

FUCK THE ATLANTIC OCEAN

A film about an Austrian band, a YouTube hit and a journey to the far side of the world

A packed cultural center in Buenos Aires, the best party in town in Mar del Plata, a secret gig with a Chilean star in Valparaíso: Fuck The Atlantic Ocean portrays the Viennese band Sweet Sweet Moon on their unconventional journey through Argentina and Chile. It all started with a YouTube video of a charming Sweet Sweet Moon street performance that went viral. The video gained the young band a surprisingly large and enthusiastic fanbase in South America, although Sweet Sweet Moon have neither played nor released music there. Clicks were followed by manifold expressions of love and euphoric invitations, so Sweet Sweet Moon seized the moment to embark on a journey across the Atlantic Ocean to meet their biggest fans ...



“Even though the music industry has to cope with shrinking record sales and illegal downloads, it is solely due to the internet age that such fairytales can happen.” - Kronen Zeitung

Viennese Band + YouTube Hit = Love and Fame in South America

In 2011 the Vienna video bloggers They Shoot Music Don't They filmed the band Sweet Sweet Moon during [a spontaneous live session](#) in the streets of Vienna. The video exploded on YouTube, reached over 650.000 views and gained the band a surprisingly large and enthusiastic fanbase in South America.

In March 2013 Sweet Sweet Moon embarked on an adventurous journey through Argentina and Chile, from the Atlantic to the Pacific Ocean, and They Shoot Music joined the travelling party to film the trip. Along the route Sweet Sweet Moon played free house shows for their biggest fans and performed intimate and spontaneous sessions in unusual places (from a car graveyard to a natural amphitheater to a winding road in Valparaiso). They met fans who have long waited for this to happen, and stumbled into chance encounters with strangers that helped them understand why Sweet Sweet Moon's music strikes such a chord with South Americans.

Fuck The Atlantic Ocean is the portrait of a young band that refuses career thinking and makes music without much ado of promo campaigns and release dates (they haven't released an album in their 7 years of existence as a band). Sweet Sweet Moon uphold the romantic notion of the rambling musicians that travel through a foreign continent, live in the moment, are always open

„Fuck The Atlantic Ocean is a marvelous film that you shouldn't miss.“ - Vice



and curious for new encounters and all those coincidences that occur along the way and make traveling so exciting.

The film joins the roaming musicians on their travels between enthusiastic fan meetings, lonesome „on the road“ moments and random busking. Connecting the genres of music documentary and road movie Fuck The Atlantic Ocean is a modern fairytale that captures the magic and euphoria of live music and shows how a beautiful virtual experience becomes reality.



„Fuck The Atlantic Ocean makes for collective wanderlust, hearty laughs and thunderous applause.“ - Heute

FREQUENTLY ASKED QUESTIONS

How did the idea for the movie come up? Due to the manifold invitations and displays of love that followed Sweet Sweet Moon's YouTube hit, it felt like the natural response to follow the pledge of their South American fans and document the adventure on film.

How did the film title come up? The film title is inspired by a YouTube comment from a fan who cursed from overseas: „Fuck the Atlantic Ocean, making it near impossible to ever see you guys!“

How did the movie get financed? The travel costs of roughly 11,000 EUR could be covered with a funding of the Austrian Federal Ministry of Education (BMUKK), SKE as well as a [crowdfunding campaign](#).

Are there any other Fuck The Atlantic Ocean releases apart from the movie? Yes. [Simon Brugner](#) has documented the journey with his photo camera and released a book in cooperation with the Argentinean artist [Sebastián Fuks](#). Moreover the band and the film team have made [a travel diary](#) with video, photo, text and sound impressions. You can also find various sessions performed along the route on the website [fucktheatlanticocean.com](#).

Why did so many people in South America watch the video? How comes that Sweet Sweet Moon got especially popular there? There is no definite answer, but some attempted explanations. For example: The unconventional and partly brute use of classical instruments and Matthias' shout-singing were well received in South America. Sweet Sweet Moon's faraway fans liked this punk attitude of a band that doesn't spare dissonances despite their pop-appeal. Breaking the rules and

finding beauty amidst chaos seems part of the daily life in South America.

How was the tour organised? Unlike a normal tour there was no master plan, only a vague route. Along this route fans were invited to organise shows. At the beginning of the journey two or three shows were definite. All the rest happened on the road.

What were the highlights of the journey? The intimate encounters with fans - like the one with the young boy Júlían, who has invited the band to his birthday party in his parents' home - were definitely something special. Or the spontaneous on the road moments - for example when Sweet Sweet Moon bumped into a group of ballerinas who would improvise a choreography to a Sweet Sweet Moon performance. The musical exchange with local artist - like the Chilean artist [Pascuala Ilabaca](#) who has invited Sweet Sweet Moon to play a show together in a burnt house - also came as a nice surprise.



FACTS AND FIGURES

www.fucktheatlanticocean.com

Duration: 70 Minutes

Original Language: English/Spanish

Idea/Concept/Production: They Shoot Music Don't They (Sarah Brugner, Simon Brugner, Matthias Leih, Michael Luger)

Narration: Brian Roueiheb

Script: They Shoot Music Don't They, Josh Grigsby

Soundmix: David Ruhmer

Music: Sweet Sweet Moon (Matthias Frey: vocals, violin, guitar; Lukas Pöchhacker: cello, vocals)

Sweet Sweet Moon, that's first and foremost the young Viennese multiinstrumentalist Matthias Frey. Alone on stage Matthias is creating orchestral soundscapes from scratch, utilizing the violin, a drumcomputer and his best sidekick – the loop pedal. Despite a similar artistic approach Sweet Sweet Moons' performances are far from the perfectly staged shows of Owen Pallett or Patrick Wolf. In fact, quite the opposite: Matthias' gigs are infamously driven by a charming quirkiness. Oscillating between genius and insanity Sweet Sweet Moon spontaneously integrates borrowed instruments, launches a Nirvana cover with a distorted violin out of the blue or dances between the effect box pedals in socks. It goes without saying that not everything is working out smoothly under those circumstances but by the last song this insanely talented Candide will have melted your heart. On his trip to South America Matthias was accompanied by cello wizard Toni Traubensaft.

They Shoot Music Don't They is a collective of pop culture enthusiasts, film makers and photographers. The team started filming unique offstage performances of selected bands in unusual – mostly urban – settings. The stripped-down sessions are unannounced, spontaneous and can take place literally anywhere. [They Shoot Music](#) aims to capture an intimate musical moment and a snapshot of the everyday life of people and places. They started exploring their homebase Vienna by means of music videos in late 2007 and have since then released roughly a session per week, including videos, photos, location infos and maps. Fuck The Atlantic Ocean will be their first full-length music documentary.

