



Where Is My Mind? with Krombacher

Description



By far their most popular and well-known song, "Where Is My Mind" epitomises the Pixies' loud-quiet-loud approach, mixing heartfelt emotion with an intimate atmosphere, perfect for both introspection and big moments. Beginning with Kim Deal's iconic haunting vocal line, an instantly recognisable guitar riff and raw drum beats, it is easily their signature song, released on their debut album *Surfer Rosa* from 1987. It was ranked as the 493rd best song of all time by Rolling Stone on their most recent list of the 500 Greatest Songs of All Time.

The song was inspired by Black Francis's time swimming and scuba diving in the Caribbean, where he was chased and bitten by tiny fish, showing how inspiration can come from anywhere. It has been covered by a variety of artists, including Nada Surf, Kelly Clarkson, James Blunt and Placebo.

The song is inextricable from its iconic use at the end of the David Fincher 1999 film *Fight Club*, where the track accompanies the destruction of the entire financial system. In fact, its inclusion is often a narrative trope to show that film and TV characters have more than one personality or cannot distinguish reality from their own fantasies. But it is actually a very malleable track and can be reused and reworked in a variety of different ways. One interesting example is M.I.A.'s "20 Dollar" which interpolates "Where is My Mind" to far more experimental and abrasive ends.

We researched licensed the track for Krombacher's latest 30-second spot, expressing how their beer is the perfect accompaniment to all of life's big moments. The reworking of this track builds upon the melancholy and irony-suffused alt-rock sounds of the original and creates more of an inspirational take on the music. Please feel free to check it out below!

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