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DVD MAGAZINE

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DVD MAGAZINE 31



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Associate editor: HEATHER GRIEVE

Associate publishers:
LARA OSLAND, STACY FRY

Administration: MARILEE BOITSON

Art production: KRISTIN DYER

Music editor: STEVE MARCHESE

Contributing producer: ERIC ALBA

Technical guidance: IAN HASKIN

Montage editor: JEFF ZEMETIS

Intern: EVAN DOHERTY

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Stash is on a permanent treasure hunt – some would say dumpster dive – through global pop culture, rummaging for projects that restart cynical hearts and slice through mental calluses. Each discovery and every submission is passed through a proprietary device about the size and shape of a ferret that weighs the work against a complex array of scientific and intuitive factors.

Budget, however, is not one them. Outstanding high-profile commercials, branded content and motion design are all here on Stash 31 but you'll also find a no budget video for a band you've never heard of, a duo of short films made by hand for no money, a beautiful self-promo piece and the opening for a film festival paid for with thanks and the applause of friends.

So we dedicate this issue to all of you who sacrifice sleep, hair and the company of non-work-related humans to perfecting the task at hand – be it a star-clogged trough of ad lucre or the titles for your poker buddy's stepdaughter's wedding video.

And we look forward to seeing the results.

Stephen Price

Editor

April 2007

sp@stashmedia.tv

WWW.WANT2BSQUARE.COM

Cinema :60, virals x 4

Client:

SCION

Agency:

ATTIK

www.attik.com

A cinema :60 and four of the 17 viral films commissioned by Attik for their multifaceted pre-launch marketing push for the 2008 Scion xB. The viral films are the result of a brief ATTIK distributed to more than a hundred international artists and creative production companies. The brief called for a focus on the vehicle's boxy shape and left direction and execution open for interpretation. Seventeen of the 140 submitted treatments were given a green light. The resulting films are featured on the www.want2bsquare.com site where visitors can play games against other visitors, build and use their own musical play lists, accumulate points and redeem them for prizes.

Watch Behind the Scenes on the DVD.



For ATTIK

Group CD: Simon Needham

CD: Wayne Hanson

Copy: Andy Beach

Account director: Charlie Adams

Sr producer: Michele Morris

Producer: Jay Cortez

"SURGERY"

Cinema :60

For Outsider USA

Director: James Rouse

DOP: Simon Chaudoir

EP: Jonathan Ker

Line producer: Gareth Francis

For Lola VFX

VFX super: Thomas Nittman

VFX artist: Edson Williams



"BOY MEETS GIRL"

Viral

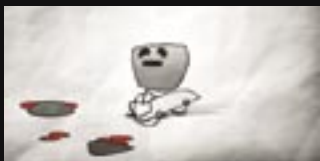
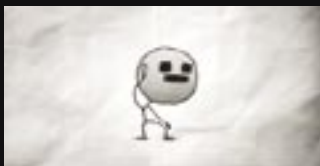
For Anonymous Content

Director: Sean Donnelly

EP: Sylvia Kahn

Editor: Sean Donnelly

Music: Sean Sullivan



"HAMMERS" **Viral**

For Chelsea Pictures

Director: Larry Frey

VFX: Eight VFX

"ROUND TO SQUARE" **Viral**

For Shilo

CDs: André Stringer, Jose Gomez

EP: Tracy Chandler

Line producer: Jeremy Yaches

Design/animation: Stieg Retlin,
Evan Dennis

"TOWER OF GRANTVILLE" **Viral**

For BUCK

CD: Ryan Honey

EP: Maurie Enochson

Producer: Hilary Wright

Associate CD: Jeremy Sahlman

AD: Thomas Schmid

Writer: Jeremy Sahlman

Character design: Joe Mullen,

Thomas Schmid

3D modeling/animation: Jeremy
Sahlman, Bill Dorais, Carl Harders,

Paul America, Billy Maloney
2D animation: Wonhee Lee,
Patrick Scruggs, Ekin Akalin
2D design: Chris Lee,
Thomas Schmid, Tomas Pena
Compositing: Jeremy Sahlman,
Bill Dorais, Patrick Scruggs
Matte paintings: Daniel Thron,
He Jung Park, Jeff Huang
Editor: Harry Walsh

Toolkit

Maya, After Effects, Cinema 4D

AUDI TT Viral

Agency:
THE ONE CENTRE SYDNEY

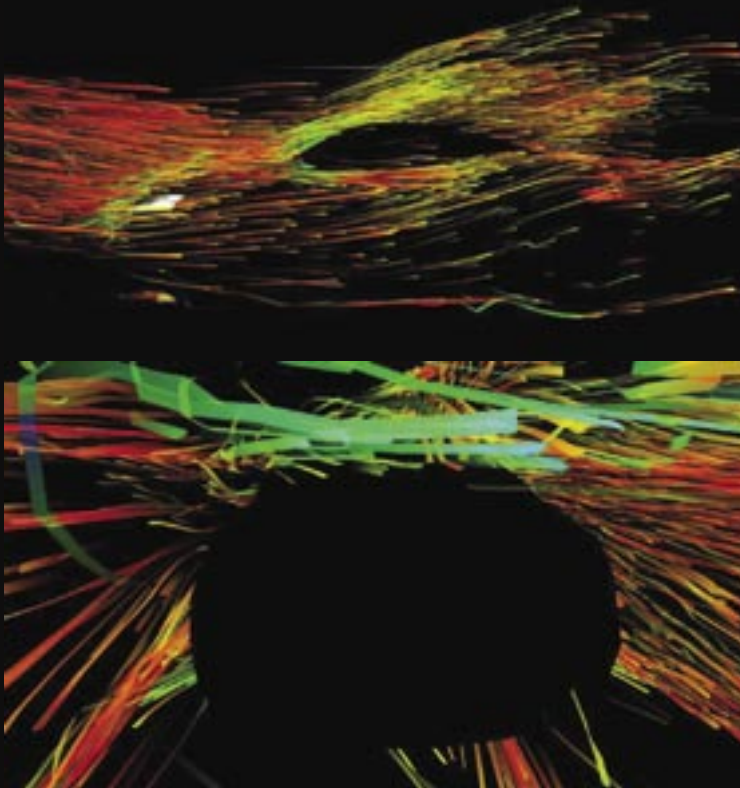
Director:
MATT PYKE

Animation:
UNIVERSAL EVERYTHING
www.universaleverything.com

"High Performance Art" was the key brief for this ad for an Audi TT launch exhibition in Sydney, Australia. Director Matt Pyke took that as a cue to "create a video work which pushes a more minimalistic, painterly approach than a traditional car advert. We were inspired by the beauty seen in scientific imaging from car laboratories and NASA." Pyke says it proved near-impossible to achieve the results he wanted using off the shelf 3D software, so the studio cooked up their own real-time wind tunnel simulator software to generate the animation. "We can feed any object into it and see what reaction it creates. It's great fun to play with." Schedule: four weeks from concept sign off to delivery.

Toolkit

Proprietary software, Blender, Processing, Java, Audacity





SNICKERS "DON'T STOP" TVC :90

Agency:
IMPACT / BBDO DUBAI

Director:
JOERI HOLSHEIMER

Production:
X-RAY FILM AMSTERDAM

Animation:
VALKIESER CAPITAL IMAGES
www.valkieser.com

A Westside Story for the Middle East. After low-light tracking tests and motion capture experiments with proprietary LED motion trackers, Amsterdam's Valkieser Capital Images was off to Jeddah, Saudi Arabia to shoot back plates, HDRI spheres, and take measurements of the locations. Back in Amsterdam, a team of six stunt coordinators spent two days in the mocap studio generating over 200 takes. The spot was delivered in PAL but posted in HD to ensure the best motion tracking and compositing results.

Watch Behind the Scenes on the DVD.

For Impact / BBDO Dubai

ECD: Peter Russell
Group head/copy: Jennie Morris
AD: Sian Binder
Producer: Azza Aboual Magd

For X-Ray Film Amsterdam

Producer: Soeren Schmidt
Director: Joeri Holsheimer

For Valkieser Capital Images

VFX super: Hans Loosman
3D supervisor: Rolf van Slooten
Producer: Niels Scheide
Offline: Annelien van Wijnbergen
Online: Hans Loosman, Floris van der Veen, Tim van Paassen
CG: Rolf van Slooten, Marco Stolker, Mark van Berkel, Michiel van den Berg, Willem Zwarthoed
Color correction: Hendrik Wingelaar

Toolkit

Maya, Shake, Inferno, Cintel
Millenium 2 Data Mill, Davini 2K, iQ

stash 31.04

**COCA-COLA LIGHT "FRIDAYS",
"CATERPILLAR", "CORN
MOMENTS"
TVCs :30 X 3**

Agency:
SANTO BUENOS AIRES

Director:
NES BUZZALINO

Production/animation:
GAL CINE / ALT
www.galcine.com.ar

Buenos Aires agency Santo adds to it's recent bumper crop of standout creative with this trio of spots (produced in English and Spanish versions) for Coca-Cola Light that include unicorns, rainbows, dumpy male strippers and misplaced rhinos among the trippy goodies apparently supplied by a rigorous aspartame high. All three spots were produced and animated by Buenos Aires production company GAL Cinema with direction handled in house by Nes Buzzalino.



For Santo Buenos Aires

General CDs: Maximiliano Anselmo, Sebastián Wilhelm
CD: Pablo Minces
Copy: Pablo Minces
AD: Maximiliano Anselmo
HOP: Facundo Perez
Producers: Andrés Salmoyraghi, Marcelo Kelez

For GAL CINE / ALT

EP: Caro Montaña
HOP: Alejandro Panzitta
DOP: Andrés Mazzón
Wardrobe: Carolina Segatta, Moisés Tobal
Asistente director: Diego Lescano



For Young & Rubicam

ECD: Mark Figliulo
CDs: Dave Loew, Jon Wyville
Copy: Dave Loew
AD: Jon Wyville
Producer: Jeremy Arth

For Psyop

CDs: Marie Hyon, Marco Spier
Directors: Haejin Cho, Marie Hyon,
Marco Spier, Damon Ciarelli
Artistic director: Mato Bilic
EPs: Justin Booth-Clibborn,
Danny Rosenbloom
Producer: Boo Wong
Associate producers:
Lian DesMarais, Kate Burrascano
Designers: Haejin Cho, Mato Bilic,
Mate Steinforth
Flame: Eben Mears,
Theo Maniatis, Jaime Aguirre,
Tony Robins, David Elkins
Lead 3-D: Damon Ciarelli,
Jonathan Garin, Dave Chontos
3D: Dan Vislocky, Miles Southan,
Kitty Lin, Matt Connelly,
Tony Barbieri, Clay Budin,
Joon Lee, Paul Liaw, Jaye Kim,
David Lobser, Dylan Maxwell,
Josh Harvey, Manu Goulout,
Goo-Shun Wang, Naomi
Nishimura, Zach Shukan,
Matt Smithson
Storyboard: Ben Chan

Toolkit

Illustrator, Photoshop, After
Effects, Maya, Flame

MILLER GENUINE DRAFT TVCs
x 3

Agency:
YOUNG & RUBICAM, CHICAGO

Director:
PSYOP

Animation:
PSYOP

www.psyop.tv

"Y&R approached us to help them pitch the business with the 'Are you Experienced?' campaign concept," reveals Psyop EP Justin Booth-Clibborn. "They had several initial script ideas and they knew they wanted a black and gold palette, but they were very open to our input and ideas. We explored several design styles finally honing in on one, and then developing that across the different spots. The stories were quite complex so we wanted quick, seamless transitions to give the feeling of a journey. Transitions that look easy and do not distract from the story but in fact add to it, are always the hardest to execute." Schedule: three months.

**CHRISTIAN BEVILACQUA,
THERAPY**

Recent work

SAMARITANS “DOODLE”

Viral, cinema, TVC

Agency:

LUNAR BBDO

Director:

CHRISTIAN BEVILACQUA

Production/animation:

THERAPY FILMS

www.therapyfilms.com

Director Christian Bevilacqua – based in London and repped by Therapy Films – adapted the doodled style of a poster campaign in creating this clip for the Samaritans 24/7 UK help line. Schedule: three weeks turned into five because of a script change halfway through. The client was very sensitive to a lot of imagery cause they thought it may insinuate bad things. There were constant worries about it being ‘too dramatic’ and having a negative effect. So it was trying to ‘creatively’ find a middle ground we could all compromise on.”

For Lunar BBDO

CDs: Daryl Corps, Ben Kay

Creatives: Oliver Kellett,

Alexandre Holder

Producer: Gautham Narayanan



For Therapy Films

Producer: Jess McKillop

PM: Natalie Isaac

Animators: Christian Bevilacqua,

Chris Ratcliffe, Martin Stacey,

Kevin Richards

2D Cel animator: Elroy Simmons

Toolkit

Pen and paper, Light Wave, Maya,

After Effects, Photoshop, Illustrator

**PARKER “DODGY DEALER”
Viral**

For Lunar BBDO

CDs: Alexander Holder,

Oliver Kellett

Producer: Sara Cummins

For Therapy Films

Production animator:

Martin Stacey

For BBDO Detroit

ECO: Rick Dennis
 CDs: Robin Chrumka,
 Mike Stocker
 AD: Bill Majewski
 Copy: Merritt Fritche
 EP: Michael Menlo

For Brand New School

Lead compositor/Flame:
 Blake Huber
 Compositors: Mark Kim,
 Chris Smith, James Webber
 Editors: Jonathan Notaro,
 Courtney DeStefano
 Designers: Jonathan Notaro,
 Jens Gehlhaar, Rob Feng, Robert
 Bisi, Mark Kim, Diffan Norman
 TD: Ylli Orana
 Lead animator: Jordan Blit
 3D: Tony Barbieri, Helen Choi,
 Mitch Deoudes, Matthew Foglia,
 Rie Ito, Aditi Kapoor, Kim Kehoe,
 Joon Lee, Mike Papagni,
 Mark Rohrer, Andre Salyer
 Previz: The Third Floor
 Producers: Devin Brook,
 Angela Foster

Toolkit

Maya, Flame, After Effects

**JEEP COMPASS
 “FUN IN THE CITY”**

TVCs :30 x2

Agency:
BBDO DETROIT

Director:
JONATHAN NOTARO

Animation:
BRAND NEW SCHOOL
www.brandnewschool.com

Brand New School stakes their claim in serious 3D territory with these international spots for the new Jeep Compass. After scrapping the idea of shooting the background plates for the skateboarding spot in downtown LA, BNS designed and built the entire city in CG. Producer Devin Brook says delivery of the second “Surfer” spot was much smoother since “it was easier to match the client’s expectations and direction after working through the first one” – a process he describes as shooting blindly in the dark.

Watch Behind the Scenes on the DVD.

stash 31.08

“SHINOBI BLACK & WHITE”
Branded content

Director:
FURI FURI COMPANY

Animation:
FURI FURI COMPANY

www.furifuri.com

Tokyo character design and production house Furi Furi Company created this short for the Adobe Flash Motion Award exhibit held in Harajyuku, Japan in December, 2006. Director Ryosuke Tei explains the project's influences, “*Shinobi Black & White* was created as a remix of inspiration from old Ninja animation that were created by Sanpei Shiroto in 1960's, and kitsch 'wrong Japanese' elements you might see in Hollywood Ninja B-movie (or worse)”. Schedule: one month

For Furi Furi Company

Director/character design:

Ryosuke Tei

Animation director/character

design: Miki Kobayashi

Animator: Yuki Hatanaka

Toolkit

Flash, Illustrator





THE COUNCIL FOR CULTURAL AFFAIRS Image ID

“An image ident for The Council for Cultural Affairs – Taiwan’s highest authority in arts and culture – aiming to cultivate and encourage the love and knowledge of the arts. To showcase the country’s greatest arts sector in fresh and new visuals but at the same time staying true to the local roots.”
Schedule: two weeks for design and approvals, three weeks for production/music composition.



JL DESIGN
Recent work
www.jldesign.tv

HAKKA TV CHANNEL Broadcast re-brand

Complete redesign of the Taiwanese Hakka TV Channel by Singapore-based JL Design. “Creatively the challenge was to find a higher ground to exemplify the Hakka heritage as it has a very vivid culture. The most difficult technical challenge was in less than two months we went through pitching, execution and production of four IDs, one channel image spot, 4 bumpers, one shout out and a full news package.”

For JL Design
CD/AD: Johnason Lo
Producer/designer: Smoky Tu
VFX/compositor: Seadog
3D: Candy Tang
Compositor: Alisa

Toolkit
3ds Max, After Effects, Photoshop, Flash, Illustrator

stash 31.10

TELETOON Network re-brand

Client:
ASTRAL MEDIA, TELETOON

Agency:
BRAND NEW WORLD

Director:
4STROKE

Animation/design:
4STROKE
www.4stroke.tv

For its 10th anniversary Canada's 24-hour animation network got a complete re-brand including corporate and on-air identities (over one hundred broadcast clips and elements), the website, and all marketing collateral. The brief was to create a package that resonated with both daytime kid and late-night teen and adult viewers across English and French language services. The overhaul, which began as far back as 2005, rolled out in Feb/07 with Brand New World handling brand mark creative, and Toronto's 4stroke directing and animating. Schedule: six months.



For Astral Media, Teletoon

VP marketing: Leslie Krueger
Brand manager:
Natalie Cunningham
CD: Oscar MacDonald
Production coordinator:
Jason Gordon

For Brand New World

CCOs: Alan Schulman,
Alan Feldenkris
EP: Mark Risis
CD: Brian Brown
AD: Lindsay Bourget
Producer: Ian Weatherseed

For 4stroke

CD: Tony Cleave
Producer: Holly Nichols
Sr animator: Davor Celar
Sr animator/TD: Derek Gebhart
Designer/animators:
Matthew Lajoie, Dan Filip Radu,
Franco Barroeta
Animators: Sai Oo, Steve Feldman,
Nathan Englbracht

Toolkit

Maya, Fusion, After Effects, Syflex,
Real Flow, Photoshop, Illustrator

For MTV Networks

Marketing manager:
Huib van Bockel

For PostPanic

Director: Mischa Rozema
EPs: Jules Tervoort, Ania Markham
Producer: Samantha Koch
Lead 3D: Ivor Goldberg

Toolkit

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



TMF AWARDS 2006

Event titles

Client:

MTV NETWORKS BENELUX

Director:

MISCHA ROZEMA

Animation:

POST PANIC

www.postpanic.com

Amsterdam's PostPanic pokes a little fun at MTV Benelux's TMF Awards while creating the show's graphics package: "In one category, the show has a tradition of having the same winner every year, a Dutch artist called Marco Borsato. So we decided to feature an election from the perspective of an imaginary totalitarian regime – a strange brew of classic Dutch culture/values and classic Soviet/Chinese imagery and contemporary North Korean pop culture. Instead of an honest election process, we show one housed in a make-believe Holland run by a ruthless dictator using the actual Dutch prime minister Balkenende as the figure-head."

stash 31.12

S4/C

Broadcast design x 4

Director:

SIMON RATIGAN

Production:

PROUD CREATIVE

UNIVERSAL EVERYTHING

VFX:

PROUD CREATIVE

UNIVERSAL EVERYTHING

RUSHES

www.proudcreative.com

www.universaleverything.com

www.rushes.co.uk

Multi-disciplinary London design agency Proud Creative recently completed a top to bottom rebrand of Welsh channel S4C including everything from the logo to the tone of voice used in advertising. Proud teamed up with Matt Pyke of Universal Everything to create a series of 10 IDs "revolving around the idea of magnetism and the invisible patriotic energy which binds Welsh people together. We made a plan to keep as much of the magic in camera as possible [which meant] painting out the hundreds of wires and people that we used to pull the objects and actors."



Soundtrack: Freefarm

Toolkit

Shake, Flame, Maya, Renderman



CBS SPORTS - NFL Broadcast design

Client:
CBS SPORTS

Director:
IMAGINARY FORCES

Animation/design:
IMAGINARY FORCES
www.imaginaryforces.com

It took ten months work by a team of over 20 to fit CBS Sports for their first full re-brand in seven years. IF delivered hundreds of HD graphics and logo animations, bumpers, team transitions, scoreboards, player line-ups and bios, stats charts and tables, and ticker scores of other games – all of which, according to the client brief, was aimed at making the broadcasts, “Cool, slick, modern, forward thinking, sophisticated and accessible to all ages.”



Toolkit

After Effects, Photoshop, Cinema 4D, XSI, Maya, Flame, Final Cut Pro



For CBS Sports

EP: Tony Petitti
Coordinating producer: Harold Bryant
Producer: Pete Radovich
Graphics manager: Julianna Barbieri

For Imaginary Forces

AD: Steve Fuller
Producer: Abby Okin
Associate producer: Roni Sussman

feed

THE NUTRITIOUS PART OF YOUR CREATIVE BREAKFAST

www.stashmedia.tv/feed

**HP "ORANGE COUNTY
CHOPPERS"
TVC :30**

Agency:
**GOODBY, SILVERSTEIN &
PARTNERS**

Director:
ANTOINE BARDOU-JACQUET

Production:
PARTIZAN LA

Animation/VFX:
BUF

www.buf.com

Seems the guys from *American Chopper* have some new hardware in the shop and they use it for everything from invoicing to modeling bike concepts in 3D. This Super Bowl spot, the latest in the HP "Hands" campaign, shifts the directing duties to Partizan's Antoine Bardou-Jacquet and VFX to fellow Parisians BUF, with end titles by Motion Theory. According to a study by Interbrand, since the launch of Goodby, Silverstein & Partners' +HP campaign in 2004 with Francois Vogel's "Picture Book" (Stash 03), Hewlett Packard's brand value awareness has risen 24%.



**For Goodby, Silverstein &
Partners**

Co-chairman: Rich Silverstein
Partner/CD: Steve Simpson
Group CD/copy: Mike McKay
Assoc. CD/AD: Stephen Goldblatt
AD: Marc Sobier
Copy: Hartley Rusen
EP: Josh Reynolds

For Partizan LA

DOP: John Zilles
EP: Sheila Stepanek
Line producer: Louis Saint-Calbre
PMs: Josh Heydemann,
Erin Leeman
HOP: Ian Bearce

For Buf

EP: Olivier Gilbert
Producers: Guillaume Raffi,
Vanessa Fourgeaud
Coordinator: Julie Verweij
Flame: Francis Polve, Thibault
Debaveye
CG super: Chadi Abo
BUF On-set super: Olivier Dumont
Graphic artists: Sebastien Corne,
Djelloul Bekri, Eddy Moussa,
Anhthu Mai, Isabelle Perin-Leduc,
Julien Bolbach, Christophe
Moreau, Jean-Louis Kalifa

For Motion Theory

EP: Javier Jimenez
Producer: James Taylor
AD: Mark Kudsi
Designers: Joseph Chan,
Mike Slane, Chad Howitt

QUADROPLASTIC
Self promotion

Director:
MAXIM ZHESTKOV

Animation:
QUADROPLASTIC
<http://quadroplastic.com>

The latest self-promo experiment from Russian motion, graphic and toy designer Maxim Zhestkov is a beautiful and intriguing update on a classic graphic device. Zhestkov worked solo for three weeks on the piece and says of the experience, "It was a pleasure to work on this project, so nothing worried me and everything was under control."

For Quadroplastic
Director/ animator/ everything:
Maxim Zhestkov

Toolkit
3ds Max, V-Ray, Illustrator,
Photoshop, After Effects,
SketchBookPro



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G&G SINDIKATAS
"BURNING SNOW"

Music video

Director:
JUSTINAS VINEVICIUS

Production:
RGB FILM & VIDEO

VFX:
RGB FILM & VIDEO
www.rgb.lt

Handling CG and compositing by himself, Lithuanian director and VFX artist Justinas Vinevicius created this video for homegrown Baltic hip-hop band G&G Sindikatas in his free time over the course of a year. "My idea was to show this song in associative and symbolic way. And in the way hip-hop music isn't usually shown. I wanted go back to the roots of break dancing, graffiti graphics etc. and combine it with ancient dances and body drawings."

Watch Behind the Scenes on the DVD.

For RGB Film & Video

Camera: Viktoras Radzevicius
3D graphics, post-production:
Justinas Vinevicius
Producers: Stasys Baltakis,
Martynas Mickenas

Toolkit
3ds Max, After Effects





"DON'T DIE DING!: A HOLIDAY SPECTACULAR"
Short film

Director:
CURIOSITY GROUP

Animation:
CURIOSITY GROUP

www.curiositygroup.com

Portland, Oregon, creative agency Curiosity Group produced *Don't Die Ding!: A Holiday Spectacular* as their 2006 holiday greeting card and self-promotional viral experiment. Writer/composer Dale Basye says while Curiosity Group had created several other short Flash animation pieces, the complexity of this project pushed the company's animation skills to a new level while bringing the studio's computers to their knees, "Due to the details and layers of the piece—and the fact that we are not, in any technological way, an animation studio—we completely underestimated the time it would take to render three minutes of rich animation." Schedule: seven weeks.

For Curiosity Group

ECD: Steve Klenetobe
AD/illustrator: Alberto Cerriteno
Animator: Lloyd Bagtas
Writer/composer: Dale Basye

Toolkit

Illustrator, Photoshop,
After Effects, Garage Band,
two Mac G5s

A close-up, low-angle shot of a cartoon dog and a cartoon boy. The dog, on the left, is brown with a white patch on its chest and is looking up at the boy. The boy, on the right, has dark hair and large, expressive green eyes, looking down at the dog. They are in a grassy field under a clear blue sky.

stash 31.18

BBC “FETCH”
Short film

Director:
DANA DORIAN

Animation:
AXIS ANIMATION

www.axisanimation.com

Fetch was originally created as a pilot episode for a BBC Education series called *Colin and Cumberland* to promote the indigenous languages of Wales, Scotland, and Northern Ireland. Director Dana Dorian of Axis animation in Glasgow explains what happened next, “After starting a handful of episodes the BBC decided to change the brief for the series, so the episodes that were started had to be cut. After the series was completed I asked the BBC for permission to finish the original episodes and show them at festivals.” Dorian says the series that went air features Cumberland as a talking dog rather than what you see here – a calmly psychotic canine out for revenge on his owner for having him castrated. Schedule: three months preproduction, two and a half weeks to animate.

For Axis Animation

Director/writer: Dana Dorian

Producer: Sam McCarthy

EP: Richard Scott

AD: Jon Beeston

Modeling: Cath Brooks, Tom Bryant

Animation: Steve Townrow

Lighting/compositing: Nuno Conceicao

Sound/music: Joris De Man

Voice talent: Gareth Howells

Toolkit

LightWave, Combustion



***SMILEFAUCET "AIR"**
Film festival titles

Director:
RYAN DUNN

Design/animation:
VITAMIN PICTURES

www.vitaminpictures.tv

The fourth issue of the *smilefaucet seasonal video festival premiered March 29 in New York and was preceded by this piece of narrative whimsy created around the fest's "Air" theme by Chicago design and animation studio Vitamin Pictures. "A 2D girl with a jar of fireflies seemed simple enough," admits vitamin director Ryan Dunn. "Add 3D cloth to her skirt, walk cycles with shadows, particles for fireflies, and mask animation for 2D components, and you end up with a pretty complicated hero character." Schedule: One month of total production time spread over three months between paying gigs.

For vitamin

Director: Ryan Dunn
Illustrator/animater: Elliot Lim
3D: Bradon Webb,
Christopher Fung
Music: Jason Ruddy
Sound design: Pascal Garneau

Toolkit

After Effects, Maya

For *smilefaucet

Yuichi Uchida (Poolsidesign)
Kaz Iwai (A13)
Hoon Chong, Gerald Mark Soto
(Freestyle Collective)
Erik Montovano (Newspeak)
Masa Nakamura (Spontaneous)
Chie Araki (MTV)
Ryan Chen (Atmosphere 13)
Hana Shimizu (Elfish Design)



GRIZZLY BEAR "KNIFE"
Music video

Record label:
WARP RECORDS

Director:
ENCYCLOPEDIA PICTURA

Production:
GHOST ROBOT

VFX:
ENCYCLOPEDIA PICTURA
<http://encyclopediapictura.com>

Before you spend time looking for truth or meaning in the bizarre subject matter, curious effects, and comical yet mesmerizing animation found in this new music video for Brooklyn's Grizzly Bear, first consider the stated interests of director Encyclopedia Pictura. Virtual reality, psychokinetic energy, cryptozoology, natural geometry, psychedelic shamanism, and fruit sandwiches are what inspire this San Francisco collective composed of Isaiah Saxon and Sean Hellfritsch. After wrapping the live action shoot in Death Valley, the animation was completed in "a solid nocturnal week in the Santa Cruz Mountains hidden away from distracting humans."



For Warp Records
Commissioner: Theo Seffusatti

For Ghost Robot
Producer: Mark De Pace

For Encyclopedia Pictura
Directors/designers:
Isaiah Saxon, Sean Hallfritsch



**CHIN UP CHIN UP “THIS
HARNESS CAN’T RIDE
ANYTHING”**

Music video

**Record label:
SUICIDE SQUEEZE RECORDS**

**Director:
ERIC DAVID JOHNSON**

**Animation:
THE UNIBROS**

www.unibros.org

There must be something about that North Pacific air because Portland, OR produces far more than its share of creative energy. The Unibros are a multimedia duo specializing in the production of music and animated videos and have been “working-for-hire with other directors, music labels, and pop culture salesmen since 2005.” This video for Chicago avant-pop combo Chin Up Chin Up was directed as a side project by Eric David Johnson moonlighting from his day job as the music supervisor at the local office of Wieden+Kennedy. Schedule: one month.

For The UniBros

Animators/compositors:
Christopher Doulgeris, Peter Burr

stash 31.22

“PAPRIKA”
Feature film trailer

Director:
SATOSHI KON

Production:
PAPRIKA FILM PARTNERS
SONY PICTURES ENTERTAINMENT
MADHOUSE

Animation:
MADHOUSE
www.madhouse.co.jp

The third feature film from anime master Satoshi Kon is the tale of a timid psychiatrist and her alter-ego – an exotic warrior detective code named Paprika – who band together to stop an evil plot to hack into people's dreams. Like Kon's first two films, *Paprika* is rendered in all its hyper-visual glory by Japan's Madhouse Studios. Whether the international audience is ready for Kon's psychedelic sci-fi ride into the lucid domain of the subconscious will be tested when the film opens across North America on May 25th, just one week after *Shrek the Third*.

EPs: Jungo Maruta,
Masao Takiyama
Co-producer: Satoki Toyota
Developed by: Masao Maruyama
Writer: Yasutaka Tsutsui



Screenplay: Seishi Minakami,
Satoshi Kon
Character design/animation
director: Masashi Ando
AD: Nobutaka Ike
Color design: Satoshi Hashimoto
DOP: Michiya Kato
Music: Susumu Hirasawa
Sound director: Masafumi Mima
Editing: Takeshi Seyama

NIKE 6.0 "VERTIGO"
TVCs :15 x 4

Director:
BRANDON SCHOESSLER

Production/design:
NEMO DESIGN
www.nemodesign.com

"The Motion Department at Nemo Design was tasked with creating four commercials for Nike 6.0's "Vertigo" campaign covering the main silos of the youth-oriented action sports brand...Snow, Skate, Surf, and BMX. Following a successful print campaign, our job was to take the four top print ads and convert them into different motion pieces. Trying to make sure the movement and tricks were as accurate as possible, we shot several live-action elements to be integrated into the scenes and then warped the images to convey a sense of vertigo and hesitation."

For Nemo Design

CDs: Mark Lewman, Chris Hotz
AD: Steve Hoskins
Animators: Jamal Qutub,
Matt Pinski
Illustrator: Adam Haynes
Sound Design: Downstream

Print illustrations: Adam Haynes

stash 31.24

AUDI RS4 "EMOTIONS"

TVC :30

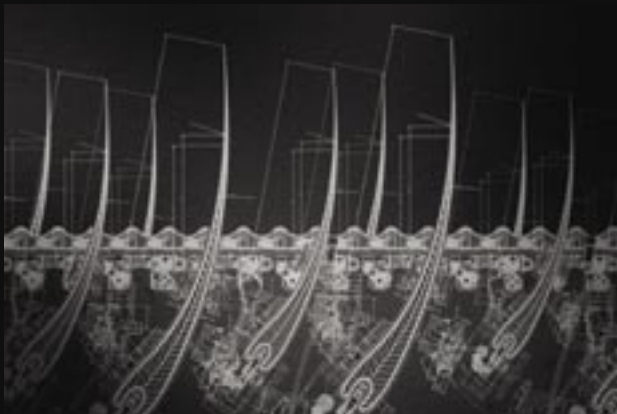
Agency:
DDB SPAIN

Director:
DAVID RUIZ

Production:
RUIZ+COMPANY

Animation:
METROPOLITANA
www.metropolitana.net

According to David Muñoz – Flame artist at Barcelona post house Metropolitana – the major challenge in the production of Audi "Emotions" was to program all the bits and pieces of every mechanism (like the 100 components in the hair scene) and move them with the minimum number of parameters. "Therefore we decided to work with mathematical expressions linking layers and nodes in Flame, and so we were able to manipulate the speed as we wanted." The project was assembled at six times the resolution of PAL to allow for fine detail and the ability to zoom into shots when needed. Schedule: one week of testing, three weeks of compositing.



For DDB Spain

CD: Alberto Astorga
Copy: Alfredo Binefa
AD: Jaume Badia

For Ruiz+Company

Director: David Ruiz

For Metropolitana

Producer: Ramon Arteman
Flame: Ivan Iniesta, Xavi Bertran,
David Muñoz
XSI: Marcial Aparicio
After Effects: Marta Felipe,
Joan Argemí, Maria Sanchez.

Toolkit

Flame, XSI, After Effects

AUTO TROPHY 2006

Event open

Client:

HEINRICH-BAUER VERLAG

Agency:

BUREAU FJM

Director:

TIMO SCHÄDEL

VFX:

SEHSUCHT

www.sehsucht.de

This is the fourth year Hamburg studio Sehsucht has designed and animated the opening for Auto Trophy – one of Germany's premier car industry award shows. The biggest challenge? "Reducing an ambitious idea to what we could make from it in a short amount of time. We wanted to step away from the too obvious idea of using cars for a car industry award." Schedule: 2.5 weeks.



For Sehsucht

3D: Timo Schädel,
Maurice Jochem

2D: Timo Schädel

Compositing: Timo Schädel

Producer: Kristina Neurohr

Soundesign/composer: Sebastian

Zenke, BLUWI

Toolkit

XSI, Cinema 4D, After Effects with
Sapphire Sparks, Canon EOS-1Ds
Mark II

For Bureau FJM

Commissioner: Florian Jürgs

stash 31.26

PELEPHONE "TERMINATOR"
TVC :30

Agency:
GREY/ADLER CHOMSKI &
WARSHAVSKY

Director:
ILAN BOUNI

Production:
MULLA PRODUCTIONS

Animation:
GRAVITY
www.gravity.co.il

To introduce a new cell phone into the Israeli market, Gravity and their clients found inspiration in Jim Cameron's Terminator movies. Schedule: Three weeks for concept and design, four weeks for 3D including animatic, two weeks for compositing. Team: eight animators, three designers, five flame artists.

Watch Behind the Scenes on the DVD.

For Gravity
Director: Ilan Bouni

Toolkit
Flame, Smoke, Combustion,
Octane, Maya, RealFlow, boujou



For Epic Records

Video commissioner: Danny Lockwood

For Motion Theory

DOP: Roman Jakobi
EP: Javier Jimenez
Producer: Anna Joseph
Prod designer: Teri Whittaker
Wardrobe: Cathy Cooper
Makeup: Anny Kim
CD: Mathew Cullen
AD: Guilherme Marcondes
VFX super: Nick Losq
Editor: Mark Hoffman
Assistant editor: Joshua Basche
Additional art/design: David Ellis
2nd unit direction: Guilherme Marcondes



MODEST MOUSE “DASHBOARD”

Music video

Record label:

EPIC RECORDS

Directors:

**MATHEW CULLEN,
GRADY HALL**

Animation/VFX:

MOTION THEORY

www.motiontheory.com

Motion Theory says they swirled together “elements of Angkor Wat, Oz, subconscious leftovers, and a lot of caffeine and sleeplessness” for this video reflecting the nautical theme of Modest Mouse’s new album. The studio says the concept was based on lead singer Isaac Brock’s image of himself at the helm of a 1940s fishing boat. “From this starting point, the journey takes him from obsession with a musical fish to seasick delusions to an exotic island overrun by natives who worship musical technology. As Isaac recounts this yarn, the story gets progressively more fantastical, matching the carnivalesque mood of the song.” Schedule: Two months with a two day shoot.

"J LEAGUE WINNING ELEVEN 10 + EUROPE LEAGUE"

Game cinematic

Game distributor:
**KONAMI DIGITAL
ENTERTAINMENT CO**

Production:
**KONAMI DIGITAL
ENTERTAINMENT CO**
DIGITAL MEDIA LAB

Director:
GOH FUJITA

Animation:
DIGITAL MEDIA LAB
www.dml.co.jp

Soccer is different in Japan, and apparently a lot more exciting. This is the new "J League Winning Eleven 10" Playstation 2 cinematic animated by Digital Media Lab in Tokyo for Konami. Producer and CD Keisuke Toyoshima explains the intense and stylized visuals like this, "We tried to bring out the dynamic energy that this sport has with a fantastic theme, instead of expressing a realistic visual. For the stadium scene, we created 2D-like rendering, Japanimational animations and designed the overall visual in an eccentric way." Schedule: three months with a crew of 15.





For Digital Media Lab, Inc.

Producer: Toshiyuki Terada

Producer/CD: Keisuke Toyoshima

Director: Goh Fujita

Modeling/animation:

Kazue Tsukamoto, Kentarou

Nakamura, Makoto Kazamaki,

Masahito Honda, Saori Yoshimoto,

Masaki Ishii, Kaoru Naruse,

Satoshi Miyano, Satoshi Ichihara,

Hiromi Hayashi, Tsutomu

Nomoto, Hideyuki Usami, Tetsuya

Koremura, Haruhiko Honma

PM: Kunitaka sato

Toolkit:

XSI, 3ds Max, After Effects,

Photoshop, Illustrator

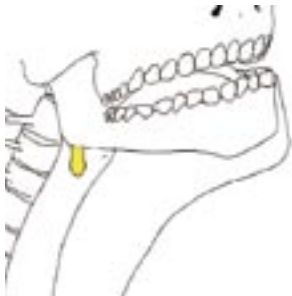
BLU “CHILD”, “FFWD”

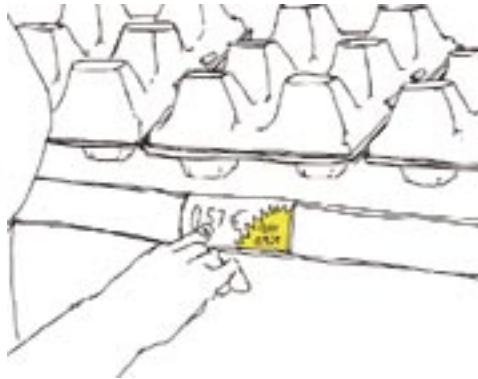
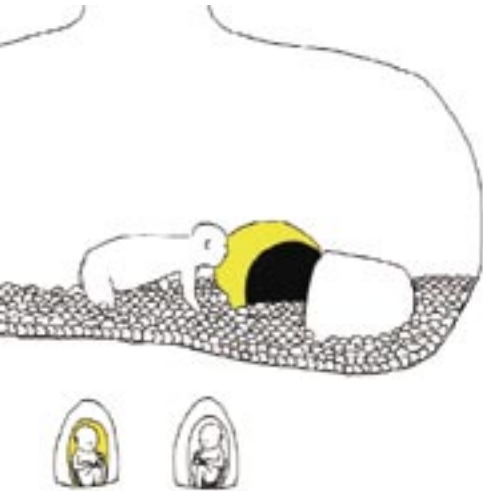
Short films x 2

www.blublu.org

Based in Bologna, Italy, Blu is probably best known for his unauthorized street art. While technically graffiti, these traffic-stopping murals go far beyond simple tagging often editorializing on ethnic, political or moral issues. He says all his art, including these two short films originate from drawings in his sketchbook which acts as a diary and an image database.

Writing in the third person, Blu offers this insight into his urban art process, “The actual project starts in front of the building, with size and load bearing elements of the wall, in an effort to identify





an impossible combination between painting and surrounding architecture. He avails himself of the most traditional and essential painting tools: brushes, paint roller, one color and black. The language originated from comics and cartoons, although it is best and provisionally epitomized by urban graffiti. The work remains on paper once the mural has disappeared, faded, or been destroyed together with its supporting frame. Inspiration stems from a need to create otherwise stifled by domestic walls, from the sheer pleasure of transforming ordinary and decaying places, showing how creativity may redevelop from urban degradation."





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