

Matthias Weiß:
Sinn und Sinnlichkeit: Zwei Clips zu Rammsteins
„Du riechst so gut“

Already in 1987 Dean Abt noticed that each video clip is the interpretation of a piece of music. How far the visual actually has an impact on the acoustic experience can be shown with the help of two extremely different clips which the group Rammstein has issued in order to accompany the same song. In 1995 the manager of the band, Emanuel Fialik, did shoot the video for “Du riechst so gut“ for the then also in Germany unknown band with a small budget, focussing not only, but most of all on lead-singer Till Lindemann and the other group-members. After Rammstein had achieved some success in Germany, the group also wanted to establish itself also on the American market. This is why in 1998 a second clip was made by director Philipp Stölzl (nowadays mostly working as a director staging operas), which in its narrative structure and its opulent scenography is diametrically opposed to the video shot three years earlier.

In the paper first the question will be pursued (hereby relying on a detailed analysis of individual cases) what the clearly provocative song “Du riechst so gut“ is about. Then it will be clarified which dramaturgy lies at the heart of each clips, to which already established iconographies the visualisations are making recourse and what is the relation between these iconographies, the music and the lyrics. A leading question hereby will be, in how far in both cases the attempt is made to transfer a not visible nor audible, sensual experience – smelling – into the audiovisual. It has to be also demonstrated that the different approaches of Fialik and Stölzl provoke semantic deferrals which can't remain without a consequence for the self-localisation of the viewer.