



#4 of the 25 Best Videos of 2006

The Rapture: "Whool Alright--Yeah...Uh Huh"
Directed by Ben Dickinson



Number One on my Christmas list this year: Groovy Goggles, or whatever the hell it is that makes every NY back alley and cramped apartment the Rapture tread look like a "Schoolhouse rock" short on ecstasy.

Number Two: Grills like Mattie Safer's, a rooftop shindig to show them off at, and a little bit of sun to help them shine. [Matthew Solarski]

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IN DEPTH: The Rapture "Who! Alright - Yeah... Uh-Huh"

There's only way to shoot a party video and ensure it looks like an actual party. That's right, you gotta throw a real, honest to goodness party. Director **Ben Dickinson** — newly signed to Black Dog Films — and **The Rapture** do exactly that in the insanely fun clip for the insanely titled track "Who! Alright — Yeah... Uh Huh" Part tribute to a blighted, yet up-and-coming, hip Brooklyn neighborhood and part celebration of *School House Rock* animation, this video succeeds on nearly every level.

Ben Dickson/The Rapture: "The rooftop party is how we do in Brooklyn! And since it's such a big part of summertime here I thought it was very important to throw a real party for WAYUH. I wanted to create a palpable sense of energy in the video, you know? So all the Rapture's friends came out and we had a big BBQ with kegs of shitty beer. **The Bangers** were DJ'ing. I remember spontaneous dance-offs in between takes. I mean, I was dancing too. The energy on set was wonderful.



We shot it around where I live in Bushwick. **Jon Watts** lives right around the corner from me and we have a joke about how our neighborhood is like *Sesame Street*. We live in a little enclave



of creative people and it's colorful and everything you need is within short walking distance. You run into people you know everywhere. So the animation was inspired by those psychedelic shorts from *Sesame Street* and *School House Rock* and other cartoons from that era. It just made sense to me.

--> watch "[Who! Alright — Yeah... Uh-Huh](#)"

The Rapture "Who! Alright — Yeah... Uh-Huh" (Mercury/Universal)
Ben Dickinson, director | **Mark DePace**, producer | **Greencard Pictures**, production co | **Matthew Santo**, DP | **Ben Dickinson & Ron Winter**, editors

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