

# Pepsi Beyoncé 'Live For Now' 2013

**THIS MATERIAL IS UNDER GLOBAL EMBARGO UNTIL  
09:00 EDT / 14:00 GMT ON 4<sup>th</sup> APRIL 2013**

**CHRIS GRANT - CHOREOGRAPHER**

**INTERVIEW TRANSCRIPT**

**CAPTURED ON SET OF THE PEPSI "MIRRORS" TVC**

**Interviewer: How hard was it for you to choreograph the routine for this Pepsi advert?**

*Chris: It's a bit difficult, but it's fun at the same time. We just need to know what we have to do as far as what's the look of the choreography and the sound of the music and the concept is very important, so we try and just build around that and go from there and have fun and just try to please her – that's important – and that everything makes sense. It's pretty cool.*

**Interviewer: How has Beyoncé's dance style evolved over the years?**

*Chris: Well you know Beyoncé has worked with a lot of different choreographers and she has grown majorly since she was 18; she is now a grown woman so it's just different movements. Some of them it's about the body movement and the shape of the body and certain looks that she has. It's more about the power and the performance and the attitude. She loves to create different movement – stuff that's cool for the body. She appreciates African movement. She loves preciseness and that's what I bring to the table – just trying to be real precise with the movement. I'm a big fan of Michael and Janet [Jackson] and that's what she likes and admires about me. I try to bring that to the table but it's just about performing and having fun and giving the people what they want and just feeling it and having that feeling is important.*

**Interviewer: Has it been a challenge adjusting the choreography to the new "Grown Woman" track?**

*Chris: Yes, because this track now is a lot faster than the other songs that we are trying to create with the different looks. 'Crazy in Love' is [sings the beat of the track] and now we're going with [sings 'Grown Woman'] so to put that stuff to it, it's a little difficult because you want to keep the same feel of that song 'Crazy in Love' but you want to match it to this new song. It's a lot of tweaking with the counts and just making sure that we stay connected with the old self. It's fun but it's difficult because it has to look great.*

## **Pepsi Beyoncé 'Live For Now' 2013**

**Interviewer: Is there a new dance move to look out for in the Pepsi advert?**

*Chris: All I want to say is that the stuff you will see now, you will love it and it will be something that you will want to do. I don't want to say it's simple but it's effective and it's important that you have moves that are effective and that you just want to do when you see them. She is all about that. It's going to be great.*

**Interviewer: What is the new creative process developing new moves for Beyoncé?**

*Chris: Some of us go to clubs; some of us go to random places. We might have our moms and dads or she might have her mom come in and do some steps just to get a feel of different vibes and people. This is very important because you want to keep the realness. You want to find what is the music, what is the beat telling us to do. It's great to have different outlooks and different opinions because you can create. Not just one person trying to do everything. She's a great choreographer herself. She comes up with certain moves and we will just keep adding on to it and making it better and better and that's pretty much what we do.*