



United Alone, NRK Super, Norway

“United Alone is a music video showing us that amidst the pandemic we’re all standing united, even though we can’t physically be close together. It also gives us a glimpse into how everyday life has changed during the virus outbreak. When the Covid-19 outbreak hit Norway, and everyone was encouraged to isolate in their own homes, the idea quickly came: Let’s make a song to unite us! The video features the Prime Minister of Norway, familiar faces and puppets from the NRK Super universe, and lots of children and grown-ups from around the country. They sing and dance, sometimes illustrating the meaning of the lyrics. The objective was to write a song that children could sing at home, with the hope that they would feel a little less alone. We wanted to project a sense of communion and hope. We needed to give the strict measures society took, relevance and meaning as well as stressing that they are temporary. The last line in the chorus is somewhat of a punchline in that regard this will pass. The music video has very good ratings in NRK Super’s web TV player. As we are indeed all in the same boat, balancing home schooling with stay-at-home-office solutions, it will come as no surprise that this song was written, produced and recorded on the living room table during one hectic week in March. We set up an upload link so the audience video contributions easily could be shared with us.”

<https://www.nrk.no>