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Addiction is not a pretty word. But how else to explain the seven entries in this issue – including the opening, closing and bonus films – made without clients or substantial cash exchanges. All of them are officially "self-promotional" pieces, ostensibly produced to attract clients, employers or movie studios with means. It is a risky tactic that has worked only sporadically in the past but will no doubt continue as a growing pool of studios and students compete for meaningful attention and the revenue that comes with it.

But here is the truth about these seemingly industrious, motivated, self-starter types: they are sick. Sick like alcoholics are sick. All of them have rent, car, alimony, insurance or mortgage payments to make but choose instead to avoid real life and real work by drowning their sorrows in the warm and frivolous glow of pulsing pixels.

No, addiction is not a pretty word, but that is what it comes down to – an uncontrollable urge to create fun and beauty for no immediate financial gain. Ongoing research has not produced a cure but remedial accounting classes and time-share sales training retreats are said to provide some relief.

Our prayers are with them all.

Stephen Price Editor New York, May 2007 sp@stashmedia.tv stash 32.01

SAAB "BLACKBIRD" TVC :60 (spec)

Director: JOSEPH KOSINSKI

Production: ANONYMOUS CONTENT

Animation/VFX: SPEEDSHAPE, LOS ANGELES www.speedshape.com

The spark for this smooth and elegant spec spot was ignited during a trip to the LA Auto Show in December 2006 where director Joseph Kosinski spotted the Saab Aero X concept, "I knew immediately it was the car I wanted to use in the spot. I also wanted to do a branding spot rather than make it product-specific - no gimmicks, slogans, taglines, etc. Focus on mood rather than features, and try to provide a brief glimpse into the near future. The approach is more like a music video - a very simple, classic, open narrative, with focus on establishing a relationship between the car and the girl through a variety of visual metaphors, i.e. opening doors vs. folding legs, cutting between girl on her back and car upside down on the road. etc."









The silky and riveting final visuals belie three months of late nights and technical heavy lifting by the Venice. CA office of CG specialists Speedshape. VFX super Robert Nederhorst let's us in on some production secrets: "For all the 3D work we used 3ds Max and rendered with VRay. The VRay render engine chewed through 280 million polygons in the forest scene with over 1000 trees in it. Render times for that were manageable at 2 hours/frame at 960x540 with displacement, reflection, shadows, and pure HDRI lighting. Our entire shoot used a digital film pipeline with the Viper camera in FilmStream mode, Compositing was done in D2 Software's Nuke and we used Intel based Xeon workstations and AMD based Opteron render nodes. Additional Boxx hardware provided realtime HD playback and we used a Panasonic 50" 1080p plasma to QC our work."

Read extensive technical details at www.stashmedia.tv/32\_01.

Watch behind the Scenes on the DVD.

#### For Anonymous Content

EP: Jeff Baron HOP Sue Ellen Clair Head of sales: Michael DiGirolamo DP: Gary Waller Storyboards: Dwayne Turner

#### For Speedshape

VFX super: Robert Nederhorst Producer: Stephen Griffith CG super: Grea Tsidilas Compositing super: Marc Dominic Rienzo Previz: John Allardice Digital artist/videographer: Erick Schiele Digital artists: Nathan Millsap. Linden Vennard, Matt Fairclough Modeling: Jared Tripp, Justin Mijal VFX assistant: Hagen Gilbert Compositing assistant: Brady Doyle 3D tracking: Mike Orlando FP: Steve Reiss Managing director: Carl Seibert On set photography: Pamela Newlands

Music: remix of Nina Simone by Jeffery Kosinski

#### Toolkit

3ds Max, VRay, Scratch, PF Track, Photoshop, Terragen

stash 32.02

XBOX GUITAR HERO 2 "HERO" TVC :30

#### Agency: MCCANN WORLDGROUP, SAN FRANCISCO

Director: PETER CANDLELAND

#### Animation: PASSION PICTURES

www.passion-pictures.com

The good news was the board and visual references from the agency were very cool. The bad news was a project that needed 10-12 weeks of production time had to be done in four. "Pulling highquality traditional 2D animation. rich painterly backgrounds, CG elements and VFX, and complex compositing into a coherent and good looking film in such a short time was a challenge," admits Passion Pictures producer Anna Lord. "Delivering in HD 1920 x 1080 at 24fps also put a lot of extra pressure on machine time. We had to bring in extra air conditioning to stop the machine room from blowing up."







#### For McCann Worldgroup, San Francisco

CDs: Scott Duchon, Geoff Edwards Copy: Mat Bunnell, Rick Herrera AD: Nate Able Producer: Hannah Murray

For Passion Pictures Producer: Anna Lord EPs: Hugo Sands, Michael Adamo

For Machine Head Sound Design: Stephen Dewey

Music: "Woman" by Wolfmother

#### Toolkit

Toonz, Photoshop, XSI, Mirage, After Effects, Final Cut Pro, pencils, paper

#### GATORADE "WHAT'S INSIDE" TVC :60

#### Agency: DOWTOWN PARTNERS DDB

#### Directors: GRADY HALL, MATHEW CULLEN

#### Production/animation MOTION THEORY

www.motiontheory.com

VFX: 1.1 VFX www.1pt1.com

To leverage Gatorade's endorsement deal with Pittsburgh Penguin phenom Sidney Crosby in Canada, Toronto agency Downtown Partners DDB and Motion Theory take us inside the young Canadian's head to see what goes on just before a goal. The surreal result (a combination of 3-D and 2-D animation, in-camera effects and software written for the project) is crammed with guick and twisted references to hockey and Crosby's personal life: e.g. the scene of him battling household appliances on spider legs is a reference to his childhood habit of firing hockey pucks at the family dryer. Post schedule: four months with a crew of 25.



#### For Downtown Partners/DDB

CD: Dan Pawych AD: Linda Carte Copy: Shelly Dwyer Producer: Laurie Maxwell

#### For Motion Theory

Directors: Mathew Cullen, Grady Hall DP: Mark LaLiberté-Else Producer: Anna Joseph EP: Javier Jimenez ADs: Mark Kudsi, John Fan VFX super: Vi Nguyen VFX producer: Matt Winkel Programming : Josh Nimoy

3D animators: Chris Clyne, Tom Bruno, Danny Zobrist, Kyle Cassidy, Helen Choi, Josh Cortopassi, Hao Cui, Jesse Franklin, Grace Lee, Ruel Smith, Keith Yakouboff, Kai Boyard Designers/2D animators: John Fan, Mark Kudsi, Jake Sargeant, Mike Slane, Krystal Chinn, Christian De Castro, Chad Howitt, Evan Parsons Concept artists: Warren Fu. Derick Tsai, Francis Tsai Editor: Jason Webb Assistant editor: Josh Basche Editorial producer: James Taylor

#### For 1.1 VFX

Lead compositor: Danny Yoon Additional compositing: Matt Motal, Kevin Prendiville

#### Toolkit

Maya, Shake, Flame

stash 32.04

"COLIN MCRAE DIRT" Game trailer

#### Game developer: CODEMASTERS

Director: WIEK LUIJKEN

#### Animation: AXIS ANIMATION

www.axisanimation.com

The assignment on this project, savs Axis EP Richard Scott, was to distinguish the trailer for Colin McRae Dirt from the many other driving and off-road promotional clips in the games world. "The trailer needed to illustrate to consumers the main features of the new title, which are a variety of racing styles, extensive car damage, detailed car interiors and amazing realism including visual effects. It also needed to induce high levels of emotion from the viewer and explain how the franchise has progressed since the last Colin McRae Rally game." Schedule:14 weeks.

#### **For Codemasters**

Brand manager: Guy Pearce



#### For Axis Animation

Producer: Paula Lacerda EP: Richard Scott Production coordinator: Jo Shaw Technical director: Nic Pliatsikas Lead artist: Sergio Caires **Toolkit** 

Maya, Houdini, Modo, Combustion, Final Cut Pro



#### For Biscuit Filmworks

DOP: Bryan Newman EPs: Shawn Lacy Tessaro, Eric Stern Line producer: Karen O'Brien Production designer: Janet Nelson

Toolkit Flame ALTOIDS "AUSTRALIAN DOUBLE BACK", "BLOW HOLE BOB" TVCs :30 x 2

Agency: LEO BURNETT, CHICAGO

Director: TIM GODSALL

Production: BISCUIT FILMWORKS

VFX: ANIMAL LOGIC www.animallogic.com

Sydney's Animal Logic help pump up the comedy on these spots for Biscuit director Tim Godsall who, in a rare personal moment, reveals, "I was just so happy for the actors, to be honest. There aren't a lot of good roles out there for people with blowholes in the back of their necks or with bananas for hands. So when an opportunity like this comes along it's gratifying. And the dog was such a cool dog... I ended up keeping him."

#### For Leo Burnett, Chicago

AD: Reed Collins Copy: Bob Winter Producer: Ray Swift AIR ACTION VIGORSOL Viral and TVC :30

Agency: BBH LONDON

Director: BEN DAWKINS

Production: STINK

Animation: MOVING PICTURE COMPANY www.moving-picture.com

This spot raises a lot of questions (mostly about the ingredients of these Italian mints and the digestive abilities of forest rodents) but there is also the problem of how to recreate the director's illustrative visual reference in 3D animation. The answer, according to Jake Mengers, MPC 3D lead, was lots of tests. "We discovered if we used after effects plug-ins. such as edge detects, median blurs, and artistic effects to treat 3D passes we could get the illustrative look in the final comp. We combined this with further 3D passes composited in Shake to build up the look we wanted."

Read more detailed tech notes at www.stashmedia.tv/32 06.

Watch Benind the Scenes on the DVD.







For BBH London CDs: Verity Fenner, Claudia Southgate Producer: Olly Chapman

For Stink EP: Blake Powell Producer: Sophie Kluman

For Moving Picture Company

Editor: Alex Holden VFX super: Jake Mengers Post producer: Sophie Gunn 3D team: Jorge Montiel, Duncan MoWilliam, Andreas Graichen, Will Broadbent, Ali Dixon, Tony Thorne Matte painters: Henrik Holmberg, James Bailey Shake compositors: Becky Porter, James Russel, Kim Stevenson FX artist: Ashley Tyas

**Toolkit** Maya, Flame, Shake

#### For Adidas International

SVP BMC: Eric Liedtke VP GMC: Chris Kyle Communication managers: Kieran Riley, Andrew Lux

#### For 180 Amsterdam

Directors/CDs: Sean Thompson Dean Maryon ECDs: Richard Bullock, Andy Fackrell EP: Tony Stearns Producer: Kate Morrison

#### For TBWA Worldwide

CCO: Lee Clow CD: Joe Kayser Copy: Crocket Jeffers AD: Andy Nordfors

#### **For Passion Pictures**

Supervising animation director: Dan Sumich Doc live action director: Dan Gordon EPs: Michael Adamo, Hugo Sands Animation producer: Erika Forzy Assitant animation producer: Debbie Crosscup Head of CG: Jason Nicholas Compositors: Lee Gingold, Ray Lewis, Niamh Lines, Neil Riley, Ed Salkeld 2D animation PCs: Dave Burns, Jennifer Coatsworth Animators: Rikke Asbjoern, Tom Gravestock, Kristian Hammerstad, Jerry Fordher Tim Snapher, John



Robertson, Pete Candeland, Yu Sato, Dave Burns, John Williams, Stephane Coedel, Wip Vernooij, Dave Lea, John Taylor, Fim Sanpher, Steve Irwin, Rikke Asbjoern, Tim Webb

For Grand Central Studios Mixer: Gary Turnbull

#### Toolkit

Combustion, After Effects, Flash, Final Cut Pro



#### ADIDAS "IMPOSSIBLE IS NOTHING" 2007 Cinema and TVCs x 4

Agencies: 180 AMSTERDAM, TBWA WORLWIDE

#### Directors: DEAN MARYON, SEAN THOMPSON

#### Animation/design: PASSION PICTURES

Starting with artwork and narratives supplied by outstanding athletes, Passion Pictures shot and animated a series of 30 inspirational tales built on how those athletes survived the toughest moments in their careers. The key to making it all work, says Dean Maryon, CD/director at 180 Amsterdam, "was focusing on the athlete's personal journey, allowing them to feel comfortable so they could have an intimate and direct conversation with the audience." The campaign was in production for more than a year and included TVCs, documentaries, original artwork, online, digital, posters, gallery exhibitions and clothing.

Read more detailed notes and the full credit list at www.stashmedia.tv/32\_07.

#### stash 32.08

NICKTOONS "REFACE" Cinema promo

#### Client: NICKELODEON

Director: STEVE SMALL

#### Animation: STUDIO AKA

www.studioaka.com

Nicktoons on-air presence gets a pungent punch-up from director Steve Small and the various bodily expulsions of four new characters designed and animated by Studio AKA in London: Rooftop, a ninefoot moose; Spoon, a hyperactive kid; Beat, a mouse and a brain named Colin. The CGI and live action series includes thirty-four IDs running between five and fifteen seconds each plus this 30 second cinema promo.

#### For Nickelodeon

CD: Peter Drake Producer: Tracey Cleland AD: Akin Akinsiku









For Studio AKA Producer: Sharon Titmarsh Animation: Dave Antrobus, Perrine Marais, Boris Kossmehl, Fabienne Rivory, Mic Graves Primary model builder: Matt Morris CG: Markus Lauterbach, Will Eagar, Fabrice Altman Technical consultant: Fabrice Altman Production assistant: Cat Scott After Effects compositing: Nic Gill

Toolkit After Effects, Maya





#### TCM "UNDERGROUND" Broadcast IDs

#### Client: TURNER CLASSIC MOVIES

#### Director: FREESTYLE COLLECTIVE

#### Animation: **FREESTYLE COLLECTIVE** www.freestylecollective.com

Any late night movie showcase of campy over-the-top horror hosted

by Rob Zombie (including Ed Wood's Bride Of The Monster and George Romero's The Crazies) needs appropriately twisted packaging. Freestyle Collective's solution was to script and animate these little narratives with a certain retro-stained gleeful weirdness. "We wanted to create a series of shorts that had a sense of humor and didn't rely on any filter bells and whistles," says Freestyle CD Victor Newman, "So, we had the design team step away from the Macs, pull out paper and pencil and create images that were raw and very compelling."

#### Watch Behind the Scenes on the DVD.

#### For Turner Classic Movies SVP: Shannon Davis-Forsyth

#### For Freestyle Collective

EP: Elizabeth Kiehner CD: Victor Newman Designer/lead animator: Mark Bellncula Designer: Keng-Ming Liu Illustrator/animator: Devin Clark

#### MTV MOBBED Show package and short films

Client: MTV ASIA

Director: FONS SCHIEDON

Production: FONZTEEVEE

Animation. **BIRDO STUDIO** www.birdo.com.br

MTV Mobbed is a multi-media initiative encompassing content for a TV show, mobile phones. website and events all tied together by a group dysfunctional characters called the MobSquad. "The brief from MTV was to create a strong distinctive characterdriven identity for the project." reveals Amsterdam illustrator/ director Fons Schiedon, "Mobbed itself being a container for a wide range of subject matter, it was the MobSquad group that was to be the beating heart - a central identity and an emotional link to the users."

Read more from the director at www.stashmedia.tv/32 10.



For MTV Asia Commissioning director:

#### For Fonzteevee

Director: Fons Schiedon Sound design/music: Bram Meindersma Additional animation/editing/ compositing: Fons Schiedon Live action production: Janneke van de Kerkhof Set buddy: Amir Admoni

#### For Birdo Studio

Animators: Luciana Equti, Paulo Muppet Assistant animators: Ana Paula Indalêncio, Bruna Brito, Tatiane Araújo, Ana Rocha, Gustavo Teixeira, Rafael Gallardo

#### Toolkit

Illustrator, Flash, After Effects, Premiere Pro, MSN Messenger

"DIE LUDOLF" Broadcast design

DIIENT: DMAX Director:

TOMAS DIEGUEZ

Animation: PUNGA VISUAL CONSORCIO

Die Ludolf is a weekly TV docusoap following four rural, carobsessed German brothers. With no footage of the cast to work with, Buenos Aires studio Punga had to intro Peter the brain, Manny the tinkerer, Uwe the womanizer, and Gunter the poker face in 23 seconds with graphics alone. Schedule: four weeks.

For DMAX Producer: Bruce Meier

#### For Punga

Director: Tomas Dieguez EP: Patricio Verdi Art Director: Maria Pia Castro de la Torre Animators: Fernan Graziano, Camilo Barria-Royer Producer: Irina Sbaglia

**Toolkit** Illustrator, After Effects





#### "PURPLE AND BROWN" Broadcast interstitials

#### Client: NICKELODEON UK

Director: RICH WEBBER

#### Animation: AARDMAN

www.aardman.com

Two of a series of stop motion interstitials – aired by Nickelodeon in the UK and Nick Toons in the US – which won the 2006 Children's BAFTA for Short Film. "Purple and Brown first came about from another idea I had for a flatulent acrobatic team," recalls Aardman director Rich Webber. "At the same time we were approached by a comedian who wanted to incorporate some animated characters into his TV show. So a two-minute piece was written to fit his show, a pilot was shot, and Purple and Brown were born!" Schedule: 10 months from script to delivery with eight weeks of shooting.



For Nickelodeon EP: Howard Litton

#### For Aardman

Writer/director: Rich Webber Animator: Darren Thomson Model-makers: Lee Tetzner, Alexis Hoskins, Lorna Cashmore Storyboard artist: Joe Wood Sound editors: Will Norie, Sean Richards Foley artist: Richard Hinton DOP: Mark Charberlain Camera assist: Suzi Little Floor manager: Kev Harwood Music: Mark Thomas VFX: Bram Ttwheam, Tom Lord Sound mixer: Chris Domaille Online editor: Franz Ketterer EP: Milles Bullough, David Sproxton, Peter Lord Producer: Helen Argo Series producer: Jacqueline White

#### Toolkit

Final Cut Pro

#### For Hornet

Creator/director: Clav Weiner Writers: Clav Weiner, Kerry Keenan EP: Michael Feder Producers: Danielle Amaral Hana Shimizu Animation director: Nicholas Weigel Editors: Moss Levenson Anita Chao DP: Ignacio Avestaran Storyboards: Nicholas Weigel. Achiu So, Charlie Canfield Lead TDs: Allan Gersten. David Lobser TDs: Yuli Lao, Stanley Ilin, Yarron Canetti, David Fedele, Ignaciao Avestaran Animators: Nicholas Weigel, Henning Koscy, Sean Curran, Carlos Sandoval, Rvan Gong

Sound Design: Amber Music Original Music: Mario Grigorov / Siblings

Toolkit Maya



MTV IMMATURITY.TV Virals and Broadcast promos

Client: MTV NETWORKS

Agency: WDDG

Director: CLAY WEINER

Animation: HORNET INC. www.hornetinc.com

Aiming for a look somewhere between Claymation and vinyl toys, Hornet transforms creator/director Clay Weiner's character sketches into 3D for the launch of Puberty – MTV's newest challenge to good taste and intelligence. The website (www.immaturity.tv) and viral games launched simultaneously with TV spots and mobile episodes earlier this year. Beyond being a brand campaign for MTV, Puberty is also MTV's first adventure in creating original mobile content.

Read more detailed notes at www.stashmedia.tv/32\_13.

## MAKES THE PICTURE

## stephen arnold music

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WWW.STEPHENARNOLOMUSIC.COM

#### ESPN NASCAR "NASCAR NOW", "COUNTDOWN", "RACE" Broadcast opens x 3

Client: ESPN

Director: Animation/VFX: THE SYNDICATE www.syndicate.ty

Big loud action opens for one of the world's biggest loudest spectator events – and ESPN's newest sports franchise. All three spots were produced in their entirety – from concept through live action, visual effects, motion graphics, logo design, telecine and digital delivery – by design and prodco The Syndicate. Gaining ESPNs trust on a previous job for the Monday Night Football package, the LA studio was granted complete creative freedom on this project.

### Read extensive creative and technical details at www.stashmedia.tv/32\_14.

#### For ESPN

VP creative services/studio directing: Rick Paiva Sr CD: Noubar Stone CD: Chris Mantzaris SVP business operations: Jeff Siegel

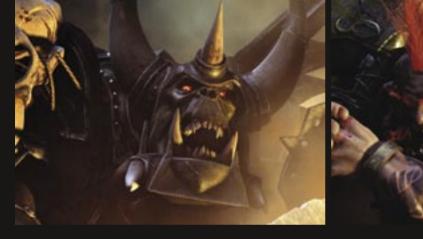


#### For The Syndicate

MD: Kenny Solomon Producers: Richard Mann, Nicola Wiseman Design producer: Melissa Blakey Flame: Les Umberger, Kevin Prendiville, Mike Eck, Todd Hemsley VFX super: Luke McDonald Digital super: Danny Braet VFX coordinator: Magdalena Wolf CG: Josh McGuire, Minory Sasaki, Adrian Van Der Park, Anthony Vu, Bruce Branit, Eddie Robinson, Paul Ghezzo, Steve Graves, Trevor Harder, Trevor Peirce Roto: Alana Aranki, Tim LeDoux Compositors: Tim LeDoux, Josh LaCross Digital environments: Vlad Bina Animators: Chris Lopez, Anthony Honn, Eric Keller, Grant Okita, Geoff Mark, Oliver Arnold, Paul Parker, Roy Cullen

#### Toolkit

LightWave, 3ds Max, Maya, Massive, Modo, Cinema 4D, Photoshop, After Effects, Fusion, Flame



#### For Blur

FP/CD: Tim Miller CG super: Jerome Deniean Animation supers: Marlon Nowe, Leo Santos FX super: Kirby Miller Producer: Gayle Reznik Lavout/animatic: David Nibbelin. Leo Santos Sound design/mix: Gary Zacuto Music score: Rob Cairns Character modeling: Jerome Denjean, Sze Jones, Ian Joyner, Alex Litchinko BG/prop modeling: Corey Butler, Luis Calero, Zack Cork, Jerome Denjean, Kris Kaufman, lain Morton. David Stinnett.

Daniel Trbovic, Tim Wallace Rigging: Steve Guevara, Mattias Jervill Malcolm Thomas-Gustav August Wartenberg Hair/cloth simulation: Jon Jordon. Malcolm Thomas-Gustave Animation: Jeff Fowler. Marlon Nowe, Ruel Pascual, Jacob Patrick, Davy Sabbe, Leo Santos, Jason Taylor, Dave Vallone, August Wartenberg, Jeff Weisend, Jeff Wilson, Onur Yeldan Lighting/compositing: Jerome Denjean, Dan Knight, Iain Morton, Brandon Riza FX: Sam Khorshid, Kirby Miller, Brandon Riza

CG character tech super: Jon Jordan Character modeling QC super: Sze Jones Mocap: Ryan Girard Concept design: Hugo Martin. Sean McNally, Chuck Wojtkiewicz Mocap talent: Steve Gibbons. Christopher Hicks, Scotty Nguyen Choreographers: Patrick Nguyen, Derron Ross, Ania Zalewski Sound supers: Tim Miller. David Nibbelin, Leo Santos Sound design/mix: Gary Zacuto Music Score: Rob Cairns Voice over: Tim Miller, Gavle Reznik, Chuck Wojtkiewicz

WARHAMMER AGE OF RECKONING "WARHAMMER FANTASY" Game trailer

Game developer: MYTHIC ENTERTAINMENT ELECTRONIC ARTS

CD: TIM MILLER

Animation: BLUR

Blur expands the world they created in *Warhammer: 40,000 Dawn of War* (Stash 04) with this trailer that injects a brief but muchneeded jolt of humor into the genre. Blur cofounder/CD Jennifer Miller says a major challenge was staying true to the highly intricate designs of the game's universe, "Animating a Black Orc with tons of bone shards, chain mail, daggers, ropes, animal sculls and other miscellaneous dangly sh#t is extremely challenging. But worth it." Schedule: five months.

#### Toolkit

3ds Max, Digital Fusion, XSI, Brazil, Premiere, Photoshop

FAITHLESS "MUSIC MATTERS" Music video

Record label: COLUMBIA RECORDS

Director: LUIS NIETO

Production: PARANOID US

Animation: MIKROS IMAGE LAB www.mikrosimage.fr

Colombia native Luis Nieto studied visual communication and worked as an art director for several agencies before moving to France where went back to school and shifted his focus to film direction. His inventive and shockingly hilarious student film Carlitopolis (www.carlitopolis.com), better known as the mouse in a box project, won him wide recognition and representation with Paranoid US. This new video for UK hip hop/dance group Faithless (who were not available for a shoot) was created in just seven days and five nights at Mikros Image Lab in Paris. According to Paranoid EP Claude Letessier, the brief from the label for the video was simply, "Make it cool".



For Paranoid US

EPs: Claude Letessier, Phillip Detchmendy Director: Luis Nieto

For Mikros Image Lab

President: Maurice Prost

#### Toolkit

After Effects





Audio mix: Amanda Beggs, Marcos Contreras Original score: Dan Deacon Narration: Greg LaZar Talent: Leocadie Collot, Try Hock, Danela Stafford, Jett Steiger Thanks: James Gladinan, Kirt, Wittie, Dave Moon

Toolkit Maya, After Effects, Sony Varicam



#### "THE LEMON TREE" Short film

#### Directors: WILL CAMPBELL, TUYET ANH VU

#### Animation: WILL CAMPBELL, TUYET ANH VU

The Lemon Tree was created by Will Campbell and Tuvet Anh Vu. during their time at the Savannah College of Art and Design. "The biggest creative challenge," recalls Campbell, "was balancing the stylistic appearance of the piece and its narrative impact." The film, built around the theme that perfection is individual and cannot be found or obtained through someone else, is a smooth and moody mix of live action shot against green screen, traditional rotoscoping, 3D and 2D. Schedule: Three months.

CDs: Will Campbell, Tuyet Anh Vu Writer/producer: Jett Steiger Cinematography: Eli Born Live action director: Liz Garner Assistant director: Zach LaPlant Grips: Ed Yonaitis, Matt Harfield Stylist: Ryan Campbell Additional modeling: Jennifer Wamberg, Spivey Lipsey

#### "LE GRAND CONTENT" Short film

#### Director: CLEMENS KOGLER, KARO SMITH

#### Animation: CLEMENS KOGLER, KARO SMITH

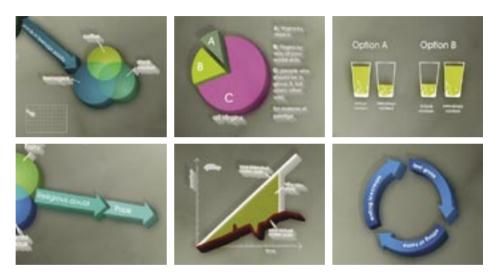
www.clemenskogler.net

From co-director Clemens Kogler: "Le Grand Content examines the omnipresent Powerpoint-culture in search for its philosophical potential. Intersections and diagrams are assembled to form a grand 'association-chainmassacre' which challenges itself to answer all questions of the universe and some more. Of course, it totally fails this assignment, but in its failure it still manages to produce some magical nuance and shades between the topics of death, cable TV. emotions and hamsters." Schedule: three weeks.

Narration: Andre Tschinder Music: Aphex Twin

#### Toolkit

After Effects and Illustrator





"ARGYLE BROTHERS" Self promo

Client: ARGYLE BROTHERS, LOS ANGELES

Design: YOHO HANG YUE

Animation: CRUSH INC. www.crushinc.com

In 2006. Shannon Stephaniuk of PR company Glossy Inc. in Toronto had an idea to help raise the profile of several clients at once. She started by giving this brief to designer/animator Yoho Yue of Crush in Toronto, "Do something cool with wrestlers. End with the Argyle Brothers logo." (the Argyle Brothers is director John Mastromanaco's prodco in LA). She then enlisted a third client, NY music company Hired Goons, to do the track. The result is a blast of slammin' graphic fun and Stash is pleased to bring you the world premiere. Schedule: six weeks

#### For Crush Inc.

Graphic artist: Yoho Hang Yue

For Hired Goons Music Music: Jeff Derringer

Toolkit After Effects, Mac stash 32.20

IDEAZON Virals x 5

Agency: JOHN ST., TORONTO Director: ALEX WITTHOLZ Animation:

#### HELIOS DESIGN LABS www.heliozilla.com

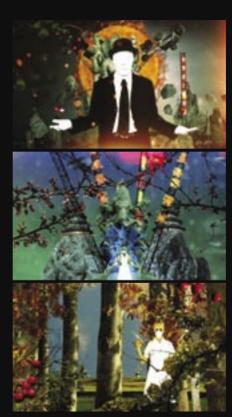
Toronto design and animation studio Helios obviously had a lot of fun creating these virals, but director Alex Wittholz admits there was one hiccup: "We'd never done traditional animation before, so there was a bit of a learning curve for the first few weeks." The loose and gritty style of animation was chosen by John St. agency creatives to contrast with the category's usual diet of slick 3D game-footage ads, "The hard part," continues Wittholz, "was figuring out things like: 'What would it look like if you doused a guy on fire with a jug of acid?' and then drawing it." Schedule: Originally two months, expanded to five

For John St. Producer: Dale Giffen CDs: Gerald Kugler, Donald Vann

#### For Helios Design Labs

Lead animator: Marcus Fryia Producer: Richard Switzer Ink/wash: Felix Wittholz, Marc Panozzo Compositing: Marc Panozzo Editor: Alex Wittholz

Toolkit After Effects, Final Cut Pro



#### LABORATORY NOISE "YOU CREATED A STORM" Music video

Record label: RECURRING ACCIDENT

Director: JON YEO

#### Animation/design: JON YEO www.jonyeo.tv

UK director/animator Jon Yeo garnered a lot of attention in 2006 for his short Beauty is the Promise of Happiness (Stash 26). He savs this new video for UK band Laboratory Noise is a sister project to Happiness extending many of that film's dystopian themes and visuals with a little pharmaceutical fun tossed in for good measure. After a two day shoot. Yeo completed the project in six weeks squeezed from spare time between paying gigs but admits, "Another couple of weeks would have been good."

The labyrinthine narrative, dense symbolism and extensive visual references are explained by the director here: www.stashmedia.tv/31\_21.

Director/writer/designer/animator: Jon Yeo Nurse: Maria Sandstrom Man: Jon Yeo Special thanks: Maria Sandstrom, Cameron Poole, David Poole, Craig Marsh, Sten Sheperd, Oscar Wright, Rachael Dudley

#### Toolkit

After Effects, Photoshop, Carrara Pro, Poser, iMovie HD, Sony Z1 HDV camera TARGET "MARBLES", "REVOLUTION" Outdoor branded films x 4

Agency: CATALYST STUDIOS

Director: TRONIC

#### Design/animation: TRONIC

www.tronicstudio.com

To fully appreciate these films you need to understand the venue where they are installed. Victory Park is a retail/residential/hotel/ office development in Dallas, TX. and one of the largest outdoor media installations in the world. The video assets include eight movable 15x26-foot LED screens mounted on rails facing each other across the 60-foot wide Victory Plaza. This gave Tronic the opportunity to choreograph the movement of the screens and connect it to the content of the films. "We found interesting ways to have the actual marbles play against the physical borders of the moving screens," says CD Jesse Seppi. "Sometimes the screens play identical footage, at other times they go into the 'full mode' where what happens on the east and west screens is different but is narratively connected."



For Target

Creative manager: Ron Anderson Producer: Barth Ward

For Catalyst Studios

CD: Shannon Pettini Producer: Betsy Treinen

#### For Tronic

CD: Jesse Seppi AD: Vivian Rosethal Producer: Toby Sowers Music: Statique Sound, Modern Music, Martell Sound

#### Toolkit

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

Read extensive creative and production notes at www.stashmedia.tv/32\_22.



#### For Asylum

VFX super: Mitch Drain VEX EP. Michael Pardee Sr producer: Stephanie Gilgar Associate VFX producer: Rvan Meredith Comp super: Robert Moggach CG super: Sean Faden Lead 3D animator: Matt Hackett 3D lighting lead: Denis Gauthier Smoke: Adam Frazier. Scott Johnson 3D tracking: Michael Lori. Mark Lipsmeyer, Eddie Offerman, Devin Fairbarn Dynamic FX lead: Jeff Willette FX setup lead: Dan Smiczek FX animator: Greg Duda 3D liahtina: Nick Ilivin 3D animator: Jack geckler 3D modelers: Grea Stuhl, Ann Sidenblad, Chad Fehmie, Toshiro Sakimaki Rigging: Kevin Culhane Textures/matte painting: John Hart, Eric Mattson, Tim Clark, Shannan Burkley Character animation: Mike Warner Roto/paint: Elissa Bello, Stephen Edwards, Deke Kincaid, Zac Chowdhury, Etienne Andlau, James Lee, Laura Murillo, Huey Caroll







#### PROPEL "STRESS MONSTER" TVC :60

Agency: ELEMENT 79

Director: BAKER SMITH

#### Production: HARVEST FILMS

Animation/VFX: ASYLUM www.asylumfx.com

Asylum pushes forward the recently popular 3D-junk-runamok-in-the-city sub-genre with this kinetic spot lensed in San Francisco's financial district. Working with the brief, "Create a CG monster made of a multitude of stressful items," the LA studio worked for two months to create the Stress Monster. a conglomeration of spouses, bosses, screaming babies, washing machines, computers, taxis, telephones, construction workers, meter maids, stock tickers etc. Post schedule: two months.

#### For Element 79

Producer: Tom Cronin CDs/ADs: Doug Behm, Jon Flannery Writer: Ron D'Innocenzo HALSINGIN SANOMAT "SARDINES", "SIBLINGS", "GAS STATION" TVCs :30 x 3

Agency: HASAN & PARTNERS

Director: VELLU VALLA

Production: ALSO STARRING

Animation: FAKE GRAPHICS

www.fakegraphics.com

An image campaign for Finland's largest newspaper Helsingin Sanomat based on the illustrations of Paris-based freelance illustrator and Finnish ex-pat Kustaa Saksi. Fake production coordinator Mija Länsimäki savs the main challenge was to find a natural way of animating the illustrations. "Saksi's style includes a lot of organic forms such as waves and surges that don't really have one unambiguous way of moving. While some animations were done in 3D and with particles we still wanted to make sure not to lose the naive feel or make things look too technical. The purpose of the campaign was to celebrate curiosity. As long as you're interested in things, life is never boring."



TUULETA MIELTASI SUKELLA SYVEMMÄLLE TOPELLISUUTEEN

> For Hasan & Partners CDs: Ale Lauraeus, Mick Scheinin

For Also Starring Director: Vellu Valla Producer: Johannes Lassila

For Fake Graphics Illustrator: Kustaa Saksi Music/Sound Design: <u>Humina</u>

Toolkit After Effects, Fusion, Combustion

#### For Psyop

CDs: Marie Hyon, Marco Spier Directors: Pakorn Bupphavesa, Haejin Cho Designer: Haejin Cho Producer: Lucia Grillo TD: Christian Bach CG artists: Alvin Bae, Laurent Barthelemy, Gerald Ding, Gonzalo Escudero, Jungeun Kim, Paul Liaw, Kris Rivel, Jacob Slutsky, Melanie Tonkin, Young Woong Flame: Eben Mears, Jaime Aguirre Editor: Brett Goldberg Assistant producer: James Bolenbaugh

#### Toolkit

Photoshop, Illustrator, XSI, Flame





#### MASTERCARD "JUST A LITTLE PIECE OF PLASTIC" TVC :30

Agency: MCCANN ERICKSON

Directors: PARKORN BUPPHAVESA, HAEJIN CHO

#### Animation: PSYOP

www.psyop.tv

"The design and animation of this spot stems from the MasterCard itself stretching, forming and communicating the ideas to the viewer. Working with the agency, we identified key moments that wanted to be illustrated throughout the spot. The challenge was to use the characteristics of the plastic card to connect the key ideas together into a visually coherent and emotionally resonant spot. This seemingly simple brief became a fascination iourney balancing the material benefits of the card with our emotional connection to the objects, places, and moments that make up the 'priceless' tapestry that is modern life."

#### TRANS AM "TESCO V. SAINSBURYS" Music video

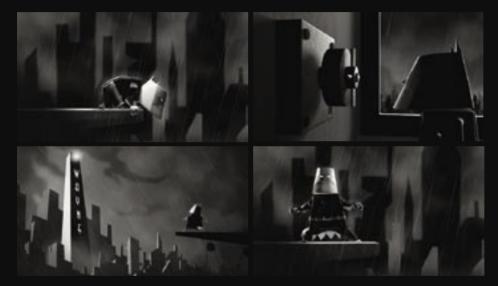
Record label: THRILL JOCKEY RECORDS

Director: LUNG

#### Animation: LUNG

London director Chris Harris, aka LUNG, says he didn't want this promo for US trio Trans Am to be obviously recognizable as a music video. "I wanted the final product to be something you could stop anywhere and take a frame and it could stand up as an interesting image. The idea was to offset Trans Am's aggressive track with a series of relentless four second segments, with no obvious style links and the concept coming from the continuation, i.e. the object enters left side and exits right, to form a barrage of ill eve assault. As the track is pretty relentless in its linear style. I wanted to create rules linking the visual to the audio in concept alone, not stylistically. I had the flu while I did it. I make no apologies, I think it helped." Schedule: one week, plus a day for editina.





#### "HELP ME!" Short film

#### Director: ISAAK FERNÁNDEZ RODRÍGUEZ

#### Animator: ISAAK FERNÁNDEZ RODRÍGUEZ

www.isaakfernandez.com

Spanish animator Isaak Fernández Rodríguez - who cites Tim Burton, Bruce Timm, and Christopher Nolan Batman interpretations as influences - started sketching ideas for this film three years ago as an exercise to hone his character animation skills and build his reel. He says the project has since taken on a life of it's own and now demands sequels: "I want to do more chapters, because this ending leaves many guestions for the audience, it's very open ended...maybe about 10 chapters will be the total, but I don't really know exactly."

Director/animator/writer: Isaak Fernández Rodríguez

#### Toolkit

Maya, Photoshop, After Effects

stash 32.28

"A GENTLEMAN'S DUEL" Short film

#### Directors: FRANSCISO RUIZ, SEAN MCNALLY

Animation: BLUR www.blur.com

Somewhere in the grand ledger where animation studios are sorted, grouped, and otherwise stuffed into categories, Blur Studios occupies it's own column. But it's hard to put a heading on that column because the 80+ members of the Venice, CA. studio produce such a diverse body of work. Visually agressive game cinematics, commercials, feature film trailers and titles, and broadcast design are all created with a confidence that declares a rabid joy in solving both the creative and technical challenges of the work.

But underneath the large and varied paying gigs there is always an in-house project bubbling away. Invariably both the visuals and narratives of these films are ambitious. And almost as invariably they are short-listed or nominated for Academy Awards.



Stash has been a fan of Blur's personal storytelling experiments since *Rockfish* was featured on Stash 01. *Gopher Broke* followed on the cover of Stash 04 and *In the Rough* appeared on Stash 05.

Their latest short, A Gentlemen's Duel, is a steampunk inspired tale knocking over audiences at festivals and generating talks with several Hollywood studios interested in developing the film into a feature. Jennifer Miller, Blur cofounder and CD answers some of our questions...

## So why spend all the time and resources on projects that don't pay the bills?

These short films are opportunities to experiment with production pipeline processes, R&D unique aesthetic approaches to CG, and strengthen our team of artists. But most importantly, we love to stretch our wings in the storytelling arena and develop strong characters that we care about.

#### What was the main creative challenge of this film?

Striking the right balance between humor and action. We wanted to create a short that would please the fans of slammin' giant robot action as well as fans of slapstick humor. Finding the right balance was the toughest nut to crack.



#### **Technical challenges?**

This was the first project we incorporated Softimage XSI into our animation pipeline. We'd been using 3ds Max for 11 years solid.

#### Schedule and crew?

A very small skeletal crew worked on this film for over a year in between commercials, cinematics and effects work. Then we really went into full swing and produced the final over a six-month period.

#### What did this project teach you about film making?

That if there's ever a story issue we can't resolve or the film hits a slow patch – just throw a pair of huge tits up on the screen and shake 'em around. I guarantee most of the audience will be so distracted they'll overlook any pesky weakness in the film."



#### For Blur

EP/co-writer: Tim Miller Writers/directors: Fransciso Ruiz, Sean McNally Co-writer: Jeff Fowler Animation supers: Jean-Dominique Fievet, Jason Taylor CG super: Sebastien Chort Character modeling super: Laurent Pierlot FX super: Kirby Miller Producer: Al Shier And many more talented CG artists **Toolkit** 3ds Max, Digital Fusion, XSI, Brazil, Premiere, Photoshop

#### stashBONUS FILMS

#### "FIELD TRIP" Self promo short films

#### Director: IMPACTIST Animation/design: IMPACTST

www.impactist.com

Field Trip is an autobiographical series of motion and audio work recreated from the grade school experiences of Kelly Meador and Daniel Elwing a.k.a. Portland, OR, directing duo Impactist, Meador comes from a family deeply involved in education and Elwing previously taught in the public school system. "Take yourself back to those years when a field trip felt like a vacation. The sweet candy shell of the field trip obscures the true contextual learning intent of the event. These short projects reflect back on those excursions with focus on isolated moments. Like these outings, the techniques employed in the creation of the series are as varied as the day's lesson and classroom syllabus."

#### Read more from Impactist at www.stashmedia.tv/32\_31.

Watch Behind the Scenes on the DVD.













#### For Impactist

Directors/designers/animators: Kelly Meador, Daniel Elwing

#### Toolkit

After Effects, Illustrator, Photoshop, Final Cut, Reason, scanner, digital and 35mm still cameras, 24p and super 8 motion cameras, paper, pens, pencils, erasers, paint, wood, saws, GPS, textbooks, tide charts

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