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burn Announces Unique Creative Fusion of Electronic Music and Street Art

burn energy drink films David Guetta music video curated by Thierry Guetta aka Mr Brainwash

LONDON--(BUSINESS WIRE)-- Igniting the fusion of electronic music and street art, in a collaboration the likes of which has never been seen before, burn, a leading energy drink from The Coca-Cola Company, is bringing together - GRAMMY® award-winning DJ and producer David Guetta and Los Angeles-based Filmmaker and critically acclaimed Pop Artist Mr Brainwash.

Burn Announces Unique Creative Fusion Of Electronic Music And Street Art (Photo: Business Wire)

Mr Brainwash aka Thierry Guetta, together with boutique agency Deviant Ventures and What A Music, will be collaborating with David Guetta to film the star's new music video. The video for Guetta's new track 'Metropolis', which he has produced with up and coming producer Nicky Romero will be filmed at an event taking place at a yet to be disclosed location in London on Wednesday August 1, 2012. During the shoot, Guetta will be going back to his roots, playing a two hour set inspired by the days of his old-school warehouse raves.

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David Guetta says, "I've recently set up my own label, Jack Back Records, which is back to my roots -- creating pure electronic club beats. I worked with Nicky on the first track Metropolis; he's a hot young talent and we bounce creative ideas together and experiment with new sounds. It is really cool to be given the opportunity to push the boundaries and try something new with the music video, too. Street art is a big passion of mine; there are a lot of parallels between our cultures. I met Thierry many years ago. I was being followed around Paris by this crazy guy who wouldn't stop filming me. Then, by chance, I saw his film Exit Through The Gift Shop and realized it was the same person. I tracked him down and we came up with the idea to collaborate then to our amazement, burn agreed to back it. He's been filming non-stop for 20 years and has some unbelievable never-been-seen footage. The clip for Metropolis will feature art from a number of artists, directed by Mr Brainwash. We both hijacked the system for our love of art; I have no idea how it will turn out but it is going to be a crazy ride."

Mr Brainwash says, "David and I have the same passion to share our creative vision with people. The art I create has no limit like David's. We always aim to create something that takes you on a journey and at the end you don't know where you are. Hopefully, thanks to this collaboration which has been made possible by burn, I can do this with the music video."

The collaboration will add fuel to the already successful partnership between burn and David Guetta, one of the most in-demand DJ's and producers on the planet. Guetta himself is the embodiment of burn -- his burning desire to express himself positively, tirelessly, creatively and with purpose serves as the catalyst igniting the fire within and inspiring others to do the same.

Dan White, Group Category Director for Energy Drinks at The Coca-Cola Company said, "As with all that we undertake with the burn brand, our goal is to inspire creativity and bring about new forms of expression. We hope that this collaboration, between two of the world's greatest creative minds, will encourage others to take up the mantle and become the game changers of their own generation."

To see what happens when these two visionaries come together, fans can visit www.facebook.com/burnenergy on the Thursday Aug. 2 and witness the fusion of art and music as history is made.

Notes to editors

Media can apply to attend the event by sending an email to guettamrbrainwash@cakegroup.com

About burn

burn is a category leader in the global energy drink explosion. The red formula is a symbol of active fire, that provides Guetta & Guetta and other drinkers the energy needed to leave their original vision on the world. Dismantling category norms, consumers embody a live-out-loud mentality, without fear of boundaries created by society. Burn is a brand of The Coca-Cola Company. Burn is available in over 80 countries worldwide.

About David Guetta

It has been a banner year for David Guetta since the August release of *Nothing But The Beat*. In the seven months since release, the album has sold 2.3 million albums and 14 million tracks. In addition to the GRAMMY® nomination for Best Dance Recording, the album was nominated for Best Dance/Electronica Album. It was also named the iTunes Rewind 2011 Best Dance Album. In October Guetta was named the #1 DJ in the world in the influential DJ Magazine Top 100 DJs poll, Guetta was also nominated for two MTV Europe Music Awards, a BRIT Award, an Echo Award, and a Victoires de la Musique Award. For more information on David Guetta, please visit: www.davidguetta.com, www.youtube.com/davidguetta, www.facebook.com/davidguetta, www.twitter.com/davidguetta, www.myspace.com/davidguetta

About Mr Brainwash and the exhibition

Mr Brainwash is the moniker of Los Angeles based filmmaker and Pop Artist Thierry Guetta. He is considered one of the most prolific and talked about artists of today with five major art shows under his belt already. On August 5, Mr. Brainwash will embrace the global art scene by taking over The Old Sorting Office, a colossal space centrally located next to the British Museum at the corner of New Oxford Street and Museum Street in London, during the Olympics this summer. The Old Sorting Office will act as a canvas for Mr. Brainwash's latest original works in a larger than life exhibition that will be his first European show.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50362089&lang=en

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