



stash

24

DVD MAGAZINE

Animation, VFX and motion graphics for design and advertising

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* BUY ALL THREE SIXPACKS TODAY AND SAVE \$50 at www.stashmedia.tv.

Just some of the studios featured on the NEW SIXPACK³ (in no particular order because we love them all):

MOTION THEORY
LYNN FOX
FRAMESTORE CFC
ANIMAL LOGIC
METHOD
RED ROVER
FILMTECKNARNA
BUCK
MK12
PSYOP
SPRITE STUDIOS
RENASCENT

EYEBALL NYC
THE ORPHANAGE
LOST IN SPACE
STARDUST
MASSIVE
POST PANIC
PASSION PICTURES
DIGITAL DOMAIN
DOMA
HUNTERGATHERER
TROLLBACK
JOSEPH KOSINSKI

BILL PLYMPTON
CAVIAR
A52
INTERSPECTACULAR
TRANSISTOR
NEXUS PRODUCTIONS
FOREIGN OFFICE
ONESIZE
GLASSWORKS
RHINOFX
SWAY
AARDMAN

PARTIZAN LAB
BLUR
STUDIO AKA
ADDICTION
HEAD GEAR
BRAND NEW SCHOOL
DESIGNERS REPUBLIC
NEILL BLOMKAMP
SAIMAN CHOW
SHERBET
HORNET
IAMSTATIC

MODEL ROBOT
DAF
HONEST
LOYAL KASPAR
HEAT CREATIVE
BITSTATIC
BERMUDA SHORTS
SHYNOLA
TOPIX
RIOT
FONZTEEVEE
CURIOUS PICTURES

LOGAN
BENT
RESOLUTION
EXOPOLIS
TROIKA
LOBO
GOLDEN SQUARE
BLACK GINGER
RYTHYM+HUES
DIGITAL KITCHEN
IMAGINARY FORCES
GOBELINS

stash

DVD MAGAZINE 24

STASH MEDIA INC.

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Music: TREVOR MORRIS

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Sitting here in Boston for Siggraph, I suddenly had flashbacks of the '04 conference two years ago in LA. We had just dropped Stash 01 on the world and watched like new bewildered parents as it landed with a polite thud. Greg Robins, our publisher, and I had just spent way too much time and money assembling those first 1,000 disks and had only fuzzy ideas what to do with them.

That initial fuzz didn't include subscribers in 50 countries or Stash retail displays in fashion boutiques in Paris and HMV Tokyo. It didn't include bonus films or music samplers, Sixpacks, the Global Student Animation Awards, The Best of Stash Tour or Feed with its loyal posters and legion of readers.

The only clear idea we had was that animation, vfx and motion design artists and directors deserved the same recognition accorded their live action peers and the way to do that was to get the work out there in full-quality video and audio.

The evolution of Stash is still underway. In the coming months you can expect more behind the scenes material, more Stash-sponsored events and screenings and some larger stuff I'm dying to brag about but am not allowed to tell you yet.

Anyway, as we turn two I want to offer my heartfelt thanks to all of you for staying with us and helping those fuzzy ideas come into focus.

Stephen Price

Editor

September 2006

sp@stashmedia.tv

CALTEX "FLIES"

TVC :60

Agency:
GEORGE PATTERSON Y&R,
SYDNEY

Director:
GRAEME BURFOOT

Production:
FILMGRAPHICS

Animation/VFX:
ANIMAL LOGIC

www.animallogic.com

Long-time collaborators Animal Logic and Filmgraphics director Graeme Burfoot (see Tooheys "War of the Appliances" in Stash 14) extend the boundaries of particle animation in this :60 for Australian petrol peddler Caltex. Working with footage shot at the Ipswich Race Track in Queensland, the VFX team built the fly car by piling up 30 layers and as many as 500,000 flies. AL 3D lead Tim Quarry reveals that once the director had approved the motion of the car, "we developed a tool that added flies to the car shape with a range of weights so some flies would stick and others would be removed from the swarm to trail off." The particle work was complemented in many scenes by up to 100 hand-animated flies.



For George Patterson Y&R

CD: Michael Stanford
AD: Chris Northam
Copy: Chris Northam, Sri Mogerli
Producer: Craig Sloane

For FilmGraphics

EP: Jude Lengel
DOP: Andrew Lesnie
AD/fly wrangler: Martin O'Neill
Sr editor: Sue Schweikert

For Animal Logic

Producer: Victoria Taplin
3D lead: Tim Quarry
Lead compositor: Leoni Willis
AD: Ben Walsh

Watch extensive Behind the Scenes on the DVD.

Sound/music: Song Zu



For Motion Theory

DP: Eric Schmidt
 HOP/producer: Scott Gemmell
 EP: Javier Jimenez
 Editor: Jason Webb
 CD: Mathew Cullen
 AD: Mark Kudsi
 VFX super: Vi Nguyen
 3D: Jesse Franklin, Danny Zobrist,
 Christina Lee, Nick Losq,
 Chris Clyne, Andrew Romatz,
 Ira Shain, Helen Choi, Grace Lee,
 Jim Goodman, Sarah Bocket.
 Designers/animators: Mark Kudsi,
 Mathew Cullen, Jake Sargeant,
 Jesus De Francisco, Mike Slane,
 Ron Delizo, Mark Kulakoff,
 Matt Motal, Rob Resella,
 Paul K. Lee, Chad Howitt,
 John Fan, Christian De Castro
 Post super: James Taylor
 Compositing/VFX: Danny Yoon

HP "HANDS"

TVC :60

Agency:

GOODBY, SILVERSTEIN & PARTNERS

Director:

MATHEW CULLEN

Production/VFX:

MOTION THEORY

www.motiontheory.com

In the second phase of HP's global brand campaign, Motion Theory creates a series of mini-autobiographies for billionaire Dallas Mavericks owner Mark Cuban, reality-show pioneer Mark Burnett and musician/producer Pharrell Williams, each of whom reveals their identity through the contents of their computer. Each spot is a one-shot performance layered with carefully orchestrated 3D elements. The results are smooth, sophisticated and stand up to multiple viewing if not frame-by-frame analysis.

**SAMSUNG "M-GENERATION"
TVC :30**

Agency:
**CHEIL COMMUNICATIONS
MÉXICO**

Director:
JORGE LUIS VAZQUEZ

Production:
CENTRAL FILMS

Animation/VFX:
CLUSTER STUDIO

www.clusterstudio.com

Apparently even sex between electronic gadgets sells. With 17 shots and 24 seconds of animation to deliver in six weeks, the biggest challenge for Mexico City's Cluster Studio was to deal with the large cast of characters: 15 Samsung products plus 34 electronic components to be modeled, textured, shaded and rigged. And some of those shots contain over 200 characters.

**For Cheil Communications
México**

CD: Carlos Batiz

Copy: Anaietzin Chavez

AD: Victor del Castillo



For Central Films

CEO: Enrique Nava

DOP: Sergei Tanaka

AD: Victoria Nieto

EP: Blanca Moreno

For Cluster Studio

CGI/VFX super: Armando Ricalde

Animation super/TD: Eddy

Mendoza

Producer: Samuel Rosete

3D modelers: Juan C. Lepe, David

Camiro, David Watztein, Juan

Zubiaga

3D animators: David Camiro, Eddy

Mendoza, Michèle Quéré,

Lighting/shading: Edgar Piña

Textures: Fernanda Heredia, Ted

Keys

Motion graphics: Fernando

Cabestany

Composers: Armando Ricalde,

Luis Montemayor

For Estudio Sonideros

Composers: Ramiro del Real,

Renato del Real, Joaquin Rosendo

For Prado Sur Audio

Sound designer: Emilio Ortega

"Chino"

Toolkit

Maya with proprietary scripts,

Mental Ray, Advanced Skeleton,

Shake, After Effects, Final Cut Pro

**Watch Behind the Scenes on
the DVD**

For Goodby, Silverstein & Partners

CDs: Rich Silverstein,
Steve Simpson
Associate CD: Bob Winter
ADs: Aaron Dietz, Jason Warne,
Kevin Jordan
Copy: Mandy Dietz, Nick Prout,
Spencer Riviera
Producer: MJ Otto

For Bl:nd

EP: Santino Sladavic
Director/CD: Tom Koh
Producer: Amy Knerl
Designer/illustrators: Tom Koh,
Bill Sneed, Joseph Chan
2D: Jason Kim, Tom Koh,
Joseph Chan
3D: Jason Kim, Lawrence Wyatt,
Tom Koh

For Tonefarmer

Composer: Raymond Loewy
Producer: Christina Tortorelli

Toolkit

After Effects, Maya, Cinema 4D,
Illustrator, Photoshop,



SPECIALIZED “HAPPY ENTRAILS”

Viral

Agency:
**GOODBY, SILVERSTEIN &
PARTNERS**

Director:
TOM KOH

Animation:
BL:ND

www.blind.com

According to Bl:nd director Tom Koh, the biggest creative challenge on this viral project for California bike maker Specialized was to ride the fine line between cute and gruesome, “It’s not that often you’re asked to design bunnies with Molotov cocktails.” The team of one illustrator and three animators spent a week on character design and another two weeks in production. “It was a rewarding project,” continues Koh, “where the creatives on both sides (us and the agency), had a constant exchange of good ideas to help push the spot as far as we could take it. It’s an amazing thing when that kind of trust and respect is established, it allows the best solutions to surface.”

stash 24.05

GAP "JEANS TAKE SHAPE"

TVC :30

Agency:

LAIRD+PARTNERS, NY

Directors:

SHILO, FRANCIS LAWRENCE

Production:

DNA

Design/animation

SHILO

www.shilodesign.com

VFX:

METHOD STUDIOS

www.methodstudios.com

The Gap returns to television advertising with this spot that mixes hundreds of retro-flavored hand-drawn illustrations with free-style choreography. "Nostalgia can be a powerful sentiment," says Shilo lead designer, Gerald Mark Soto. "In this case, Gap sought to reach back to their roots and create a campaign that not only reflects their history in popular culture but also does it with a modern flair." Shilo CD André Stringer adds they animated the graphic elements like they were supporting characters in the spot, "Just as each dancer had their unique moves, the graphics had to have their own personality."



For Laird+Partners

CD: Trey Laird

AD: Carl Byrd

Producer: Leigh Donaldson

For DNA

Live action director:

Francis Lawrence

Choreographers: Rich Talauega,

Tone Talauega

For Shilo

CDs: Andre Stringer, Jose Gomez

EP: Tracy Chandler

Producer: Jeremy Yaches

Lead design/animation:

Gerald Mark Soto

Design/animation: Eric Bauer

Design assistant: Dorian West

Intern: Stieg Retlin

For Method Studio

Inferno: Russell Fell

Music: Peaches "Do Ya"

Toolkit

After Effects, Maya, Inferno, Final

Cut Pro, Illustrator, Photoshop

For Wieden+Kennedy

EP: Tom Dunlap
ADs: Hunter Hindman,
Rick Condos
Producer: Cimen Ekici

For Transistor Studios

CD/Director: James Price
AD: Joe Vaccarino
Designer/Animator:
Jamie Rockaway
Sr producer: Andrea Sertz
EP: Damon Meena

Music: King Creosote "Bootprints"



COCA COLA "INSPIRATION"

TVC :30

Agency:
WIEDEN+KENNEDY

Director:
JAMES PRICE

Production/animation:
TRANSISTOR STUDIOS
www.transistorstudios.com

"The piece is about what it is that makes you think the way you do," says Transistor director James Price about his frantic new Coke spot that launched in Europe this summer. "It's about the weird impulses that go in to any thought process – the dark recesses of the human consciousness. And it's about rabbits in high-heeled boots." The look was inspired by Price's current fascination with screen-printed posters and the raw artistic feeling they invoke. His team created many of the elements on paper and converted them to digital files to lend the spot a feeling of ideas expressed quickly and with minimal tools.



REMA 1000 "LOURINGBEEF"

TVC :60

**Agency:
MCCANN**

**Director:
RAMUS SIVERSTEN**

**Animation:
QVISTEN**
www.qvisten.no

The combination of a strong story and well-crafted CG character animation is all too rare outside the world of shorts and feature films. Oslo's Qvisten counters that notion with this spot for multinational discount supermarket chain Rema 1000. The production process included hand-sculptured models of the characters and live actor references for the animators. Director Ramus Siversten says the schedule was generous enough to allow the animators to get it right; they produced less than a second of animation per day. The squeeze came in rendering the highly detailed and heavily textured 3D sets – the most complex frames took up to nine hours of crunching.



For McCann

AD: Kjetil Nybø, Stian Johansen
Copy: Carina Laurhammer,
Janne Lysø
Counsellor: Monika Augustsson
PMs: Kirsten Thorkildsen,
Heidi Holmen
Bureau producer: Monica Skaar

For Qvisten

Co-director/AD: Endre Skandfer
Production coordinator:
Christina Solli
Producer: Ove Heiborg

Toolkit

Maya, 3ds Max, Photoshop



FOX SPORTS "LADDERS"
TVC :60

Client:
FOX SPORTS

Directors:
ROBERT GOTTLIEB,
GUILLERMO LECUONA

Production:
MARSHA HUNT PRODUCTIONS

VFX:
BUF
www.buf.fr

Fox Sports' in-house creative team and Parisian VFX masters Buf team up to extend a time-honored metaphor for competition to new heights in this epic spot announcing the arrival of the College Football's Bowl Championship Series to the network. The spot, directed by Fox Sports' Robert Gottlieb and Guillermo Lecuona, was filmed over three days against blue screen in Burbank, off-lined back at Fox's in-house edit facilities, then sent to Buf in Paris for creation of the VFX.

Watch Behind the Scenes on the DVD

For Fox Sports

EVP marketing: Eric Markgraf
VP/CD: Robert Gottlieb
Designer: Guillermo Lecuona
EP: Paul Andraos
Writer/producer: Max Wanger
Editor: Tom Hok

For Marsha Hunt Productions

DOP: Larry Dolkart
Stunt coordinator: Joey Box
Production design: Paul Bickel

Music: Mic Brooling

Toolkit

After Effects, Avid, Photoshop,
Illustrator



stash 24.09

KAYAK.COM "TRIP IDEAS"

TVCs x 4

Agency:
THE BROOKLYN BROTHERS

Director:
LOYALKASPAR

Production:
DRIVER
LOYALKASPAR

www.driver.tv
www.loyalkaspar.com

Kayak.com, the popular travel search engine, launches a new tagline and extends its trademark humor and irreverence into television with fearless pot shots at everything from Amsterdam stoners pulling on joints to VP Dick Cheney pulling the trigger. The Brooklyn Brothers, Driver and Loyalkaspar created a total of 13 animated spots aimed at the adventurous and independent traveler highlighting the characteristics that keep each featured destination among the most searched. The \$10 million campaign debuted in July on US news, lifestyle, and entertainment cable channels.



For The Brooklyn Brothers

CD: Guy Barnett

For Loyalkaspar

Directors: Beat Baudenbacher,
David Herbruck

Toolkit

After Effects, XSI, Photoshop,
Illustrator

For Fox Cable Network's Fuel TV

Sr VP/assistant GM: CJ Olivares
VP marketing and OAP:
Jake Munsey
Sr producer: Todd Dever
Director of OAP: Oren Hatum

For Shilo

CDs: Andre Stringer, Jose Gomez
EP: Tracy Chandler
Producer: Jeremy Yaches
Line producer: Judy Bowers
DOP: Jimi Gareri
Stylist: Brooke Marshall
Make-Up & hair: Jen Budner
Lead designers: Evan Dennis,
Jose Gomez
Design/animation: Evan Dennis,
Jonathan Wu, Shaun Collings,
Jon Lorenz, Jose Gomez

3D design/animation:
Scott Denton, Henning Koczy,
Cody Smith
Editor: Jonathan Wu

For Polar Empire

Music/sound design: Darrin Weiner

Toolkit

After Effects, Maya, Final Cut Pro,
Photoshop, Illustrator



**FUEL TV "ADAPT",
"IMAGINE THIS"
TVCs x 2**

**Client:
FOX CABLE NETWORK'S
FUEL TV**

**Director:
SHILO**

**Production/design:
SHILO**
www.shilodesign.com

The recent (and welcome) trend toward thoughtful and esoteric advertising for action sports continues with these two Fuel spots that use references to a Chinese proverb and the work of Dutch graphic artist M.C.Escher to engage brains more than adrenaline glands.



stash 24.11

**X GAMES 12 “EYE”, “HEART”,
“BRAIN”, “SMILE”
TVCs x 4**

**Agency:
GROUND ZERO ADVERTISING**

**Directors:
AGAINSTALLODDS
PSYOP**

**Production:
BLACKLIST**

**Animation/design:
AGAINSTALLODDS
PSYOP**

www.againstallodds.se
www.psyop.tv

Blacklist, Psyop's new production division, makes its debut by splitting these four spots for the 12th edition of the X Games between Swedish directors againstallodds and the mothership. The brief was to create a set of promos that would retain die-hard X Games fans and stroke new viewers' curiosity. Instead of relying on the time-honored “thrill of victory” or “desire to compete” approach the directors take this campaign to the next level by leveraging outstanding X Games athletes' passion, style and abilities to create arresting visuals to match what the athletes accomplish on their boards and bikes.





For Ground Zero Advertising

CD: Court Crandall
ACD/AD: Rodrigo Butori
ACD/copy: Kristina Slade
Producer: Anne Katherine Friis
Brand director: Tara Mellett
Brand manager: Melanie Kroeger

For Blacklist

EP: Adina Sales

For Psyop

CDs: Marie Hyon, Marco Spier
Flame: Joe Vitale
EP: Jusin Boothe-Clibborn
Producer: Eric Alba
2D: Ella Boliver, Anca Risca,
J. Bush

“Eye” :30

Director/designer:
Daniel Piwowarczyk
3D: Jason Goodman, Ajit Menon

“Heart” :30

Director/designer: Mato Bilic
3D: Naomi Nishimura, Mato Bilic

For againstalodds

CD: Derek Picken
Producers: Eric Alba,
Emma Götesson, Josh Thorne

“Brain” :30

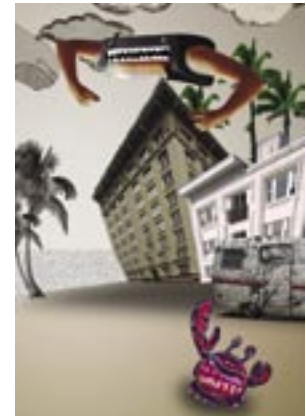
3D: Robert Karlsson,
Kristian Rydberg, Jem Grimshaw,
Derek Picken.

2D: Derek Picken,
Andrés Rosas Hott, Joe Vitale

“Smile” :30

3D: Derek Picken,
Tommie Löfqvist, Kristian Rydberg,
Jem Grimshaw

2D: Andrés Rosas Hott, Desmond
Arsam, Emil Bardh, Joe Vitale



CHANNEL NEWS ASIA
Broadcast design

Client:
CHANNEL NEWS ASIA

Director:
ELIE ZACCOUR

Production/design:
ENGLISH & POCKETT
www.english-pockett.com

Based on the original Channel News Asia identity they created in 2000, the legendary London broadcast designers English & Pockett return to help the network reflect their growth in viewer numbers and extension into new regions. The IDs were created around the theme of “Evolve” and were designed to be dynamic, smart and contemporary in keeping with what the network calls a “platinum lifestyle” line-up of high-end leisure/lifestyle programs and hi-def documentaries.

For Channel News Asia
Marketing Manager: Shialely Tan

For English & Pockett
CD: Rob Machin
Designer/director: Elie Zaccour
Producer: Richard Wallman



GSN**Broadcast design x 3****Client:****GAME SHOW NETWORK****Creative director:****JUDY KORIN****Production/animation:****CONCRETE PICTURES**www.concretepictures.com

With a tiny team of one CD and one designer/animator, Philadelphia's Concrete Pictures brings some 3D fun to the world of broadcast branding while staying strictly on-palette for GSN. Concrete CD Andy Hann says the studio relied heavily on Maya's built-in dynamics engine to create the animation, "It got to a point where there were just too many objects to calculate so we ended up compositing sections of letters falling to alleviate the rendering time. The cards flipping along a path was a challenge at first but our solution to use 'set driven keys' was more than enough to achieve the desired look. Maya was our 3D application to handle all the rendering, modeling and animations. After Effects was used for compositing." Schedule: 2.5 weeks per ID.

For GSN

CD: Judy Korin

Producer: Valerie McAndrews

Sr VP marketing: Dena Kaplan

For Concrete Pictures

CD: Andy Hann

AD/animator: Huy Dang

Music: Shake A Leg Productions

Toolkit

Maya, After Effects, Photoshop

feed

THE NUTRITIOUS PART OF YOUR CREATIVE BREAKFAST

www.stashmedia.tv/feed

stash 24.14

MTV K LAUNCH PACKAGE
Broadcast design x 3

Client:
MTV NETWORKS

Director:
FREESTYLE COLLECTIVE

Production/design/animation:
FREESTYLE COLLECTIVE
www.freestylecollective.com

MTV wants their young Korean-Americans. And to that end they launched MTV K, a premium, commercial-free network on DirectTV running 70-80% Korean music videos to attract a demo between the ages of 13 and 30. The eclectic launch package cites a long list of style references and techniques including traditional cell, 2D and 3D animation, live action, green screen and stills – all of which were handled in-house by NY's Freestyle Collective. "The diverse nature of our team meant there were a lot of different looks in our pitch, but MTV ended up choosing all of them," recalls Freestyle EP Elizabeth Kiener.



For MTV Networks

EP: Lem Lopez

For Freestyle Collective

EP: Elizabeth Kiener

Sr producer: Beth Vogt

Direction/design: Simon Benjamin,

Hoon Chong, Brian Sensebe

Animation: Mark Bellncula,

Hoon Chong, Brian Sensebe

Toolkit

After Effects, Maya, Photoshop,
Illustrator,

DJ YODA “WHEELS”

Music video

Record label:
SANCTUARY RECORDS
ANTIDOTE RECORDS

Director:
NO-DOMAIN

Design/animation:
NO-DOMAIN

www.no-domain.com

Working on their first music video project, Barcelona’s No-domain were granted complete creative control by the label and UK-based DJ Yoda. The studio says the biggest creative challenge was “to create a piece that would let us develop different styles and techniques but with a coherent look and some kind of linear story behind it – so it was like trying to make a video collage without it being a video collage.” Animation production took three weeks with six full-time artists, “We all got involved with many parts of the process, but as we were working with mixed media, we divided up the scenes and one of the art directors was in charge of the style frames for each scene, but each of us had to animate and compose our own parts.”

**For No-Domain**

ECD: Joaquín Urbina

Project manager: Lorena Medina

Toolkit

Photoshop, Illustrator, Maya,
 After Effects, Final Cut

stash 24.16

“BLISSFUL”
Short film

Director:
LEFTCHANNEL

Design/animation:
LEFTCHANNEL

www.leftchannel.com

Every two weeks the Leftchannel team hunker down in their Columbus, Ohio studio and generate ideas for an in-house creative project to compliment their regular diet of commercial work. This film started as a print piece and evolved into a collaborative four-week game of animated Telephone incorporating stills, live action video, 2D, 3D and traditional animation. And what, exactly, is it about? According to the studio, “This piece displays a segment of a never-ending fall through torment and obstacles of supposed demise within the mind of an evil being. Perhaps reflecting on a time where peace had more meaning can provide a moment of bliss for the ethereal figure.” The footage of hands was captured with a Sony HVR-Z1U and the stills of teeth shot with a Canon 20d.



Music: Delirium Còrdia

Toolkit
After Effects, 3D Studio Max,
Photoshop, Illustrator, Poser



For Bent Image Lab

EPs: David Cress, Chel White,
Ray DiCarlo
Eagle animation: David Russo
Time-lapse photography:
Mark Eifert
Editor: Kelly McClean
Small-gantics development:
Jim Clark
Small-gantics leader:
Jalal Jemison
Underwater DP:
Christopher Pearson

Digital colorists: Jim Barrett,
Jake Buff, Orland Nutt
Producers: Tsui Ling Toomer,
Isham Martin
Assistant editor: Ryan Jeffery
Small-gantics team:
Carlos Stevens, Loren Judah,
Jonny Hamilton, Brian Kinkley,
Steve Blazer, Alan Winston
CG flock of birds: Fred Ruff
Stock footage research:
Zach Lewis
Assistant director: Laura McGie

THOM YORKE
“HARROWDOWN HILL”

Music video

Record label:
XL RECORDINGS

Director:
CHEL WHITE

Production/animation:
BENT IMAGE LAB

www.bentimagelab.com

Director Chel White curates a series of disparate filmmaking techniques – including digitally simulated swing tilt lens cinematography, structuralist stop motion, high-speed underwater footage, time lapse, and a custom-filtered film transfer process – into an enigmatic and emotional clip for the first single from Radiohead frontman Thom Yorke’s debut solo album. From the first listen White says he saw the song in different chapters, each with a distinct visual approach, “I was concerned that one single technique for the entire four and a half minutes would not only get a little tiresome, but wouldn’t do justice to what I saw as the evolving nature of the song.”

For XL Recordings

Video commissioner: Dilly Gent

SUNDEK “WINTER IS BAD”

Viral

Client:
SUNDEK INTERNATIONAL

Director:
LORENZO FONDA

Production:
MERCURIO FILMS
www.mercuriofilm.com

Director Lorenzo Fonda – who was recently signed for representation by Mercurio Film in Milan – reveals just how open the brief was for this project: “The campaign was created to suggest that you should skip winter and go directly to summer. The agency told us literally, “Take lots of drugs and have fun”. So the result is an improvised animation, no storyboard, just me and Sergi being very dumb and making fun of our own characters. Unfortunately we couldn't find any drugs, but the fun we had!”

For Mercurio Films

Director/designer: Lorenzo Fonda
Illustrator: Sergi Sanchez

Toolkit
Flash, Premiere Pro





For Pinthin

Directors/designers:
Jonathan Garin, Naomi Nishimura

Music/sound design:

The Handsome Panther

Toolkit

After Effects, Maya, Photoshop,
Illustrator, Cubase Sx

**“GIFTS OF DANCE AND MAGIC
TRANCE”**

Short film

Client:

**HELLO KITTY'S SECRET
HOUSE EXHIBITION**

Director:

**JONATHAN GARIN,
NAOMI NISHIMURA**

Animation:

PINTHIN

www.pinthin.com

Invited to contribute to Hello Kitty's 2006 Secret House Exhibition in Hong Kong, Jonathan Garin and Naomi Nishimura of NY studio Pinthin decided to bring Hello Kitty into their world and introduce her to some new friends. "The most challenging part of the project was the amount of time we had to complete everything," recalls Garin. "We were given one month's notice, but didn't really start production until about two weeks later. Naomi took care of most of the stop motion environments, creating everything out of fabrics and real elements shot on blue screen. The mix-up of real elements with smooth 3D characters gives the piece a nice handcrafted touch. And Handsomepanther came through with a soundtrack which really brought new life to the piece."

stash 24.20

ORANGE "KIDS"

TVC :60

Agency:
MARCEL

Director:
ANTOINE BARDOU-JACQUET

Production:
PARTIZAN MINI MINUIT

Animation:
BUF
www.buf.fr

The French version of Orange and their new broadband media hub Livebox get a whimsical boost with the help of this spot directed by Antoine Bardou-Jacquet and animated by the busy guys and girls at BUF. It is a sweet, loose, 3D interpretation of a child's crayon drawings and a refreshing complement to Bardou-Jacquet's impressive live action work including the legendary Honda "Cog" and more recently Honda "Choir".



For Marcel

Producer: Muriel Allegrini
AD: Fred & Farid

For Partizan Mini Minuit

Producer: Georges Bermann
Line producer: Amanda Stubbs
PM: Thomas Bertrand
PA: Fabien Jouanno

For Buf

Producer: Ema Soupa

For Leo Burnett Toronto

Creative group head:
Monique Kelley
AD: David Frederico
Copy: Morgan Kurchak
Producer: Amanda Traub

For Head Gear Animation

EP: Sue Riedl
Designers/animators: Steve Angel,
Isaac King, Philippe Blanchard,
Drew Lightfoot
Post super/lead compositor:
Nick Fairhead
Model makers/builders: Darren
Stamos, Adam Weir, Tina Jones
Audio: Company X

Tool Kit

After Effects, Photoshop,
Syntheyes, Final Cut Pro, HDCAM,
Nikon D2H



FIVE ALIVE "ECHO"
TVC :30

Agency:
LEO BURNET, TORONTO
Director:
JULIAN GREY

Production:
HEAD GEAR ANIMATION

Animation/design:
HEAD GEAR ANIMATION
www.headgearanimation.com

Head Gear shows off the depth of their talents in this work for Five Alive fruit drink. The boy band sequence started by shooting one actor against green screen then replicating him five times into the virtual set. The bathroom set was built in miniature with the puppets shot in stop-motion by animator Drew Lightfoot (fresh from a stint on *The Corpse Bride*). The pirate marionettes were designed in the Eastern European style of rough-hewn wood and shot as a puppet show in one unbroken sequence. The picnic scene was designed by Head Gear partner Steve Angel in a vintage cartoon style that recalls *Popeye* and *Betty Boop*. The final scene is a mixed media concoction with live action heads composited on stop-motion cars.

stash 24.22

“PURITY”
Exhibition promo

Director:
ALI TAYLOR

Design:
TADO
www.tado.co.uk

Animation:
SHERBET
www.sherbet.co.uk

A stream of consciousness fantasy-trip through silliness, this piece is the result of a six-week collaboration between Sheffield, UK design studio TADO and London's Sherbet animation studio. It is one of 10 pieces commissioned by Taiwanese manufacturer Proton Electronics to show off its latest 32-inch LCD TV at the INTERMIX/Proton exhibition in Taipei.

For Sherbet

Director: Ali Taylor
Producer: Rebecca Rice
CGI build/lighting: James Kirkham
Animation: Aaron Lampert,
Harry Zekios, Ross McDowell,
Cheryl Wong, Qian Shi,
Frederik Ring, Steve May,
Martin Sears, Richard Dyson
Composer: Alex Harding
After Effects: James Wignall



For Tado

Designers: Mike & Katie

Toolkit

After Effects, Flash, 3ds Max,
Photoshop, Final Cut Pro, Premiere



For Monovich

Director: Stephen Fitzgerald
 Additional design: Sarah Fitzgerald
 Music: Ben Beiny
 Sound design: John Marquis

Toolkit

LightWave, Final Cut Pro,
 After Effects, Photoshop,
 Illustrator, Protools

“STAND” Short film

Director:
STEPHEN FITZGERALD

Production/animation:
MONOVICH

www.monovich.com

Stash is proud to present the world premier of *Stand*. Inspired by the book “Stand Against The Wind” by Erwin Raphael McManus (a prolific author and spiritual/motivational speaker) this short foregoes the use of dialogue and characters to explore themes of creativity and perseverance with imagery alone. “I liked the idea of creativity trumping the destructive power of the wind and bringing life to an otherwise barren place,” says director Stephen Fitzgerald. “Hopefully it serves as a suitable metaphor for life with a decided slant towards optimism.” The film was created shot-by-shot over the course of 500 hours, without storyboards or production designs. Monovich is an LA design and animation studio headed by Fitzgerald who was previously the design director at Aerodrome Pictures.

stash 24.24

WYMAN WONG
“ZUI JIE WEI ZHI”
Music Video

Record label:
WARNER MUSIC HONG KONG

Director:
KO FAI

Animation:
FAT FACE

www.fatface.hk

For this music video from Cantonese pop star Wyman Wong, Hong Kong design and animation studio Fat Face took advantage of the open brief from the record label to “create a piece that was compelling and gave the lyrics and melody a deeper meaning.” The final look references traditional shadow puppets and uses a grainy 8mm look to capture the warmth and nostalgia evoked by the music. All creative and technical treatments, from storyboarding and character design, to 2D illustration and 3D animation, was created and produced in house at Fat Face.

Toolkit

3ds Max, Photoshop, After Effects, Final Cut Pro



“THE REALITY PROJECT”
Short film

Director:
DOMENICO BARTOLO

Production/design:
21-19

www.21-19.com

Commissioned by and created for an exhibition called Komikazen: International Festival of Reality Comic-strips in Revenna, Italy, this film served as a projection installation at the Museo d'Arte. Director/designer Domenico Bartolo of Australian studio 21-19 says the piece focuses on the conceptual study of the dualities of life and death, “The Reality Project is about creation and destruction. Harmony and chaos. Light and darkness. The forces that shape all humanity – which push and pull us – invisible and yet relentlessly cyclic, they unite us in a common existence. We all sleep. We all dream. We all live. We all die.”

Music:
Marcus Skinner



NOKIA 6265i "EXPLOSION"
TVC :30

Client:
NOKIA PRODUCTS CANADA

Director:
ALEX WITTHOLZ

Production:
HI-FI FILMS
VANGUARDE ARTISTS
HELIOS DESIGN LABS

VFX:
HELIOS DESIGN LABS
www.heliozilla.com

If you ever loved blowing up model airplanes (or Barbie dolls) with firecrackers you know this shoot went way beyond fun. To capture the slow motion poetry of the explosions with minimal motion blur the team ran two laptop-controlled Photron high-speed digital video cameras at 6,000 frames per second with a shutter speed of 1/10,000 of a second.



To get enough light through the shutter at that speed required a blistering 90,000 watts of light which allowed the crew about 60 seconds to focus and frame the shot before the explosive-stuffed props started to melt. But the fun didn't stop there, "Our little tent was about 30 ft. from the centre of the blast, behind several thick curtains," says director Alex Wittholz, "We didn't have a top on it on the first two explosions and spent the next 10 minutes cleaning glass and debris out of the laptop keyboards."

For Hi-Fi Films

Producer: Bruno Louza

For Vanguard Artists

DOP: Jonathan Bensimon

For Helios Design Labs

Director/EP/editor: Alex Wittholz
Assistant director: Brad Abrahams
TD: Marc Panozzo

Music/sound design: cypheraudio



THE HORRORS
“SHEENA IS A PARASITE”
Music video

Record label:
LOOG/POLYDOR

Director:
CHRIS CUNNINGHAM

VFX:
GOLDEN SQUARE
www.goldensq.com

Seven years after his landmark work for Bjork on “All is Full of Love”, director Chris Cunningham returns to music videos with this low-budget effort for a band he found on MySpace. The majority of the piece, which features an unbelievably intense performance by Samantha Morton, visceral explosions and gag-inducing facial prosthetics, was shot in studio on DV CAM with additional elements shot later by the director at home to fit into his edit. “The post work involved multi-layer composites, seamless transitions between takes and cleaning up backgrounds,” says producer James Wilson. “One of the challenges of working on the video was the frame accuracy of the visual/audio synchronization. This predetermined the necessity to use multiple takes for the shots to sync perfectly.”

Director/editor: Chris Cunningham
 Producer: James Wilson

For Golden Square
 Inferno: Rachel Mills

Toolkit
 Inferno

MADONNA “GET TOGETHER”
Music video

Record label:
WARNER BROS.

Director:
LOGAN

Design/animation
LOGAN

www.helllogan.com

It took six weeks of work by what co-director Ben Conrad calls an “endless army of animators” to create this visually chewy piece of eye candy. All the work was done in-house at Logan’s Venice studio and began with the extraction of Madonna’s performance out of existing concert footage then converting those frames to hi-con images and coloring them.



Meanwhile, the 3D team was constructing an array of growing, pulsing, melting, psycho-surreal 3D environments. The treated concert clips were then tracked into those environments. As complex and engaging as the video is, Conrad is upfront about the fact the challenge on this project was to dress up a club track and went with a treatment that felt appropriate – citing erotic comic artists like Italian Milo Manara as influences. One of the pitch frames that won Logan the job is at the bottom of the page.

For Warner Bros.
Commissioner: Lydia Sarn



“BENDITO MACHINE”

Short film

Director:
ZUMBAKAMERA**Animation:**
ZUMBAKAMERAwww.zumbakamera.com

Jossie Malis starting winning awards for his films at the age of 18 but this latest work, *Bendito Machine*, has become something of a phenomenon having been recognized by 20 festivals in the six months since its release. Malis was born in Lima, Peru, in 1976 and studied advertising, graphic arts, cinematography and stop motion before settling in Barcelona. Working alone, he wrote, directed, animated and created the sound track for *Bendito Machine*, calling the finished piece, “a modern tale about power, money, sex and religion.”

For ZumbakameraDirector/writer/ animator/sound:
Jossie Malis**Toolkit**

Flash



Rushes Soho Shorts Winners

Now in its eighth year, Soho Shorts has grown into a must-be-there event on the festival circuit with over 1,200 entries and 140 screenings of the short-listed films in bars, cafes and cinemas throughout Soho and London's West End – the centre of the UK's filmmaking and creative industries.

The festival also includes sell-out film seminars and a star-studded awards night that attracts 1,000 attendees. The fest is organized by venerable London post facility Rushes as a non-profit event – there are no entry fees, and screenings and seminars are free. Stash is honored to be a festival media sponsor for the second year and to bring you the winners of all five categories.

www.rushes.co.uk
www.rushes.co.uk/sohoshorts



Vue Animation Award

"Rabbit"

Director: Run Wrake/Scлах Films



Adobe Title Sequences & Idents Award

"Come Home To The Simpsons"

Director: Chris Palmer/Gorgeous



Sony Music Video Award

The White Stripes "The Denial Twist"

Director: Michel Gondry/Partizan



Ascent Media Short Film Award

"Cubs"

Director: Tom Harper/Free Range Films



The Arri/Arri Media Newcomer Award

"Goodbye Mr Snuggles"

Director: Jonathan Hopkins/
Between The Eyes



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