

August 11, 2021

# ACE OF CUPS

## LUCKY STARS

Music Film by Monty Miranda

When I was first presented with the opportunity to conceptualize and direct a music video for ACE of CUPS and their new single “Lucky Stars” I was made aware of an upcoming VINYL RELEASE of the record along with the modern traditional release. I grew up with vinyl records but always stayed current with the latest technology and I quickly embraced CDs as well. Today in 2021 vinyl has outsold CD’s for the first time since 1986. I always preferred the warm sounds broadcast from a needle sitting in the groove of a vinyl record and I am so happy ACE continues to embrace vinyl.

In part I owe my filmmaking career to the vinyl record. My first recollection of playing a record was playing songs released on RED RAVEN RECORDS. These silly little colored vinyl releases were an audio and visual experience of a fable or nursery rhyme. You see, to play a RED RAVEN RECORD properly you needed a mirrored top that when placed upon the top of one of their colored 78s would reflect back imagery from the record label creating motion via PERSISTENCE of VISION. For hours I would watch mesmerized listening to these things. My earliest experience with recorded music was inextricably connected to motion pictures. These little records where essentially Zoopraxiscopes or Zoetropes. It’s no wonder I became a filmmaker.

I knew songs from the RED RAVEN RECORDS were silly rhymes and fables but even back then I was thinking about how cool it would be to print a rock and roll song on that colored vinyl and create companion imagery on the label. When I heard ACE’s song “LUCKY STARS” I knew immediately this would be a great fit. This is it. I would tell the story of LUCKY STARS by creating my own ACE imagery on the label. To me LUCKY STARS and the film is about discovery, the discovery of something old but most importantly discovering something new. I hope you enjoy this presentation as much as I enjoyed making the film - maybe those original fables weren’t so silly after all.

