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stash10



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DVD MAGAZINE 10

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The laws of physics dictate that big things move slowly. That means an extremely big thing, like say the advertising industry, barely moves at all. But even a hulking colossus can glance furtively into the middle distance for new ideas as it slips into the tar pits. Two sources worth blinking at for brave visual thinking are virals and videogames. As siblings of the digital age these newish media share little except creative momentum, but that, I contend, is what makes them mandatory viewing.

So far in the short history of viral production visually interesting animation and VFX have been hard to find. But quality and quantity have taken a step up in the last months so we rounded up three pieces including rude 2D animation in "Modern Toss" from John Link and Mick Bunnage, 3D VFX in Atari "Act of War" from Maverick Media and narrative 3D animation in BMW "Road Monster" from Studio AKA. If there is such a thing as viral virility these spots bode well for it.

And speaking of virility, nothing says male potency like guns, mayhem and death in general. Yes, the audience for video games is diversifying as more women and older guys get all weird about The Sims but the best cinematics and trailers are still produced for games centered squarely on violence. Stash joined 70,000 attendees at this year's E3 conference in Los Angeles and found videogame veterans Blur Studio are still at the top of their game. We close the reel with their latest work for Hellgate: London, an epic series of battles where nimble heroes survive by, among other things, defying the laws of physics.

Stephen Price
New York
July 2005
sp@stashmedia.tv

REXONA "STUNT CITY"

TVC :60

Agency:

LOWE

Director:

IVAN ZACHARIAS

Production:

STINK

VFX:

THE MILL

www.mill.co.uk

Director Ivan Zacharias was keen to capture as much of the this spot's stunt work as possible in camera so The Mill spent two weeks with the shoot in Australia to make sure that post could help that happen. Back in London, a week and a half of Flame work involved clean-up, rig and grip removal, re-timing of stunts for continuity and combining up to three different stunts into a single shot.



For Lowe

CDs: Simon Butler, Geoff Smith
Producer: Charles Crisp

For Stink

Producer: Nick Landon

For The Mill

Producer: Helen Weil
Lead Flame: Barnsley
Flame: Adam Grint, Richard Betts

For TVC

Editor: Filip Malasek

Toolkit

Flame

PEUGEOT "EASY LIFE"
TVC :90



Agency:
EURO RSCG, PARIS
Director:
ANTOINE BARDOU-JACQUET

Production:
PARTIZAN MIDI MINUIT

Animation:
PETRA MRZYK,
JEAN-FRANCOIS MORICEAU

Post:
BUF
www.buf.com

Peugot continues to pummel the accelerator in the race for most visually interesting Euro-car commercial with this mini-epic that draws on the illustrative and animation talents of French artists Petra Mrzyk and Jean-Francois Moriceau. Director and graphic designer Antoine Bardou-Jacquet relied on legendary Paris-based Buf to post the spot and meld the black and white fantasy world of our hero with his inconvenient world of live action.

For Euro RSCG
Producer: Marianne Cherchevsky
AD: Alexei Berwitz
Copy: Angus Wardlaw

For Partizan Midi Minuit
Producer: Franck Montillot
DP: Damien Morisot
Editor: Stephane Peirera
Music: "La Breeze" The Simians,
EMI

GATORADE
“BETTER THAN WATER”
TVC :30

Agency:
ELEMENT 79 PARTNERS

Director:
RADISH

Production:
GO FILMS

VFX:
METHOD
www.method.com

The whole humans-made-of-CG-water thing is always a dicey brief but Method defies the tide to create the drippy doppelgangers of soccer stars Ronaldhino, Alessandro Nesta, Roberto Carlos and Ryan Giggs. Each of these men was available for only six hours during the shoot in Madrid and all on separate days. Extensive pre-vis and two months of planning helped deal with the logistical problem of cramming rehearsals, filming, motion capture and cyber scans into those precious hours.

Watch the Behind the Scenes feature on the DVD.



For Element 79 Partners

Producer: Nicky Furno
AD: Chris Bohrer
Copy: Jeffrey Gamble
CD: Joe Burke

For Go Films

EP: Gary Rose
Producer: Caroline Kousidonis
DP: Tommy Wildner

For Method

VFX super: Russell Fell
VFX: Alex Kolasinski,

Andrew Eksner, Joana Cruz
3D: Chris Smallfield, Eric Ebling,
James LeBloch, Jeremy Butler,
Pasha Ivanov, Maurizio Giglioli
3D CD: Laurent Ledru
3D tech super: Gil Baron
VFX juniors: Katrina Salicrup,
Kyle Obley
VFX shoot supers: Russell Fell,
Kim Wildenburg, Gil Baron
EP: Neysa Horsburgh
Producer: Kim Wildenburg

For The White House

Editor: Marc Langley

For Company 3

Colorist: Tim Masick

Toolkit

Maya Syflex, After Effects, Inferno,
Combustion



**ATARI: ACT OF WAR
"HOW SAFE ARE WE?"**

Viral :30

**Client:
ATARI EUROPE**

**Director:
BEN WHEATLEY**

**Production/VFX:
MAVERICK MEDIA**

www.maverickmedia.co.uk

This clip, also known as The Jefferson Parliament Bomber Footage, poses online at www.how-safe-are-we.com as amateur holiday camcorder fun gone terribly wrong. The site, which prompts visitors to send the clip to their friends to see if they can explain it, was set up to generate buzz for the release of Atari's 1st-person shooter *Act of War*.

For Atari
VP of marketing: Wim Stocks

For Maverick
Producer: Will Jeffery
Director/editor: Ben Wheatley

stash 10.05

**POPSICLE “GIANT ROBOTS”,
“UNFUN MONKEYS”**

TVCs :30 x 2

**Agency:
CAMPBELL MITHUN**

**Director:
THOR FREUDENTHAL**

**Production:
REACTOR FILMS**

**VFX:
STEELE**

www.steelevfx.com

Inspired by Godzilla and Mothra movies of the mid-20th century, director Thor Freudenthal and Santa Monica based Steele go above and beyond to create the best bad VFX in recent memory. High key cheesy kitsch is achieved with poorly lit models, stiff puppets, visible matte lines and rigs, miss-timed composites, forced perspective backdrops, optical printer style laser beams and the mandatory man in a robot suit. According to Freudenthal, “To be this hokey actually takes a lot of preparation.”



For Campbell Mithun

CD/AD: Darryl Kluskowski
Copy: Jaimi Novak
Producer: Donna Gary

For Reactor Films

DP: Barry Parrel
EP: Michael Romersa
Producer: Shanah Blevins

For Steele

Sr EP: Jo Steele
VFX super/president: Jerry Steele
EP/VFX super: Brian Alder
VFX: Monique Eissing
CG: Jason Shulman

Editorial: Cut and Run

Toolkit

Quantel Henry and EQ,
Combustion, LightWave 3D



For Stardust

EP: Eileen Doherty
ECD: Jake Banks

"Break Ups"

Design: Jake Banks, Neil Tsai
Animators: Magnus Hierta,
Shane Zucker, Joseph Andrade,
Andre Saylor
AD: Jake Banks
Producer: Julie Novalle

"Stephanie"

Design: Neil Tsai, Bryan Louie
Animators: Sang Lee, Sandy
Chang, Andre Saylor, Joseph
Andrade, Thomas Williams
Cell animators: Jason Brubaker,
Sam Sparks, Dietz
AD: Neil Tsai
Producers: Jill Heinrich,
Kathy Cogar



For McCann-Erickson

CDs: Jeff Huggins, Eric McClellan,
Tom Giovagnoli
Producers: Jan O'malley,
Chris Weldon

For @Radical Media

DP: Franz Lustig
EP: Frank Stiefel
Producer: Adam Gross

For Filmcore

Editor: Doug Walker

For Company 3

Colorist: Stefan Sonnenfeld

For Elias Music

Composer: Chris Campanaro

**WINDOWS "BREAK UPS",
"STEPHANIE"**

TVCs :30 x 2

**Client:
MICROSOFT**

**Agency:
MCCANN-ERICKSON**

**Director:
RALF SCHMERBERG**

**Production:
@RADICAL MEDIA**

**Design/animation:
STARDUST**

www.stardust.tv

With nine spots running in eleven countries for fifteen months, the "Start Something" campaign is the largest in Windows history. Each spot required a different approach and style to highlight the character's personal passion, reveals Stardust ECD Jake Banks, "We needed the visual to appeal worldwide but still hit on a personal level." Working on all nine spots at once (with each adapted for the eleven markets), Stardust brought over 40 2D and 3D animators and designers to the project.

**Watch the Behind the Scenes
feature on the DVD.**

SWEET'N LOW "THINK PINK"
TVC :30

Agency:
PEDONE & PARTNERS

Director:
JJ & MAITHY

Animation:
HORNET INC.

www.hornetinc.com

In their first project with New York based Hornet, directing duo JJ & Maithy reinvent the Pink Panther as a smooth street artist with a mild dependency on a certain artificial sweetener. After viewing the cool cat's back library the pair say they were determined to preserve Pink's essence but grabbed the opportunity to update the world that surrounds him. The spot went to air in anticipation of the August release of the Pink Panther movie starring Steve Martin.

Watch the Behind the Scenes feature on the DVD.



For Pedone & Partners

Producer: Matt Pedone
AD: Shayne Millington
Copy: Carolyn Oppenheim
CD: Tom Cook

For Hornet Inc.

Producer: Andrew Isaacson
Animators: JJ Walker, Maithy Tran, Christian DeCastro
3D modelers: JJ Walker, Maithy Tran, Satoshi Harada
Editors: Anita Chao, Jeremy Lusk
2D character animation: Flux
Animators: Brent Chambers, Mike Howie, Raymond McGrath, Dave Butler

For Pomann Sound

Sound design/mix: Bob Pomann

Toolkit

Cinema 4D, After Effects,
Photoshop, Illustrator



For Quiet Man

Animation/FX director: Johnnie

Semerad

EPs: Amy Taylor, Steve Holiner

CGI super: Kris Rivel

CGI super assistant: Dave

Bernkopf

Inferno: Steven Koenig, Kim

Harvey, Karen Heston, Charles

Quinn, Chris Coleman, Peter

Sidoriak, Lauren Hanson

Lead animators: Boris Ustaev,

Anderson Ko

Animators: Sandor Toledo, Sam

Cutriss, Chip Lotierzo, Michael

Lasker, Steve Parish

For BBDO

AD: Ted Shaine

Copy: Tom Darbyshire

CD: Don Schneider

EP: Regina Ebel

Producer: Rachel Seitel

For Crew Cuts

Editors: Sherri Margulies,

Matt Shapiro

Music: DMHA

Toolkit

Softimage 4.2, Photoshop,

Pixologic ZBrush, Mental Ray,

30 workstations running Royal

Render, Inferno, Flame

GE "TOWER", "SINGING IN THE RAIN"

TVCs :30 x 2

Agency:

BBDO

Director:

JOE PYTKA

VFX:

QUIET MAN

www.quietman.com

The light-footed performance of the elephant in "Singing in the Rain", complete with jiggling belly, wrinkling skin and flexing muscles, started with professional dancers in elephant legs hoofing across the set to ensure the beast's feet would generate the correct water splashes and scrunching grass. The dancers and the legs were then removed and replaced with the CG elephant.

Watch the Behind the Scenes feature on the DVD.

stash 10.09

GMC DENALI "POETRY"
TVC :30

Agency:
CAROL H. WILLIAMS

Director:
MALIK HASSAN SAYEED

Production:
RSA

Animation:
FRAMESTORE NY

www.framestore-cfc.com

Photoreal CG cars have reached a kind of apex in the spot world this year but no other project has done it with such sophisticated understatement as this one for the Envoy Denali from the NY office of Framestore CFC. The CG team worked with CAD data provided by GMC and high dynamic range imaging (HDRI) to light the virtual vehicle says Framestore CG supervisor David Hulin, "Mos Def conceptualizes the Denali imagination and presides over the car as it comes together in a subtle and ambiguous way. We wanted to mirror his fantasy by building a car so real looking no one would think it was a visual effect."



For Framestore CFC NY

CG super: David Hulin
Producer: James Razzall
FX super/compositor:
Murray Butler
Lead animator: David Hulin
3D animators: Kuan lin, Andy
Walker, Ulf Lundgren, Laura Dias

Toolkit

Maya, Mental Ray, Shake, Flame

For Carol H. Williams

CD: Ray Clemens
Producer: Karen Carlson
AD: Kurt Herr
Copy: Marcus Taylor

For RSA

EP: Marjie Abrahams
Producer: Janice Biggs



**BMW M5 “ROAD MONSTER”
Viral :60**

**Agency:
WCRS**

**Director:
PHILIP HUNT**

**Animation:
STUDIO AKA**

www.studioaka.co.uk

This minute-long battle between asphalt intimidation and the quiet confidence of the BMW M5 was created by London's Studio AKA for distribution via email, web and DVD with possible TV and theatrical exposure to come. The design of the monster started with concept collages from AKA's Dermot Flynn and then re-interpreted into 3D with XSI by director Philip Hunt. Compositing was handled in After Effects.

For Studio AKA

Animators: Dermot Flynn, Rob Latimer, James Galliard, Fabrice Altman, Andy Staveley, Talia Hill
Music: Aphex Twin, "Gwely Mernans"

Toolkit

Softimage XSI, After Effects



FOX SPORTS “MLB”

TVC :30

Client:

FOX NETWORKS

Director:

MARK DENYER-SIMMONS

Production:

**MARSHA HUNT
PRODUCTIONS**

Design/VFX:

MOMENTUM LAB

Perhaps it is director Mark Denyer-Simmons creative experience with networks in the UK, Hong Kong and Australia that helps him bring a fresh and dramatic edge to this spot for Major League Baseball on Fox. The game footage and monster truck voiceover clichés are still here but the packaging, built from color-tweaked live action of an ancient printing press and finessed in Inferno, is a welcome change in a predictable genre.

For Marsha Hunt Productions

Producers: Lissa Weiss,
Amy Samuelson
DP: Tom McGrath
AD: Wendy Samuels



For Fox

EVP marketing: Eric Markgraf
VP/CD: Robert Gottlieb
CD: Mark Denyer-Simmons
EP: Paul Andraos
Producer: Jenna Mannos
Sound design: Mic Brooling
Editor: Tom Hok
Flame: Renee Chamblin,
Cari Chadwick

For Momentum Lab

CDs/designers/animators:
Ian Douglass, Eric Fulford
Production artist: Joaquen Kavin
Producer: Gregg Katano
Inferno: Narbeh Mardirossian,
Danny Yoon

Toolkit

Flame, Inferno, Maya, After Effects

MPIX "REEL HITCHCOCK"
Broadcast design

Client:
**ASTRAL TELEVISION
NETWORKS**

CD:
HEATHER SENST

Design/animation:
GHOSTMILK STUDIOS
www.ghostmilk.com

Toronto's Ghostmilk Studios channels mograph mogul Saul Bass to push a month of Alfred Hitchcock classics on Canadian movie cabler Mpix. Confident use of silhouettes in a palate limited to the network's corporate orange, black and white help integrate the footage and graphic elements and place them both in the appropriate decades. The spot also raises the question: What might Mr. Bass have done with After Effects in the 1960's?



For Astral Television Networks

CD: Heather Senst
Associate CD: Matthew Waddell
ADs: Oscar MacDonald,
Matthew Waddell

Art direction/design animation:
Ghostmilk Studios

Music: Tom Third

Toolkit

Avid, Illustrator, After Effects,
Final Cut Pro

stash 10.13

**COMEDY CENTRAL
"EVOLUTION 2005"**

Broadcast IDs and montage

**Client:
COMEDY CENTRAL**

**CD:
LUIS BLANCO,
MICHAEL UMAN**

**Animation:
INTERSPECTACULAR**

www.interspectacular.com

A year after their massive re-design of Comedy Central (Stash 01) NY's INTERspectacular evolve the cable channel's identity (right down to the cards and letterhead) with help from underground talents Shepherd Fairey, illustrator/toy designer Nathan Jurevecius, illustrator/toy designer Triston Eaton, illustrator/designer Dave Savage, toy/graphic designer Superdeux and print/toy designer Filth/Lucas Irwin.

Watch the Behind the Scenes feature on the DVD.



For Comedy Central

VP of on air: Kendrick Reid

For INTERspectacular

CDs: Luis Blanco, Michael Uman

EP: Greg Babiuk

Designers/animators: Mateus Aruajo, Mark Bellncula, Prashant Bhargava, Devin Clark, Tristan Eaton, Shepard Fairey, Brian Finney, Lucas Irwin, Nathan Jurevicius, York Capistrano, Erik Montovano, Josh Pelzek, Piloto, Sebastien Roux / Superdeux, Dave Savage, Scott Valins

Music/sound design:

Expansion Team

Toolkit

Blood, Sweat, Tears, Paint, Markers, Paper, Photoshop, Illustrator, Flash, After Effects.

TOON DISNEY “REFRESH”
Broadcast design

Client:
DISNEY CHANNEL, EMEA

Director:
CARLOS FERRYROS

Animation:
CA SQUARED
www.ca-square.com

Part of a network package produced for Toon Disney Channel Europe and the Middle East, these IDs use ambitious narratives in a fully realized 3D world to achieve CD Carlos Ferreyros' goal of creating, “Seamless packaging that blurs the lines between promotion and programming and gives kids more reasons to stay watching.”

For Disney Channel, EMEA
CD: Walter Puschacher



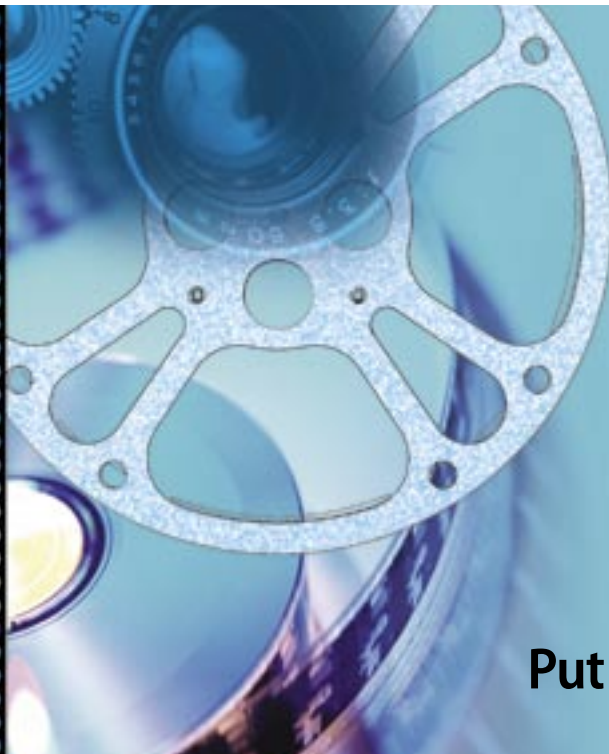
For CA Squared

CD: Carlos Ferreyros
ADs/designers/animators:
Alejandro Melguizo, Ariel Eroles
After Effects/composite:
Ian Freeman
3D animator: Walter Lubinski
Producer: Erika Pietsch
Associate producer: Alison Shields
Audio design: Sacred Noise
Post: Postworks

Toolkit

After Effects, LightWave, Maya

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BURACO DE BALA

Recent work

Client:

MTV NETWORKS BRASIL

Director:

BURACO DE BALA

Design/animation

BURACO DE BALA

www.buracodebala.com

Brazil's isolated capital has spawned it's own culture, exceptional architecture and in 1999 gave birth to Buraco de Bala, a studio working in 2D animation, motion design, graphic design and interactive media. The four leads, Aleixo Leite, Bruno Rojas, Emerson Luiz and Silvio N'brega are all alumni of the University of Brasilia. The two pieces included here; a broadcast ID called "Heart" and a show open for *Beija Sapo* (*Kiss the Frog*) were both created for MTV Brazil.

For Buraco de Bala

2D illustrations: Aleixo Leite,

Emerson Luiz

Clean-up: Letícia Luna

Paintings: Daniel Barroca,

Daniel Grilo

3D: Bruno Rojas, Silvio Nobrega

Music: Samuel Lobo, Rudhra

Sound Effects: Daniel Luna



**ABC TV "SPICKS & SPECKS"
Show open**



Client:
ABC TV

Director:
TOBY GRIME

Design/animation:
ANIMAL LOGIC

www.animallogic.com

The Australian Broadcast Corporation plat fast and loose with their charter to inform, educate and entertain with this weekly musical game show where, among other things, competing teams get to toss televisions through a hotel room window and make the connection between Brahms and the Tango. The open, created by multi-talented Oz heavyweights Animal Logic, reflects the tone of manic fun created by the program's melding of mental and physical feats of daring-do.

For ABC TV
Co-producer: Paul Clarke

For Animal Logic
Producer: Nerissa Kavanagh
Line producer: Pip Malone
Lead compositor: Dael Oates
Designers: Toby Grime,
Peter Richards
Design assistant: Marianne Khoo
Editor: Dael Oates

Audio: Supersonic

stash 10.17

THE BOX Broadcast design

Client:
THE BOX

Director:
AMIR ADMONI

Production:
SHOP AROUND IN MOTION
www.shop-around.nl

Shop Around on the work: "Theidents show elements from the city. Elements young people see and use in their daily lives. It's a flow, showing the melting pot of media and street cultures. As The Box is a music channel, of course many elements relating to music are used. They've been animated 'floating' like music and on the audio enhancing them. *Alex* (an important block of The Box) is portrayed as a girl with an attitude. She's flying with her own wings and decides to take a dive and make the cloudy part of life disappear with her strength."

For Shop Around in Motion

Animator: Amir Admoni

Audio: Massive Music

Toolkit

Photoshop, After Effects,
Freehand, Maya , Painter IX





oh my god, this is not what I wanted



MODERN TOSS “MR TOURETTE”

Viral :30

**Client:
CHANNEL 4**

**Directors:
JON LINK, MICK BUNNAGE**

**Animation:
12FOOT6**

www.12foot6.com

Based on the hit cult comic featuring inappropriate sign writer Mr Tourette, the Channel 4 comedy lab called Modern Toss is a foul-mouthed hybrid of live-action and animation. For this online promotional piece for the show creators John Link and Mick Bunnage bring their maladjusted cartoon characters to life via the Flash work of London-based animation studio 12foot6.

Directors: Jon Link, Mick Bunnage

Drawings: Jon Link

Animation: 12foot6

Editor: Ben Wheatley

Toolkit

Flash

FUEL SIGNATURE SERIES

“DALEK”

Broadcast design

Client:

FOX TELEVISION NETWORKS

Director:

CHRIS PRYNOSKI

Artwork:

DALEK

www.dalekart.com

Animation:

KA-CHEW!

www.ka-chew.com

Ka-chew! based director Chris Prynosi pushes the on-going Fuel Signature Series of broadcast IDs into fresh, manic and mildly disturbing territory with this piece based on the minimalist characters of the artist known as Dalek. The music track, a sublime choice that raises the piece's intensity ten fold, is *Deny Everything* by The Circle Jerks.

For Fox TV Networks

CD: Jake Munsey

EP: CJ Olivares

Manager creative services:

Ashley Bedi



For Ka-chew!

Animator: Josh Been

Composer: Jesse Morrow

Producer: Kristina Schoentag

Music: “Deny Everything”,
The Circle Jerks

Toolkit

Flash, After Effects, Smoke



AIDS
Short film 3:30

Agency:
TBWA
Director:
WILFRID BRIMO

Production:
WANDA
www.wanda.fr

Animation:
AKAMA STUDIO
www.akamastudio.com

By lubricating a serious message of sexual caution with comedy (music by The Vibrators) and a semi-cartoon style, TBWA CD Erik Vervoegeen says he was able to get away with storytelling deemed completely unacceptable in live action. Working from concept sketches by Vervoegeen, director Wilfrid Brimo drew a reference bible for each chapter of the short. It took a team of fifteen from Paris-based Akama Studio three months to complete the final animation.

For TBWA
Producer: Christine Bouffort
CD: Erik Vervoegeen

For Wanda
Producer: Claude Fayolle

stash 10.21

AUDIO BULLYS
"SHOT YOU DOWN"

Music video

Record label:
VIRGIN RECORDS

Director:
JONAS ODELL

Production:
NEXUS, FILMTECKNARNA

Animation/VFX:
FILMTECKNARNA

www.filmtecknarna.com

Director Jonas Odell on creating the *Shot You Down* video in which he uses archival clips of Nancy Sinatra performing the original tune: "The way they [Audio Bullys] create a sound collage out of the original song and their own dance beats is quite remarkable. Skewed, asymmetrical and uncompromising, the track is a piece of art. I felt I wanted to use the same approach visually as the band had musically when they put the track together; to work with visual "samples" and loops, and hopefully to adopt the same kind of irreverent and uncompromising attitude towards the material. It's neither easy listening nor easy watching, but it should be at all times entertaining. Call me a Video Bully if you want, I don't care..."



For Virgin Records

Commissioner: Jane Newton

For Filmteckarna and Nexus

Producers: Lina Stenberg,

Julia Parfitt

DP: Ben Moulden



For *smilefaucet

Chief designer: Kaz Iwai
Designers: Hoon Chong, Gerald Mark Soto, Erik Montovano, Masa Nakamura, Chie Araki
Project manager: Hana Shimizu
Sound design:
Yuuki Ono / Dr. Nigel
DVD authoring: Morgan Turner



***SMILEFAUCET VOLUME 5
“ENERGY”
DVD open**

**Director:
YUICHI UCHIDA**

**Production/design:
*SMILEFAUCET**

www.smilefaucet.com

*smilefaucet is a NY-based creative arena published in the form of seasonal video magazines. Each DVD is a compilation of the work received in response to a call for entries centered on a single-word theme. Their fifth edition, built around *Energy*, is an eclectic and jarringly fresh collection of graphics, photography, illustrations, motion graphics and sound design from new and established artists. The open featured here consists of a live action/3D title sequence contributed by Idealist Thought Bubble (known to some as Shilo) and a montage of work featured on the disk. Check the website for info on the *Energy* issue release date and screening party.

NIKE "BRASIL" In-store video

Agency:
NIKE BRAND DESIGN EMEA

Director:
POSTPANIC

Animation:
POSTPANIC
www.postpanic.com

An all-CG in-store video based on an existing print campaign and designed to convey "Ginga" - a word synonymous with the rhythm and movement in Brazilian culture. The music and animation were created in tandem over the five-week production schedule, both guided by director Mischa Rozema. PostPanic, a film, motion graphics and print studio based in Amsterdam, used motion capture in selected scenes to create the movement ribbons of athletes emerging from the posters.

For Nike Brand Design EMEA
Brand director: Mike Tiedy
Film/TV director: Bas van Koll
Producer: Penny Pijnenburg

Toolkit
3DS Max, After Effects, Illustrator,
Photoshop, Final Cut Pro



For PostPanic

Director: Mischa Rozema
Producer: Ania Markham
CDs: Mischa Rozema,
Jules Tervoort, Mark Visser
Design/motion graphics:
Mischa Rozema, Jules Tervoort,
Mark Visser
3D super: Ivor Goldberg
3D animation: Joost Korngold,
Jarno Cordia, Tim van der Wiel,
Bartosz Opatowiecki

Composer/sound design:
SoundWare Amsterdam



For Psyop @ Passion Pictures

Flame: Eben Mears
Live action DP: Sam Levy
Sr producer: Angela Bowen
Live action producer: Paul Middlemiss
EPs: Justin Booth-Clibborn, Cara Speller
Jr producers: Mariya Shikher, Belinda Blacklock
TD: Marco Vukovic
Animators: Laurent Barthelemy, Domel Libid, Kevin Estey, Vadim Turchin, Gerald Ding
Tracking: Joerg Liebold
Particles: Eric Lampi
Jr Flame: Jaime Aguirre
Live action editor: Patrick Burns, Jr @ Wild Child

Toolkit

Flame, Softimage XSI, Photoshop, Illustrator



AERO "BUBBLE GIRL"

TVC :30

Agency:
LOWE, LONDON

Directors:
MARCO SPIER, MARIE HYON

Animation:
PSYOP @ PASSION PICTURES
www.psyop.tv

Precisely choreographed bubbles strike the right balance between image and mood in this visually obtuse spot by NY's Psyop (repped in the UK by Passion Pictures) for Lowe London. Working with live action reference footage of the woman's face, an eight-person team painstakingly colored and animated the shifting circles to portray her emotional response to the chocolate.

For Lowe London

Copy: Tom Hudson
CD: Lee Goulding
Producer: Marissa Jennings

stash 10.25

**BBC NEWS "EDUCATION",
"PENSION"**

TVCs :30 x 2

**Client:
BBC BROADCAST**

**Agency:
DFGW**

**Director:
LOUIS CLICHY**

**Design/animation:
PASSION PICTURES**

www.passion-pictures.com

Director Clichy abandoned his history studies at the Sorbonne in 2000 and followed his passion for 2D animation across the storied streets of Paris to école des Gobelins. Five years later the brief he received from BBC News/DFGW was simple: animate black and white caricatures of their top news presenters in the style of editorial newspaper cartoons. The results are thoughtful, humorous ads for network election coverage. Wait a minute... yes, we have confirmation Hell has indeed frozen over.

For DFGW

CD: Dave Waters
Copy: Simon Riley

For BBC Broadcast

Producer: Mark Collins



For Passion Pictures

EP: Cara
Producer: Erika
Assistant: Lottie
Character design: Louis Clichy
Caricatures/character design:
David Stoten
Animation: Tim Sanpher, Sharon
Smith, Heath Kenny, Rikke
Asbjorn, David Antrobus
Checking: Tony Clark

Coordinator/assistants: David
Burns, Mike Church, Jay Wren,
Gail Walton, Gerry Gallego, Miles
Peters, Katerina Kremastiosi
Digital paint: Phil Holder, Tim King,
Megs White Dore
Editing: Tim Denin, Louis Clichy
Sound: Grand Central



MIRACLE WHIP
"TOWN MEETING"
TVC :30

Agency:
JWT

Director:
PIERRE COFFIN

Animation:
PASSION PICTURES
www.passion-pictures.com

French director Pierre Coffin continues his engaging ways with CG characters in the first spot of a new campaign that sets up Miracle Whip as the mortal enemy of a gaggle of 3D turkeys. The creative is a major shift from the longstanding 'A sandwich isn't a sandwich without the tangy zip of Miracle Whip' campaign the brand has run for over 20 years. Follow up commercials will feature the birds scheming to keep Miracle Whip out of the hands of evil turkey-eaters everywhere.



For JWT

CD/AD: Craig Schwartz
 CD/copy: Jeff Martin
 Producer: Carolyn James

For Passion Pictures

ECD: Graham Woodall

For Z Group Films

Director: Kohl Norville
 DP: Warren Hansen

For Optimus

Editor: John Maitland,

For Amber Music

Music/sound design:
 Mario Grigorov

stash 10.27

COCA-COLA
“NATIONAL TEAM”
TVC :45

Client:
COCA-COLA ARGENTINA

Agency:
SANTO

Director:
MARK GUSTAFSON

Production/animation:
VINTON STUDIOS
www.vinton.com

The shelves of Vinton Studios hang heavy with award hardware. Oscar, Emmy, Clio and Annie have all hung out here for years. Many of those weighty trinkets were won by director Mark Gustafson (supervising director on The PJs) who created 15 separate characters in seven different vignettes for this ambitious stop-motion production for Coca-Cola Argentina.

Watch the Behind the Scenes feature on the DVD.

For Coca-Cola Argentina

Producer: Lorena Massaglia
Sr producer: Eduardo Aparicio

For Santo

CD: Sebastian Wilhelm
AD: Maxi Anselmo
Coordinator: Maria Saravia



For Vinton

EP: Paul Golden
Producer: Lourri Hammack
HOP: Lourri Hammack
Project manager: Rebecca Bowen
AD: Curt Enderle
Production designer: Craig Kelly
Character designers: Colin Batty, Mike Smith, Eric Wiese
Storyboard: Aaron Sorenson
Graphics: Jenny Kincade
Sculptor: Scott Foster
Armaturist: Jeanne McIvor
Character fabrication: Katie Mello

Costumer: Shere Coleman
Model painters: Sara Nieman, Faon Lewis
Sets: Larry King, Rob Melchior, Darcy Nelson
Scenic painter: Kathleen Chamberlin
CG effects: Patrick Van Pelt
Director of digital production: Al Cubillas
DP: John Ashlee Prat
Animators: Jeff Mulcaster, Chris Ohlgren, Gabe Sprenger
Motion control: John Nolan



Stage manager: Toby Ethridge
Editors: Cam Williams, Greg Day
Flame: Rex Carter

Toolkit

Nikon D70, Frame Grabber/Keying package, Vinton proprietary capture system, Flame, Combustion, Avid

**GEICO "SPEED RACER"
TVC :30**

Agency:
THE MARTIN AGENCY
CD:
STEVE BASSETT

Post/edit:
GREYBOX
www.greybox.cc

Speed, his girlfriend Trixie, little brother Spritle, pet monkey Chim Chim and the Mach 5 made their debut in Japan in 1966 and were dubbed for US TV syndication the following year. Working with licensed original episode footage, The Martin Agency and Greybox editor Nick Wurz carefully selected and assembled shots where characters appear to be speaking English while maintaining a slightly clunky feel. New voices were cast and recorded in New York. with the voiceover session patched live to the RainMaker studios in Richmond, VA.



For The Martin Agency

CD: Steve Bassett
Copy: Bob Meagher
AD: Cody Spinadel
Producer: Estelle Call
Editor: The Martin Agency

For Greybox

Editor/online: Nick Wurz

For RainMaker

Sound design/engineer: Jeff McManus

Toolkit

Final Cut Pro, Avid Express



stash 10.29

HELLGATE: LONDON
Game cinematic

Developer:
FLAGSHIP STUDIOS

Director:
PHIL SHENK

Animation:
BLUR
www.blur.com

Flagship Studios maiden entry into the game market is a highly randomized action RPG set in a future that finds London in the grips of a demonic invasion. Our hero's, clad in stylin' neo-medieval armor, slice and blast their way through layers of bad and ugly creatures in hopes of returning to the decaying world above.





2D and 3D demon concept art for the Hellgate: London game cinematic crafted by Blur Studios of Venice, CA.

On the Cover: Tearing it up in London



Who: Studio AKA

Founded: 1984, renamed 2001

Where: Soho, London

Partners: Pam Dennis (MD), Sue Goffe (HOP) and Philip Hunt (CD/director).

How big: 30 employees

Working with: Macs and PCs living in perfect harmony running: XSI, After Effects, Velocity, Photoshop and Animo. Pencils, paper, talent.

Claim to fame: Have forgotten more styles of animation than many studios will try in a life time.

Plan for world domination: "How did you hear about that?"

How they work: "Studio AKA represents a talent base of thirty directors, artists, technical and production staff engaged in creating original and outstanding animation in both 2D, and 3D CGI for commercial, broadcast and online media. There are very blurred lines between each of our formal roles and we operate a process of open creative pitching, which ensures fresh ideas and the development of existing talents."

The work comes from: 80% UK, 20% the rest of the world.

Marketing plan: "By word of mouth, reputation, our showreel, and via our website. Specialist PR agency Bubble & Squeak also look after us."

The UK produces way more than its share of outstanding animation. Why is that? "Because so much of the world's greatest animation talent chooses to work in the UK, and because the rarified creative agencies that exist here are not afraid to try something new."

If you could have any band, alive or dead, play the company Christmas party who would it be and what songs would you request? We'd never agree. So actually, we're thinking Karaoke all the way.

See more of Studio AKA's work at www.studioaka.co.uk.



A panorama of projects including Orange, Natwest, Vodafone, Compaq, Dyson, BBC, BT, Smarties, Eurostar, BUPA, UKTV, Oilatum, Virgin Radio, BMW and the BAFTA winning short film Jo Jo in The Stars.

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