
22th November 2018

TOKYO Original: KOJOE – Day n Nite

The world's first music video using motion control drones.



director: Kazuma Kitada, music: KOJOE, editor: AIKA, colorist: Ben Conkey,
production company: TOKYO

<https://www.youtube.com/watch?v=Pru7pE2rMpl>

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In “Day n Nite”, we challenged the boundaries of filming norms by using leading-edge shooting techniques, to visualize the possibilities and perplexities of the “what if?” moments we all have when making choices in life. The concept of this film is “choices”. Our daily lives are the accumulation of an infinite number of choices we’ve made along the way. The choices we make shape our values and the courses of our lives. There are no right or wrongs to these choices, life simply goes on.

The film was shot with the world's first drone motion control system. Combining Drone + camera + OptiTrack (motion capture system), enabled us to achieve

TOKYO PRESS release: for immediate release

intricate yet organic movements, such as navigating narrow spaces, traveling long distances and 360 turns.

Director Kazuma on the project: “To capture the notion of parallel worlds with reality, none of the existing shooting methods felt sufficient. So I came up with the idea of utilizing drones as a motion control camera. But the challenge was, how? I teamed up with technical professionals to develop a drone control program from scratch. It has been a long trial and error process over the course of 8 months. As a result, we succeeded in depicting the emotions of a man lost in the maze of dimensions of his life with dynamic camera work and multiple overlays.”

Behind The Scenes of the “Day n Nite”: <https://youtu.be/6Cin3sqPRj4>

Download images from Day n Nite: <http://xfs.jp/u90Nb>



Kazuma Kitada – filmmaker, CM director / TOKYO

His work ranges from TV commercials and music videos. He is renowned internationally for his storytelling and character portrayals, capturing universal emotions with lush and dynamic visuals. He continues to further his creative endeavors and efforts to develop methods of experimental visual expression.

<http://lab.tokyo.jp/creative/kazuma-kitada>

About TOKYO

TOKYO is an award-winning international production company, based in the heart of Tokyo. Accolades include “THE MUSEUM OF ME” (Cannes Lions 2012 Film Gold), “3D on the rocks” (Cannne Lions 2014 Direct Bronze) and “Eye Play the Piano” (Cannes Lions 2015 Cyber Bronze).

We don’t follow the beaten track, we pave our own way.

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