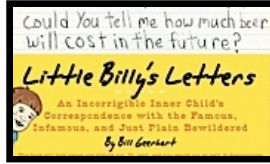


GAMES
GDC Gallery: How The Indie Fund Could Change Game Dev Destiny



CULTURE
Meet Jake Adelstein, a Jewish reporter who thinks like a Japanese gangster



REVIEWS
Little Billy's Letters to famous and infamous people



REVIEWS
Advertising the Space Race, a Prelinger Library book



GUESTBLOG
Adam Savage: my Blade Runner gun

boingboing

TECH GADGETS SCIENCE BIZ ENT ART/DESIGN CULTURE ACTION NEWS WEIRD OFFWORLD BBVIDEO SUGGEST A LINK

OK Go Rube Goldberg video: meet the makers!

Mark Frauenfelder at 9:54 AM March 8, 2010

201003080948

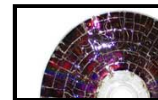
TECHNOLOGY



vote
now

Sign in - Register

Features



When RealNetworks Settled on DVD Copying, We All Lost



The Karate Kid 2010: Same, same? No, no!



Photos from Nepal's biggest tech trade show

Reviews



Advertising the Space Race, a Prelinger Library book



Fast, Excellent Document Scanner: Fujitsu ScanSnap 1500M



Predictably Irrational: subjecting the "rational consumer" hypothesis to scientific scrutiny

Becky Stern of Make: Online interviewed the crew of the latest OK Go video, which was a single-take Rube Goldberg machine.

Becky: How many takes did it require to get the final?

DB: I lost count. I think we did that first sequence about 70 times. When we got past the tire, we knew we had a chance. When the piano dropped without triggering the flags or chairs, we started getting excited. If the sledgehammer blew up the TV we were in the home stretch. It was a tense video to film!

...

boing boing video



PyroPenguin: Did you need to employ failsafes? If a component didn't activate because the component intended to trigger it was off by just a hair, did you have a system to activate it manually?

BD: Not really. I think if we were more film oriented rather than machine oriented we would have built in more manual "cheats". As it is, I think we did some things (or at least I did) that didn't play as well to camera as it could have just because I was preoccupied by the mechanism. But we were pretty determined that the thing work. In some cases, we spent a lot of time working out a mechanism that doesn't even show up on camera- like the pneumatic paper airplanes. it's a really reliable mechanism that is triggered by the machine, and yet that's happening amid such chaos that in afterthought I guess we could have just had a guy pushing a button. But I don't think anyone even considered that. There was a little assist in the curtain pull, because the curtains had a tendency to stick together, so if that was having trouble there was someone available to pull a little string to help things out. But I think that's it.

OK Go Rube Goldberg video: meet the makers!

Previously:

- OK Go's LED Jackets Gadgets
- OK Go explains the screwed-up state of the music industry

2 Comments • [Add a comment](#)

V • #1 • 13:30 on Mon, Mar. 8 • [Reply](#)

Any of the Makers want to take credit for the cameo by your '24 Hours of Lemons' racer?

<http://jalopnik.com/5485731/lemons-racer-appears-in-ok-go-rube-goldberg-video>

nigelfootpowder • #2 • 18:03 on Mon, Mar. 8 • [Reply](#)

Brett Doar here. I was on the make:way team, and I'm one of the builders of the machine. So I brought the car in.

Add a comment

Sign in to comment, or comment anonymously.

Warning: Anonymous messages are held for moderation. This could take a (long) while. Or your comment may not be posted at all. Please consider **creating an account** and logging in. It's fast, free, and we don't spam, ever.

Anonymous

Email Address

☐ Remember personal info?

Speech is free, but Boing Boing is moderated. Comments may be deleted or disemvoweled. Anonymous comments are not automatically published. Please don't make racist, sexist or homophobic remarks or use associated offensive terms. Please don't talk politics in unrelated threads. Please don't cuss at or harass other commenters. Please don't post signatures, spam, astroturf or copy-pasta. Link to your website only on your profile

Peter Serafinowicz: Boing Boing Video interview



Mardi Gras 1956: "Through my father's lens" (Boing Boing Video)



N.A.S.A.: "O Pato," feat. Kool Kojak + DJ Babao (BB Video)

boing boing road trip 2010
series underwritten by BUICK LACROSSE

if it was a unicorn it would have gored you

Spa day in a canine hyperbaric oxygen chamber

MagicJack dials wrong number in legal attack on Boing Boing

MagicJack Legal Documents

Get This Game: *Katamari* creator's *Noby Noby Boy* stretches onto iPhone

Road Trip Stop 1: Griffith Observatory, Los Angeles, California.

Highlights from the AAAS: Batteries out of Paper, Order out of Chaos

Highlights from the AAAS: Food allergies, superheroes, electric cars and Opie

What we can learn from Nepali orphans

Highlights from the AAAS: Science speed-dating

School used student laptop webcams to spy on them at school and home

page. Stay on topic. Read the full [moderation policy](#). Thank you!

BOING BOING: THE WORLD'S GREATEST NEUROZINE

 [RSS Feed](#) • [Policies](#) • [Mod Policy](#)
Email subscription

This work is licensed under a [Creative Commons License](#) permitting non-commercial sharing with attribution. Boing Boing is a trademark of Happy Mutants LLC in the United States and other countries.