 1:40). Other times you get just enough of a quick glimpse of text or facial expression to create the right impression.

Nicky: I really like that Bella hardly ever gets to say anything. Edward throws everything he's got at her, and she generally just looks taken aback. In that sense the vid plays Edward as the

comic and Bella as the foil, and having her occasional voice (and facial expressions) of sanity is just that much funnier when you set them off against Edward's crazy mumbling.

That said, the vid's version of Bella does seem to have a better sense of "what on earth is wrong with Edward Cullen?" than canon Bella. It's refreshing!

Brad: I think it's interesting that Edward's wooing gets more and more aggressive through the course of the vid, then by 1:50 it's actually fairly scary. This is a Sesame Street song, right?

Nicky: Now we're getting into meta territory. I absolutely *love* the coda by 1:50 where you think he's gone, and then he's right there again in front of Bella going "SO... wanna date?" It's absolutely fabulous timing.

Brad: The AU ending is kind of disturbing, but again, it works in a very unexpected but oddly appropriate way. Much like the vid as a whole.

Nicky: Go Team Tyler's Van!



THE FOURTH WALL
