

# The Chemical Brothers

## CREATE 'MIDNIGHT MADNESS' THE WORLD OVER WITH GOOGLE EARTH...

Ever since their inception in 1993, **The Chemical Brothers** have soundtracked numerous special moments in countless people's lives. Whether it's the music of choice for a big night out, or the key moment that kicks the party into ascension, or even the inevitable comedown period in the milky pre-dawn hours, it is nigh on impossible to contest Tom and Ed's enduring impact.

We're looking for creative people worldwide to get involved as we bring together filmmakers and artists through the technology of Google Earth. This is an exciting invitation to participate, and you can do so by making a short film clip or photograph that revolves around the theme of '**Midnight Madness**'

Make your own short film clip (from 2 to 20 seconds), or take a photograph, celebrating the insanity that goes on at the stroke of midnight and related to the specific point of origin. Then upload it to Google Earth via The Chemical Brothers' website, and tag it to its exact global location. To do this you will need to have your own YouTube or Flickr account, and the site will walk you through the process of submitting your content.

The Midnight Madness global video project is a celebration of the odd things that people get up to at the midnight hour – take that as the brief. Think local. How would your film sit within Google Earth, and how does it relate to your location? Your film will be tagged to where you shot it.

Videos of any resolution will be accepted as part of the overall Google Earth project, but if you want your film to be considered for the main film the resolution needs to be 640x480 pixels minimum – and higher, if at all possible. You will also need to supply some contact details, and agree to the terms and conditions of the music video.

Deadline for submissions via Chemical Brothers' website for the film project is Monday 25<sup>th</sup> August 2008 at 13.00 GMT, but the sooner the better

All the creative work submitted from around the world on Google Earth via The Chemical Brothers website.

**Midnight Madness** is released as a digital download on the 18<sup>th</sup> August and the long player **Brotherhood** is released on the 1<sup>st</sup> September both on Freestyle Dust/Virgin Records

[www.thechemicalbrothers.com](http://www.thechemicalbrothers.com)  
[www.myspace.com/thechemicalbrothers](http://www.myspace.com/thechemicalbrothers)