

**BEHIND THE
SCENES**

Blake Shelton



“That’s a downtown scene where a wedding is over, and the couple is coming out of the church and everybody’s celebrating. It’s a real sad moment for this guy I’m playing because he realizes he doesn’t have any of that. Everything he wanted is gone, and watching how happy these other people are is a reminder of that.”

Bye-Bye, Blake

Blake Shelton’s new video is a serious departure

In his video for “Goodbye Time,” Blake Shelton comes to terms with a breakup. Director Peter Zavadil shot the clip during two days in Marfa, Texas. “This is the first video where I’ve had to be a serious actor,” admits Blake. With cameras right in his face, it looks like Blake is deep into character. What’s his secret? “I think that’s just how Peter captures emotion on film—by getting two inches from your eyeball,” he laughs.

“We went down to Marfa because we thought it was going to be warm, and it turned out to be some kind of dadgum ice storm. It was two days of absolute freezing hell. I’m not kidding, it was so cold—it was probably in the teens, even when we were inside.”



“Peter really wanted to move in close and get my facial expressions. It was easy to forget about the cameras because you were freezing to death. That’s how I was able to handle it and have that emotion. I hate to sound like a wuss, but man, I was freezing to death!”



“This video was way more lighting-oriented than any other video we’ve done. It never ceases to amaze me, watching those guys. Every little reflection would either make the shot or ruin it for them. A lot of hours were spent on getting perfect lighting, or standing around waiting for a cloud to move to just the right spot.”