

# Analysis Of Daft Punk's "Around The World" Music Video

Daft Punk are a French electronic music duo, who created this seminal track in the late 90s, and appeared on their 1997 debut album. They have had numerous other unique music videos, such as the video for their debut single "Da Funk", directed by Spike Jonze, or "Interstellar 5555", an entire movie, with their sophomore album as the soundtrack to a Japanese animation film, showing how the 21st century has led to the ground-breaking synergy of different cultures.

This song, however, uses very clear and simple elements, and emphasises repetition to make one of the most beloved house music songs. The video is directed by Michel Gondry, and uses a simple concept in order to match the song.

In the video, there are several groups of random but distinct characters on a circular platform, representing a vinyl record. Each group plays a different role. For example, the four robots on the edge of the circle move when there are vocals, and the mummies represent the drum pattern. The characters, despite their randomness, make stylistic sense when considering what part of the song they are playing. The athletes with prosthetic heads represent the bassline, which makes sense given how rapidly ascending and descending the bassline is. The female synchronised swimmers dance to the high-pitched keyboard, which, again, makes sense given the femininity of the synthesiser on the track.



The dance routines that correspond with the song were a breath of fresh air when this video premiered, and is still relevant today, given how choreography in most music video are treated as shallow filler. In this video, the choreography is key, and is executed very well, and the groups even intertwine with other groups, such as when the skeletons and the synchronised swimmers at the front dance in between each other.

This careful planning and execution of the dancing is the key to this video's success, and other notable part of the video is near the end of the track, when it changes up, and all of the groups join the robots on the outskirts of the circle, and walk around in a single-file line. This part shows how the different parts of the song combine to create a single record.

As well as the centrepiece of the video, the staging and lighting of the video also adds to the special qualities that this video has. Behind the dancing, there is a giant wall of lights, that, throughout the video, change colour drastically. This is designed to pay homage to the disco era, where flashing lights were commonly used as an aesthetical choice, which indicates that the video and music is inspired by the disco era of music.

Concludingly, this music video manages to be uniquely recognisable, while keeping the concept simple and staying true to the music it is using. When making my music video, I will think back to this video to remember to keep the ideas simple but unique.

---

**Bron: Nathan Evans A2 Media Blog**

<https://nathanevansa2media.wordpress.com/2017/06/29/analysis-of-daft-punks-around-the-world-music-video/>