

Richard Albert Bretschneider Releases Wild New Rock Video 'Fire in the Nice Guy'

80,000 furry puppets go to a rock concert in a new wild and fun rock video titled 'Fire in the Nice Guy' by German composer Richard Albert Bretschneider.



Wuppertal, May 24, 2025 ([Issuewire.com](https://www.issuewire.com)) - Sometimes music goes off the rails in the best way. That is exactly what happens in **‘Fire in the Nice Guy’**, the new video by German composer **Richard Albert Bretschneider**. Known for his film score to the cult horror-comedy Hell’s Kitty, Richard is now shaking up the rock world with a loud and surreal release that blends AI, puppets, and raw emotion. He has been nominated for both the German Film Music Award and the Jerry Goldsmith Awards. Now he takes that same fearless energy and throws it into a digital stadium. The video is set in a stadium filled with 80,000 screaming furry puppets. It is loud, colorful, strange, and filled with feeling. Richard wanted to use AI not to copy but to create something totally new. The result is a digital rock concert like no other. It is full of chaos, yet full of heart.

At its core, **‘Fire in the Nice Guy’** is about breaking out of the box. It is about dropping the act and saying what someone really feels. It is a protest against being quiet, and it almost feels like a scream against blending in. This rock anthem is for people who are tired of being polite while the world gets louder. This song says the quiet ones can be loud too, and that being "the nice guy" is not always enough. The musician used generative AI to build the visual world of the video, but the heart of it is all human. The music, the message, and the madness come straight from someone who has had enough of perfection. Richard says the whole thing is a joyful protest, cute and weird. The video is funny and kind of sad, which is a glitch-filled love letter to not being perfect.

This release marks the first track from his new rock band, Locked in Rotation. The band's debut EP is already in the works. At the same time, Richard is also working on new film scores. These combine orchestra and rock to create something cinematic and powerful. He is also building a music software company with a goal to bring handcrafted instruments into the digital age. Watch the video on YouTube along with previous releases like 'Confusing lightning with lighting', 'Heroes of Bronze - Soundtrack making-of', 'Film composing on a tough deadline', etc. Follow **Richard Albert Bretschneider** on [Instagram](#), [Threads](#), [Soundcloud](#) and his official [website](#).

Watch this music video ‘Fire in the Nice Guy’ by Richard Albert Bretschneider on YouTube:

<https://www.youtube.com/watch?v=Np4qR7G4qd0>

Song ‘Eire in the Nice Guy’ on Spotify, Apple music, etc.:

<https://distrokid.com/hyperfollow/lockedinrotation/fire-in-the-nice-guy-feat-richard-albert-bretschneider>

Photos and Video stills available for download for free use in reporting:

<https://drive.google.com/drive/folders/1Ya75tqcIbuPf2tQlJVi0xHPN08mGhKSsw>

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Source : Richard Albert Bretschneider

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