

Sigrid Couldn't Make It to Her Own Video Shoot, So the Director Improvised

Director Max Siedentopf fills in for Sigrid – including all her dancing and lipsyncing

By **CLAIRE SHAFFER** 



Being a filmmaker is all about improvisation, and sometimes that requires coming up with a Plan B due to a major change – such as, for instance, your star performer not showing up on set. As **Sigrid** explains in a FaceTime preface to her new video for “Mine Right Now,” she couldn’t make it to the actual video shoot because of delayed flights. But no problem! The **music video**’s director, Max Siedentopf, stepped in for **Sigrid**, including all of her choreography and lipsyncing.

“Literally everything went wrong,” says Siedentopf in a behind-the-scenes interview. “Travel with park rangers, police stops, collapsed sets, loads of bad weather...my biggest weakness is singing, and I’m now in a music video, so let’s see how it goes.”

The resulting hilarious footage shows Siedentopf running through fields a la *The Sound of Music* and frolicking through a very Scandinavian cottage. This gets intercut with Sigrid herself singing on FaceTime, and more behind-the-scenes clips of the film crew trying to hold down the fort on set, particularly in the face of a windstorm that nearly ruined the entire shoot. But in the end, it’s all incredibly charming. Just look at his adorable, mismatched glasses!

