

Directors to Watch 2008: Vincent Morisset

Vincent Morisset, Spy Films

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Vincent Morisset

32-year-old Vincent Morisset, who also goes by the mysterious pseudonym AATOAA, bills himself as a "web-friendly director," and has proved his claim brilliantly, having conceived the Gold Pencil-winning "Be Online B" website for his hometown's indie-rock darlings The Arcade Fire.

The site promotes the band's Neon Bible album, but scraps the standard band site template—tour dates, lyrics, etc. Morisset instead created **Be Online B** as an interactive music video that features Arcade Fire singer Win Butler's head and hands reacting to a visitor's mouse moves while performing various tricks. "I wanted it to have a feeling of watching a video and accidentally moving the mouse and then it gets creepy," says Morisset. "The idea behind it was to keep a really cinematographic feel, but at the same time be responsive in a really direct way. It was not about having a do-your-own adventure thing; I wanted something much more reactive and instant." Morisset's approach has evolved over ten years of interactive experience. He was one of the first 20 new media program grads from L'Université du Québec  Montréal before he went on to create video clips for the Canadian Film Board and co-run animation collective Bongolem (now defunct). Currently repped out of Spy Films, he's also directed music videos for **Sleeping Sickness's City and Colours** and is now returning to the Arcade Fire fold with a film that documents his time spent on tour with the band. "It's a feature film," he says. "I don't like to call it a documentary because it's not in the traditional form. I toured with them while archiving, photographing and doing the projections. I was almost a roadie. We've been working on it for a long time but we're almost at the finish line."

Read about Bandito Brothers, another of our 2008 Directors to Watch.