

The Butterfly Story

It all started in 1995 in Munich/Germany, as "Levent Karahan" sat behind his keyboard, in his studio and wrote the hook for a song that would later be named "Butterfly". While writing the hook, he was thinking of a fantasy figure, a beautiful butterfly. His very first version of "Butterfly" was a club track, that was sung by a female. He started producing different versions of the song. It wasn't until 1996, after meeting "David O. Joseph" that he decided to add his lyrics of the Jamaican dance known as the "Butterfly". "Levent" truly believed in the song, so he decided to book one of Munich's top studios to complete the mix and began marketing "Butterfly" for a record deal.

1996, he finally got a deal at the music convention "Popkomm" in Cologne/Germany. It was "MCA" who liked the track and signed a deal with him. Only a few months later, "MCA" decided that they did not want to honour the contract. "MCA" declined to produce the video for the song. So "Levent" called the deal off and secured the rights once again. He decided to produce a video for himself in 1997. While he was planning to shoot the video in Jamaica, he produced more versions of "Butterfly". He liked the Reggae version most and decided to do a video for that one. So he used the money that he received from his settlement with "MCA" and took a risk by investing some of his own money and the support of Constantin Von Antaris to get the job done.

A team was put together to go to Jamaica and produce the video for "Butterfly", which was a very adventurous and exciting trip for everyone involved. Back in Germany, "Levent" started marketing "Butterfly" again, which now included a video. Some of the labels that he went to, liked it but at the end of the day they ended up with no deal. The entire team gave up. Except for "Levent", he never gave up marketing "Butterfly" until 2001, he sent out hundreds of copies and met many labels from all over the world. As a result, two labels were interested in "Butterfly" at the same

time ("Chet" and "BMG"). He decided to go with "Michael Rank", head of the label "Chet" and a big Reggae fan just like "Levent" himself. "Chet" decided to distribute the "Butterfly" through Universal (former MCA :-)

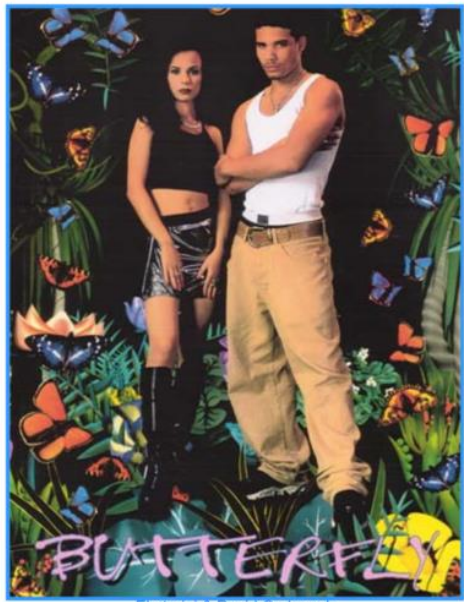
Four years after "Levent" presented "Michael" the very same version of "Butterfly", this time "Michael" liked it and decided to go for it, it was in June 2001. But "Levent" had lost contact with his artist "David O. Joseph". After some efforts, contact was finally made with "David O. Joseph". As "Chet" started the promotion, it was already September, and too late for a summer tune. So they skipped all promotion activities to the following year, but it didn't really work out, so they skipped it again and this time the feedback was quiet good.

In May 2003, eight years after the song writing of "Butterfly", and five years after the first video production for "Butterfly", three new versions of the song and a new video (Filmed in the Seychelles 2002, Directed by Daniel Brauer) have been produced and now distributed by Sony, "Butterfly" is finally spreading its wings and hit the German Single Charts (TOP 90) in August!

Summer 2004, "David O. Joseph" hit the German Single Charts once again. This time (TOP 2) with a remake of "Break My Strike"/Blue Lagoon".

Original Video - Jamaica: <https://youtu.be/fmAjLtwpiTg>

MTV Video - Seychelles: <https://youtu.be/IK576w3ZAFE>



Ekaterini & David O. Joseph

Levent - Executive Producer, Director, Production Manager



John - Camera



Bernd - Camera Assistant



Filiberto - Allrounder



Michael - Allrounder



Jennifer - Dancer



Natalie - Dancer



Andreas - Production Manager



Stefanie - Special Effects, Post Production



Errol - Location Scout, Production Manager



Mitzi - Catering



Michael - Location Scout, Production Manager



Grace - Dancer



Paula - Dancer



Locksley - Transportation Manager



Foster - Driver



Annette - Dancer



Bennita - Dancer



Jennifer - Dancer



Anmarrie - JAMPRO

Kitti - Light

Marlene - Make Up

Lee - Driver