

## VOXWAVE

VOXWAVE STUDIO DENOUNCES SCHOOL BULLYING IN ITS NEXT CROWDFUNDED MUSIC VIDEO, *MARCHE AU PAS*.

VoxWave reveal they have been working for months producing a short music movie to raise awareness about school bullying. This music video, titled *Marche au pas*, will be published in the beginning of november on the studio's Youtube channel.

“With this short movie, we want to adress one of the big problems our society is curenly facing. A problem that e-arts can't really grasp even today.

This song was needed as much by our fans than by our staff who was or is concerned by this problem.” VoxWave's CEO Joffrey Collignon said.



In this short movie, VoxWave will explore the link between school bullying and gender stereotypes.

We will follow Das' story, an androgynous character who get over their bullying problems by identifying themselves to a new culture.

“Japanese pop culture offers to western youngsters different (yet still normative and sexist) gender stereotypes.

Young Europeans are drawn into images of overmanly men and super-girly women. Codes to which they sometimes can't identify themselves. Ultimately, they find in some Japanese codes a new freedom of expression.

A male Japanese character can be positive without being doped with testosterone and the simple knowledge that there are other stereotypes help teenagers to question the ones they have to deal with daily.

And it's precisely those young midschoolers and highschoolers not responding to those clichés whom are the first victims of school bullying. But it is by the understanding

that gender definition is just a creation promoted, for instance, by graphic stereotypes, that each and everyone of us can overcome the violence, the stigmas and define their own identity.

This is the message—the awareness—we want to spread with *Marche au pas*, this is the story of a character that accepts and defines its identity. The character triumphs over both the stupidity and violence of a society that wants to force it to be what it is not.» declared Caroline B., in charge of artistic direction.

It's Tatsuki, whom we already saw in *Avenir* and *Hajime Ni*, who will illustrate this short movie.

Her work on *Marche au pas* merges the Japanese dynamism and stylishness with the French sense of detail with overall references to the American queer culture.

Lachesis (*Avenir, Promesse*) took her pen up again to write lyrics that link, on a darker level, school bullying and sexual harassment.

Alexandre Mey (alexoualexou), a compositor known for his aerial, sensible and melodic style, took charge of the music, helped by the guitarist Lightning (*Sous cette pluie, Break the Cage*”).

ALYS, the protégée virtual singer of VoxWave, will of course be the song's singer.

Her voice will be specially programmed by Lucien “Phuntsok Drak-pa” Cartier-Tilet, VoxWave's CTO, to produce a full of emotion and (more than anything) genderless voice.

With this short movie, VoxWave wishes to introduce everybody to a welcoming French popculture, with an eye on the problems of our contemporary society.

A pledge that could give a beautiful future to the young French start-up!

**You can support this short movie's production on Tipeee:** <http://tipeee.com/aly>

**More info on:** <http://www.voxwave.fr>

**VoxWave Youtube Channel:**  
<https://www.youtube.com/channel/UCnVc0nQfKwppjvGFKLpEqA>

