

CASE STUDY

Shawn Lee

Shawn Lee is a talented songwriter, musician and recording artist. Lee's music has appeared in many films such as Ocean's Thirteen and The Break Up, as well as on television series, such as CSI Miami, Lost, Desperate Housewives, and Ugly Betty. Lee has recorded 7 albums having been signed to Talking Loud and Ubiquity Records. His song "Happiness" has been recorded by million selling British artist Will Young.

Ichikoo wrote, cast, filmed, directed and produced a music video for the track "Throwing Shadows". Within a tight budget and a two week timeline, Ichikoo interpreted the melancholic, confessional theme, by representing the artist as an old man. The central character mimes to the song's lyrics, reflecting on his lonely yet bizarre existence. The film's twist comes half way through when we realise he is living a double life as a male strippergram. Both melancholic, quirky and surprising, Ichikoo produced an uplifting film that has been shown on MTV and global music networks. As a result of the projects success, Ichikoo have produced Shawn Lee's showreels and website and is his preferred producers for future video projects.



"Ichikoo are genius, a real ideas company putting creativity and style at the forefront."
Shawn Lee

music video

