

*Spex Magazine, 5.5.2014*

## **Video Premiere: Kreidler "Alphabet" (Lior Shamriz)**

Video to Alphabet of Kreidler

Kreidler does it again: Its new album ABC will follow up on it completely with a director in music video form. The first makes the video for "Alphabet".

After Kreidler collaborated with Heinz Emigholz for the previous album DEN, this time Lior Shamriz, a native of Israel, will be in charge of the music videos of their new album. Shamriz was nominated for the Max Ophüls Prize, director of films as Saturn Returns (and a current competitor in Oberhausen). To the six pieces of ABC he will create <A Sentimental Shadow of Love> - a film designed in 6 episodes.

The second chapter, "Alphabet", has been brought forward and opened the miniseries on the beach of Tel Aviv. The two actors Tomer Gluskinos and Lior Soroka are seen bathing there. Again and again they approach per se, but retreat steadily. The cut and the use of still images, and a desert, reaching after the sand, a hand underpins the romantic game for the viewer. But then again a tension is boiling.

Text: Thomas Vorreyer