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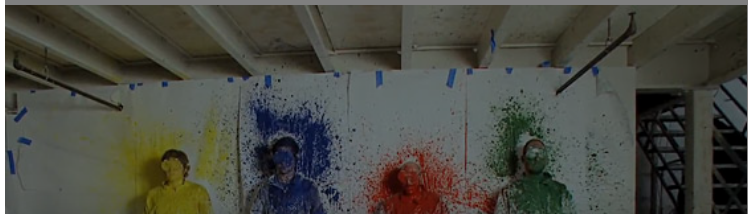


OK Go Unleashes Another Magical Music Video

By Mark Graham

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SAVE



A few weeks back, OK Go lead singer Damien Kulash made an impassioned plea to his record label in the op-ed section of the New York *Times* to please, please, PLEASE

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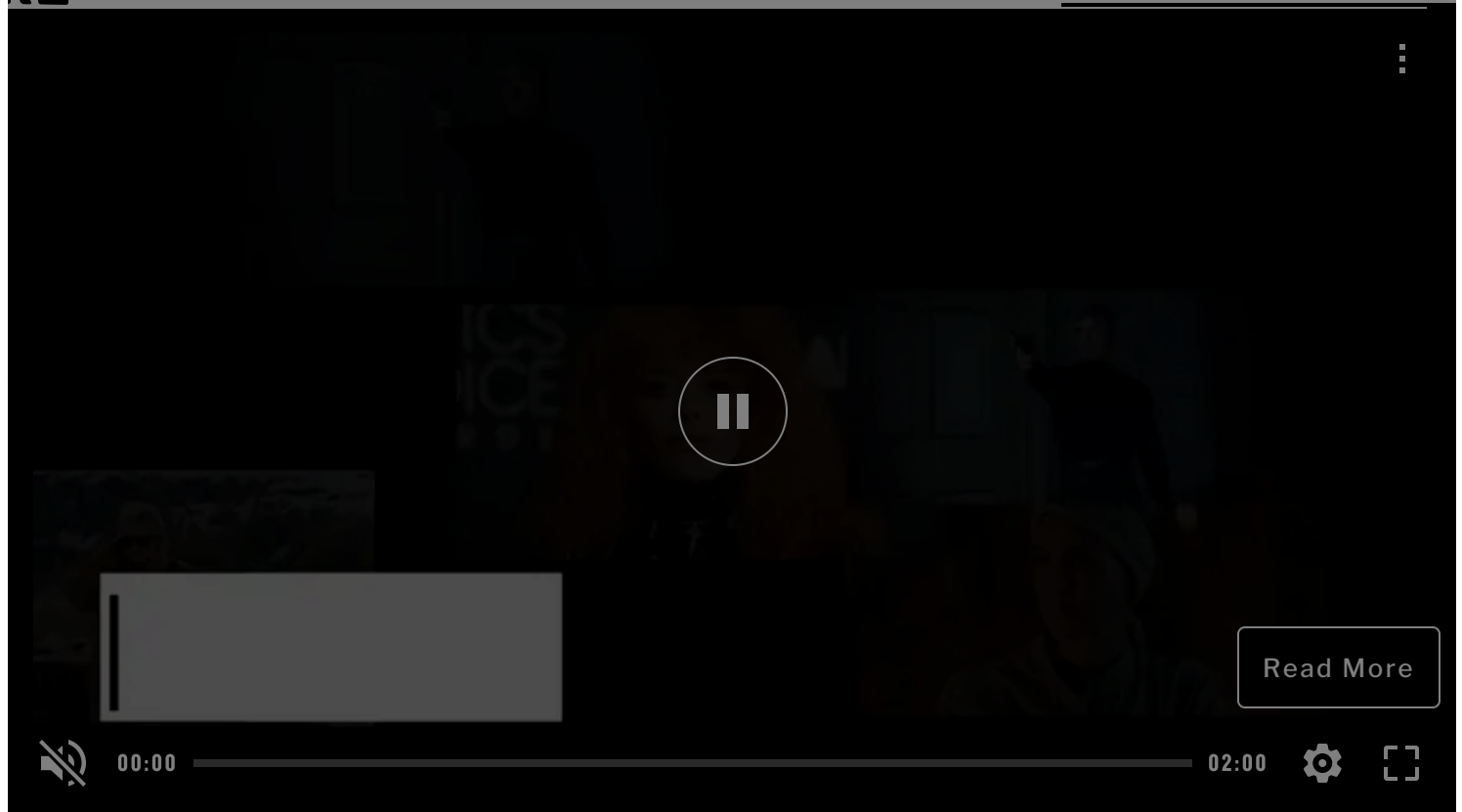
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disabled the embed feature that made the band popular in the first place, which Kulash effectively argued was limiting the band's appeal and revenue-generating ability. Well, coincidentally enough, the band just so happens to have a new(ish) LP out and, what do you know, today they released a brand-new video! And guess what? After taking a beating in the court of public opinion, their record label caved and now this newly minted "controversial" video that you're about to see will be embedded on thousands of websites within the next twelve hours or so. Controversy aside, the band has actually done the impossible and managed to top their groundbreaking "Here It Goes Again" by developing what will no doubt go down in history as the mother of all Rube Goldberg contraptions. On top of that, we're fairly certain that this video's majesty will inspire Hollywood to start fast-tracking a Mouse Trap feature film by week's end.

Rube Goldberg Is Weeping at Its Beauty [Topless Robot]

Update! The Making of an OK Go Video: Singer Damian Kulash Breaks Down 'This Too Shall Pass'