# stash MUSIC VIDEOS

#### STASH MEDIA INC

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# stash MUSIC VIDEOS

It was too tough for me to choose only 36 music videos from the Stash archive and compile them into this 2nd collection, so I did what any editor would do. I opened it up to let the best of the best videos fight it out for victory in a totally gnarly, steel cage grudge match.

Of course bets were placed on popular champions such as Kanye West's "Welcome to Heartbreak", Radiohead's "House of Cards", and The Chemical Brothers' "The Salmon Dance," but this year saw maniacal young bloods enter the ring with Flairs "Better Than Prince", LeLe "Breakfast" and Wild Beasts "Brave Bulging Buoyant Clairvoyants". And don't forget the vicious comebacks of seasoned prize-fighters like Grace Jones with "Corporate Cannibal" and Paul McCartney with "222", proving they still have the music video moves to make it to the top of our list.

I know you'll enjoy this new collection, just watch out for the blood spatter.

Heather Grieve Managing Editor Toronto, May 2009 hg@stashmedia.tvv



stash 56.15

#### THE CRYSTAL METHOD FEAT. MATISYAHU "DROWN IN THE NOW" Music video 3:35

#### Label: TINY E RECORDS

#### Directors: ALEXANDRE MOORS. JESSICA BRILLHART

#### Animation/VFX: UVPHACTORY

www.uvphactorv.com

New York's UVPH boil down live action, 2D, and 3D ingredients into a snowy, surreal, hi-con world for The Crystal Method's collaboration with Hasidic Jewish rapper Matisvahu. The majority of the city, the storefronts, billboards, etc, were constructed using 2D cutouts and After Effects Live footage of Matisyahu was shot on greenscreen, treated to look like animation and looped to appear as though he were walking the streets of Brooklyn. The 3D robot infestation and water tanker were rendered though Toon Shade to achieve the Sin City-esque comic book aesthetic.



.



For Tiny E Records Management: 3 Artist Management FP. Sheira Rees-Davies

#### For UVPHACTORY Directors: Alexandre Moors. Jessica Brillhart Producer: Brian Welsh 3D lead: Sue Jang Compositing lead: John Stanch AD: Alexandre Moors Editing: Jessica Brillhart DOP: Brian O'Carroll 3D: Scott Sindorf, Ali Asghar, San Charoenchai, Ajit Menon 2D: Marco Valentin, Jason Salo TD: Damiian Saccio Prod coordinator: Lauren Simpson

#### Toolkit

Softimage, After Effects, Illustrator, Bridge, Photoshop, Final Cut

#### stash 49 10

WILD BEASTS **"BRAVE BULGING BUOYANT** CLAIRVOYANTS" Music Video

Record label: DOMINO Director: ONEINTHREE Production:

COLONEL BLIMP VFX:

ONEINTHREE www.oneinthree.tv

This music video, directed by UK promo specialists OneInThree. pioneers a mind-bending technique called the Droste Effect based on an uncompleted M.C. Escher lithograph called "Prentententoonstelling". It depicts a young man viewing a print on the wall of a gallery: a recursive illustration of himself standing in the same gallery viewing himself viewing the print and so on. spiraling inward to an unfinished blank space where Escher signed and mono-graphed the piece.

The Leiden University and the with 15,992 frames to process, University of California at Berkeley the crew borrowed and stole initiated a joint project to decode seven extra computers from the math of the drawing and attempted to develop a more satisfactory way of filling the hole



Josh Sommers translated the

MathMap was designed to

so OneInThree developed a

proprietary method to run

called MathMap.

1.080 computer hours, over 400 resulting formula into a program crashes and two terabytes of data spread across seven hard drives, the final compositing could be done. The resulting apply the effect to single images images were brought into After Effects, re-conformed and animated to zoom in time to the sequential frames. Unfortunately. beat. The transitions were then MathMap could only handle 40 hand animated and the stills frames before it would crash. So added into the mix.

The video was shot at 4K with the RED camera during a 12friends and colleagues to build hour, one-day shoot with a an impromptu render farm. After minimal crew. OneInThree edited

the promo in Final Cut Pro with the R3D proxy files to create an offline: then they added a five-second handle to the front and back of every shot, which meant they had over 10 minutes of footage to grade.

OneInThree then used the Final Cut Pro "XML to Crimson to Red Cine" workflow to conform the promo as 4K 10-bit DPXs (660 gigabytes worth) before it was graded in Baselight at The Mill. This was then output as a 4K tif sequence back to a hard drive so OneInThree could start the effects process.

#### For Domino

Commissioner: Bart Mcdonagh

#### For Colonel Blimp

Producer: Tamsin Glasson

#### For OneInThree

DOP: Dan Trapp 2nd unit DOP: Guy Stephens Stylist: Hannah Edwards Compositing: Abbie Stephens. Richard Holden

#### For The Mill

Telecine Operator: James Bamford Post producers: Lee Pavev. Catherine Short

SOCALLED "YOU ARE NEVER ALONE" Music video 3:36

#### Record Label: JDUB RECORDS, NEW YORK Director: BENJAMIN STEIGER LEVINE

Production/VFX: BSL PRODUCTIONS COLONEL BLIMP www.colonelblimp.com

Montreal director Benjamin Steiger Levine and his prodco BSL Productions go way beyond the call of duty and the low budget to create one of the most striking videos of 2007. BSL producer Patricia Boushel answers a few of our questions: What was the creative brief? "There were no instructions from the client. It was conceived by the director with the help of the artist" Creative challenges? "Finding the right rhythm and tone to fit Socalled's music, it being so eclectic." Technical challenges? "Everything. Doing it all for no money, but also tracking the eyes on the model head. It was all trial and error." Schedule: Four months of pre-production, two-day shoot, three months for post.





## For Radical Media

For BSL Productions

Director: Benjamin Steiger Levine

1st assistant camera: Sid Zanforlin

Nancy Hameder, Marie-Michelle

C.J. Goldman, Jonathan Lavallée

Scenic painter: Jessica Mensch

Raphael, Benjamin Steiger Levine

Camera-e-Motion: Delphine Saint-

Motion Control: Christian Buehler

Post: Antoine Wibaut, Paul

Marcoux, Jonathan Barro

Sound design: Simon Gervais

Producers: Patricia Boushel.

Beniamin Steiger Levine

DOP: Bobby Shore

Production design:

SpecialFX modeling:

Stop motion puppets:

Deschamps

Davna Gednev

Director: Chns Milk Producer: Anne Johnson EPs: Jennifer Heath, Frank Scherma DOP: Danny Hiele Prod designer: Zach Matthews Colorist: Dave Hussey/Co3 Editor: Livio Sanchez/Filmcore

#### For Gradient Effects

VFX super: I homas I annenberger VFX/CG super: Olcun Tan Producer: Maya Martinez Compositor/Flame: Simon Holden Lead modeler: Tom Curnan Look development/shader: Raphael Protti Modeling/textures: Gina Kim Rigging: Chris Christman Lighter: Alex Marin Animators: Randall Rose, Keith Sintay Blood simulations: Eric Ehemann Editor: Dylan Highsmith Coordinator: Ian Barbella

#### For Image Metrics

PM: Peter Busch Animator: Christian Brierley Lead animator: Cesar Bravo Lead rigger: Oleg Alexander Modeler: Tom Tran Tracker: Bryan Burger Assistant producer: Pampata Jutte For USC's Institute for Creative Technologies: Paul Debevec Woman: Aasha Davis Man: Jorma Taconne





#### Toolkit

Maya, RealFlow, mental ray, Flame, Image Metrics' proprietary facial animation solution stash 48.01

GNARLS BARKLEY "WHO'S GONNA SAVE MY SOUL" Music video 3:24

Label: DOWNTOWN/ATLANTIC RECORDS Director: CHRIS MILK

Production: RADICAL MEDIA

#### Animation/VFX: GRADIENT EFFECTS www.gradientfx.com

Director Chris Milk follows up his "Gone Baby Gone" video (Stash 27) with another CG-driven jawdropper for the Gnarls Barkley industrial complex. The heart was brought to bloody, beating life by Gradient Effects in LA using HDRI maps to match the lighting and motion capture of an actor for the body language. The 15 shots of Cee-Lo's lip-synch performance was provided by Image Metrics in Santa Monica using their proprietary image analysis technology. According to Milk, "The lips had to move like real human lips. We could not find any other technology that was able to achieve the level of exacting perfection I was asking for " stash 51.25

BECK "GAMMA RAY" Music video 2:56

Record label: INTERSCOPE Director: JESSE HOLZWORTH

Production: DAFT ARTS

Animation: EIGHT VFX www.eightvfx.cor

Making her music video directorial debut, fashion designer and collage artist Jesse Holzworth collaborates with Santa Monica's Eight VFX to amplify Beck's latest single into an eclectic visual cacophony. Holzworth says the parade of circus-like psychedelia was inspired by "bikers, Dennis Hopper's eyes, the American desert, rebellion, 60's counterculture, Mother Earth, Street Poets and the cosmos." The live action elements (including Chloe Sevigny in body paint) were all shot on green screen and combined with 2D designs created by Eight VFX.



#### For Daft Arts

Director: Jess Holzworth Producer: Paul Hahn DP: David Lanzenberg Special make-up: William Lemon

#### For Eight VFX

VFX super: Jean-Marc Demmer EP: Baptiste Andrieux Producer: Marsi Frey Lead motion designer: Amalia Luyet-McMahan VFX AD: Yann Mallard Senior compositor: Stefan Gaillot Compositor: Nicolas Cadorette Vigneau Motion designers: Joe Chiao, Shue Nakahara, Mathias Jourdes

**Toolkit** Illustrator, After Effects, Flame, Photoshop stash 43.08

THE NEW PORNOGRAPHERS "MYRIAD HARBOUR" Music video 3:57

Record label: LAST GANG RECORDS MATADOR/BEGGARS GROUP

Director: FLUORESCENT HILL

Production: REVOLVER FILMS

Animation: FLUORESCENT HILL www.fluorescenthill.com

According to Mark Lomond of Fluorescent Hill, the main challenge in creating the new music video for The New Pornographers was not with having only two hours to shoot a band of eight members, but how to feature them "without relying on conventional solutions". Combining rotoscoped elements with regular animation and digital cutouts. Lomond wanted to capture a look that was unique, would retain as much detail as possible and present each cut as its own poster or design piece. The video was completed in eight weeks with Lomond handling all

the compositing, fellow director Johanne St-Marie animating the lip sync and a skeleton crew of friends animating the miniature climbing figures.

#### For Fluorescent Hill

Directors: Mark Lomond, Johanne Ste-Marie

#### For Revolver Films Co. EP: Jannie McInnes

Toolkit Photoshop, After Effects



SANTOGOLD, JULIAN CASABLANCAS, N.E.R.D. "MY DRIVE-THRU" Music video 1:31

Client: CONVERSE

Agency: ANOMALY

Directors: MARIE HYON, MARCO SPIER

#### Production/Animation: PSYOP www.psyop.ty

Psvop co-directors Marie Hvon and Marco Spier: "On set we used a setup with three HD cameras shooting three different angles at the same time, so that we would have different camera angles to transition and switch perspectives. This also allowed us to be most efficient and flexible since time with our artists was precious and we didn't know what to expect. The roto artists then had to cut out each person, frame by frame in over 150 shots. Eeek, Even Jen. our producer, roto-ed a few shots. We then brought all of the paper doll performers' footage into a 3D program, our animators brought them to life and we carefully linked together the scenes to create a single connected camera



#### move. The scenes were then lit. For A

rendered and composited. All in CG. I believe there were about 9,580 paper dolls all together in the music video and it took 30 animators two months to complete the project."

#### For Converse

CMO: Geoff Cottril Head of international marketing: Chris Lindner VP marketing: Dennie Wendt Advertising manager: Scott Nelson

#### For Cornerstone

Co president: Jon Cohen Co president: Rob Stone Sr VP: Jeff Tammes Producer: Pharrell Williams For Anomaly CD: Mike Byrne AD: Ian Toombs HOP: Andrew Loevenguth Brand director: Stephen Corlett

#### For Psyop

Directors: Marie Hyon, Marco Spier EP: Lucia Grillo Producer: Jen Glabus Asst producer: Carol Collins AD: Jon Saunders N Live action producer: Paul Middlemiss VFX super: Chris Staves 3D leads: Chris Bach, Pakorn Bupphavesa 3D: Jacob Slutsky, Bashir Hamid, Dave Barosin, Andreas Gebhardt Jason Vega, Jason Goodman, Jaye Kim, Boris Ustaev Lead compositor: Molly Schwartz Compositor: Danny Kamhaji Flame: Jamie Scott, Dan Boujoulian Editor: Cass Vanini Storyboard: Ben Chan Design: Gordon Waltho Roto lead: Leslie Chung Roto: Tiffany Chung, Jordan Harvey, Kristian Mercado, David Marte, Jess Mireau, Ale Monzon, Chris Riemann, Joe Brigati

#### Toolkit

XSI, After Effects, Flame, Avid, Photoshop, laser printer, paper, scissors, exacto knife, glue stick, desk lamp For Factory Films Directors: Dom & Nic Producer: John Madsen

#### For Framestore CFC

VEX super: Ben Cronin Lead TD/3D super: Simon French Animation leads: Mike Mellor Nicklas Andersson Animators: Dale Newton. Sylvain Marc, Andrew Daffy, Florent de La Taille TDs: Dan Seddon. Henry van der Beek, Alex Dovle, Paul Denhard, Ben Falcone. Diarmid Harrison-Murray Jr TDs: Richard Colev. Jabed Khan, Peter Claes Compositors: Chris Redding, Pedro Sabrosa, Darran Nicholson Telecine: Dave Ludlam Producer: Sarah Hiddlestone



CHEMICAL BROTHERS "THE SALMON DANCE" Music video 3:59

Record label: VIRGIN RECORDS

Director: DOM & NIC

Production: FACTORY FILMS

#### VFX: FRAMESTORE CFC

www.framestore-cfc.com

UK directing duo Dom & Nic re-team with Framestore CEC for the follow-up to their disturbing 2005 video for Chemical Brothers "Believe" (see Stash 09). The tone is far less threatening in this tale starring a cast of 320 marine dwellers - all hand animated in six weeks. Okay, not completely hand animated, "One thing that really helped along the way," says Framestore lighting TD Simon French, "was a brilliant dynamic script developed by junior TD Henry van der Beek for animating the fins and other features. It was a massive timesaver in the animation and brought an extra level of realism to the renders."

Read detailed production notes at www.stashmedia.tv/37\_27.

stash 37.27

#### stash 48 17

#### RADIOHEAD "HOUSE OF CARDS" Music video 4:33

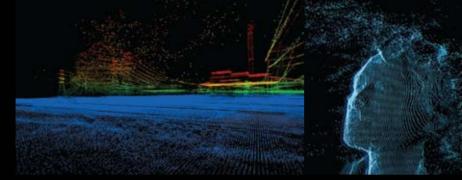
Record label: XL. TBD Director: JAMES FROST

#### Production: 700 FILMS **BLIP BOUTIQUE**

#### VFX: THE SYNDICATE

www.syndicate.tv

The instant Zoo Films director James Frost discovered images could be created through laser scanning without a camera he knew he wanted to make a music video using the technology. "The only band I could think of that would even entertain the idea. because of the experimental values attached, was Radiohead, I sent a proposal to their managers. whom I've known for a long time. and a few months later I received an email saying Thom Yorke was intrigued and wanted to know more." The two-day shoot in Palm Beach County Florida saw the Geometric Informatics scanning system used to capture close-up 3D images of Radiohead lead Thom Yorke, while Velodyne and



with 64 lasers rotating and shooting in a 360 degree radius 900 times per minute. The data was then manipulated by Union Editorial and The Syndicate to create the final result. Director: James Frost

Software/hardware development: Dale Rover. Luke Farrer. Song Zhang

#### Aerotec LIDAR laser systems For Velodyne Lidar Inc. covered the exterior landscapes Field application engineer: **Rick Yoder** Business development: Mike Dunbar

For 510 Systems Chief engineer: Pierre-Yves Droz

### For Zoo Films/Blip Boutique

For Aerotec Producer: Dawn Fanning CEO: James W. Dow Technical director: Aaron Koblin Land modeling specialist/LIDAR: EPs: Justin Glorieux, Gower Frost William Wallace DOP: Yon Thomas Land modeling super: Casev Scott

#### For Geometric Informatics Inc.

For Union Editorial Editor: Nicholas Wayman Harris Asst editor: Nathan Cal

#### For The Syndicate

VFX super: Ben Grossmann VFX producer: Magdalena Wolf

System admin: Troy Thompson

CEO: Suzanna Musick

MD: Kenny Solomon CG super: Adam Watkins CG TD: Rodrigo Teixeira FX animators: Sam Khorshid. Attila Zalanvi CG: Duane Stinnett Compositing super: Alex Henning Flame: Verdi Sevenhuysen, Mike Ek, Kevin McDonald Editorial consultant: Adam Gerstel Chief engineer: Albert Soto System admin: Lap Luu IT asst.: Thuy Le Lead girl: Lauren Maher

#### Toolkit

Flame, Geometric Informatics, Aerotec and Velodyne LIDAR

Watch Behind the Scenes on the DVD





For Atlantic Records / Time Warner Video commissioner: Gunther Walker

For 2Minds Director/producer/DOP/editor/ post: Robert Seidel

Toolkit 3ds Max After Effects

#### Music video 3:16 Record label: ATLANTIC RECORDS / TIME WARNER Director: ROBERT SEIDEL Production/post:

ZEBO 7 FEATURING JOSÉ

GONZÁLEZ "FUTURES"

2MINDS www.2minds.de

Based on the strength of director Robert Seidel's experimental film grau, he was commissioned to contribute a video to the DVD release of Zero 7's "The Garden". The result was this opus of live action weirdness manipulated in 3ds Max. After Effects produced on a minimal budget in just two weeks. What's it all about? We'd better let the director answer for himself. "The video visualizes crushed objects representing a diffuse future of wishes and desires which shape over time. Visible artifacts and the rough synchronization add subtle emotions to the uncertain process," Alas, in the end, the label decided Seidel's interpretation was too "uncommercial" and commissioned another video from UK director Duckeve (www. duckeye.co.uk ) to replace it.

stash 43.23

ARCADE FIRE "BLACK MIRROR" Music video 4:14

Record label: MERGE RECORDS

Directors: OLIVIER GROULX, TRACY MAURICE

Production: 1976 PRODUCTIONS

#### VFX: 1976 PRODUCTIONS

Directors Olivier Groulx and Tracy Maurice – responsible for the art direction on both Arcade Fire's albums – channel 1920's cinematic surrealism in this video for the Canadian indie rock band's first US single from their second album "Neon Bible".

#### For 1976 Productions

Directors: Olivier Groulx, Tracy Maurice Producer: Nicolas Comeau DOP: Jean-François Lord Editors: Maxime-Claude L'Écuyer, Olivier Groul AD: Tracy Maurice AD assistant: Isabella Geddes Costume design: Clayton Evans Makeup: Marie-Claude Langevin, Véronique Van Houtte Choreographer: Katie Ward Compositing/animation: Olivier Groulx





Stephane Poirier PM: Guillaume Bilodeau Assistant director: Robert D. Morais PAs: Daniel Cadieux. Géraldine Zembrana Principal cast: Mathieu Samaille. Jean Saint-Hilaire Pyramids/shipwreck survivors: Maria Aceves, Yannick Bélanger, Mathieu Matthew Conway, Tristan Couillard, Jenny Craig, Jean Gagnon, Maxime Guillet, Rosalie Hudon-Fecteau, Danny Jacques, Nathalie Lavoie, Alain Lebeau, Genevieve Leclerc-Couture. Luc Lizée, Louise Malouin, France Mercil, Michelle Sterling, Steve Turmel Dancers: Audré Juteau, Erin Flynn, Jamie Wright, Johanna Biennaise, Katie Ewald, Isabel Mohn

#### For 1st Ave Machine

Director: Arvind Palep Producer: Serge Patzak Compositor: WeiTo Chow Modeler: Capac Roberts Insect handling: Sharon Curran

Toolkit 3ds Max CHRIS CLARK "TED" Music video 3:03

Record label: WARP RECORDS Director: ARVIND PALEP

#### VFX: 1<sup>ST</sup> AVE MACHINE

www.1st-ave-machine.com

To the delight of entomologists everywhere, 1<sup>st</sup> Ave Machine continues to screw with the line between real and surreal in this new video for Warp Records and artist Chris Clark. The CG tentacles, bristles and mandibles were all created in 3ds Max and tracked onto live action insects. According to director Arvind Palep, the goal was to give the insects "a distinct regal quality and augment their quality of perfect intimidation. It's a bit shocking. but that's what we love to do triggering that primary emotional response: that curious, excited surprise in viewers is what we are always after."

#### stash 55 12

#### **RÖYKSOPP "HAPPY UP HERE"** Music video 2:41

Record label: EMI FRANCE Director: REUBEN SUTHERLAND

Production: JOYRIDER

#### VFX: JOYRIDER

www.iovriderfilms.com

Reuben Sutherland makes his fourth appearance in Stash with this fusion of all things close to the heart of any child of the 1980s - Space Invaders, Transformers, Ghostbusters. The video melds a flow of background live action



#### For Joyrider Director: Reuben Sutherland realistic CG elements. "Happy Up

Producer: Spencer Friend Here" is the first official promo for the upcoming release of DOP: Reuben Sutherland Rövksopp's third studio album Editor: Reuben Sutherland

Toolkit

For EMI France Commissioner: John Moule

cityscapes with a torrent of

titled Junior.





#### stash 51 17

OF MONTREAL "ID ENGAGER" Music video 3:25

Label: POLYVINYL RECORDS Directors: MARC REISBIG.

Production: PASSION PICTURES

Animation: HANNE BERKAAK

HANNE BERKAAK

www.passion-pictures.com

Marc Reisbig (of directing collective SSSR) and codirector Hanne Berkaak create a disarmingly simple but mesmerizing video for Of Montreal by adapting the Surrealist game of "The Exquisite Corpse" where a piece of paper is folded into three: the top third showing a person or animal's head, the middle third the torso and the bottom third the legs and feet. The players take turns adding a portion to the drawing, conceal it by folding the paper, and pass it to the next player. Co-director Hanne Berkaak, "All the drawings are 2D and everything else is stop motion. The bird is made out of plasticine, and we used cotton wool and sparkly paper for some

of the effects. I always wanted to draw an alien in a chef suit and then I got to animate him dancing to this amazing song." Schedule: six weeks.

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#### For Polyvinyl Records

Commissioner: Seth Hubbard

Directors: Marc Reisbig (of SSSR), 2D Animation: Hanne Berkaak. Compositing: Marc Reisbig, Hanne Berkaak

For Passion Pictures Hanne Berkaak Robin Bushell, Julia Pott Stop frame animation: Matt Cooper

stash 46.18

FLAIRS "BETTER THAN PRINCE" Music video 3:10

Record label: MUDDY TRENCH

Directors: JONAS&FRANÇOIS

Production: EL NIÑO

#### Animation/VFX/design: JONAS&FRANÇOIS EL NIÑO http://elnino.tv/

Having a literal "carte blanche" as their starting point, the much in-demand French directing duo of Jonas&Francois crafted the music video for Parisian artist Lionel Patrick Rault (Flairs) out of 3.000 individual hand-drawn black pen illustrations on white paper. The initial sketches were scanned and digitally redrawn to be played back at 12 frames per second. The video was completed piece by piece over the course of four months in between other directing projects. In true rebel director fashion. Jonas&Francois created the bulk of the initial sketches during on-set downtime while directing the high-profile "4 Minutes" video for Madonna and Justin Timberlake.

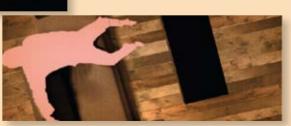






For The Ebeling Group HOP: Alexander Dervin Editor: Jason Webb DP: Martin Ahlgren Live action producer: Mikha Grumet Post producer: Rosali Concepcion

**Toolkit** Maya, After Effects, Final Cut Pro



stash 13.25

COMMON "GO" Music video 3:27

Record label: GEFFEN

Directors: CONVERT, MK12, KANYE WEST

Production: THE EBELING GROUP

Design/animation: CONVERT MK12 www.mk12.com

Convert, the newest addition to The Ebeling Group roster, collaborate with Matt Fraction from MK12 on this video that breaks through the usual music channel mush with a clean look and smooth retro-future motion design. Matt Tragesser, Convert CD, says all three directors were sensitive to the challenge of making a video about sexual fantasies while staying true to Common's rep as the thinking person's hiphop artist. "We knew if we didn't get it right, his fans would say, 'Common's doing what?'"

#### THEY MIGHT BE GIANTS "I'M IMPRESSED" Music video 3.27

#### Record label: IDLE WORLD RECORDINGS / ZOE RECORDS

Director: **BOB SHAW** 

#### Production: **BENT IMAGE LAB**

#### Animation<sup>.</sup> BENT IMAGE LAB

www.bentimagelab.com

To get the mix of epic and miniature scales he wanted for this tale of a dictator's rise and fall, director Rob Shaw opted to animate the stop motion in a series of lavers and assemble them in post. "I wanted to shoot it in a bit of a flat way - as threedimensional lavers - stacked on top of each other, going away from the camera. I feel that gives it a storybook fairytale quality. You can see the technique in a lot of Bussian and Eastern European stop-motion animation." Schedule: six weeks

#### Read more production details at www.stashmedia.tv/38 19.





#### For Bent Image Lab

Director: Rob Shaw EPs: Chel White, Bay Di Carlo Sr producer: Tsui Ling Toomer Producer: Kara Place Creative partner: Chel White DOPs: Mark Eifert, James Birkett Animators: Rob Shaw, Sarah Hulin Assistant animators: Brian Kinklev. Marty Easterday Character designer: Bartek Prusiewicz Storyboard: Monique Ligons Art dept director: Solomon Burbridge Art dept: Diana Joy Parker. Marty Easterday Compositors: Orland Nutt Brian Kinklev Online editor: Jon Weigand PA: Chris Parkhurst Interns: Javan Ivev, Alisa Stern, Jamie Edwards, Jesse Hollis



#### For LN Productions

Director/writer: Stéphane Berla PM: Nicolas De Rosanbo

#### For Cube Creative

Character design: Joann Sfar Link, Bertrand Todesco, Karim Friha, Thierry Beltramy Color calibration: Jérome Lionard Line producer: Aurélia Sellier Rendering/compositing: Loic Lecygne, Eric Lautard,

Yves D'vncaud, Frédéric Cros, Yann Couderc, Maxime Poron. Franck Balson, Timothée Viaouroux Character setup: Alexandre Bretheau Modeling: Nicolas Lambelin, Bertrand Todesco, Rémi Certhoux, David Arnould UV/textures: Timothée Vigouroux. Rémi Certhoux, Julien Rambaldini

Shading: Yves D'vncaud Rendering/compositing super: Ghislain Garlin Animation: Johann Le Pouder. Jean-Paul Suau Compositing: Jérome Lionard Animation super: Victor Moulin Set design: Sam Mahlone

#### Toolkit

3ds Max, V-Ray

#### stash 44 28

DIONYSOS & OLIVIA BUIZ **"TAIS-TOI MON COEUR"** Music video 2:37

#### Record label: BARCLAY/UNIVERSAL

Director: STÉPHANE BERLA

Production: LN PRODUCTIONS

#### Animation: CUBE CREATIVE www.cube-creative.fr

"Tais-toi mon Coeur" is a song from the Dionvsos album "La Mécanique du Coeur" composed as a soundtrack for the book of the same name by Dionysos singer Mathias Malzieu, Director Stéphane Berla savs he "wanted to create pictures that look like stop-motion with wood puppets. But we had a small budget for this kind of video and the schedule was only six weeks. So we didn't have any time for pre-production and the whole project was a constant race." The dramatic and moody animation was handled by Paris-based animation/VFX studio Cube Creative, A major success in France, the feature film rights to "La Mécanique du Coeur" were purchased by Luc Besson with

Berla and Malzieu set to co-direct.

#### MY MORNING JACKET **"TOUCH ME I'M GOING TO** SCREAM, PART 2" Music video 3:59

Record label: ATO RECORDS

Director: MIXTAPE CLUB

Production: HORNET

Animation: MIXTAPE CLUB www.mixtapeclub.com

Mixtape Club directing team: "The band wanted us to use the song as a starting point for creating a bizarre, imaginative world and take people on a fantastic journey. When we spoke about references, or inspiration, Jim James was quick to tell us he didn't want a piece that looked like anything made in a particular style. He wanted us to start from scratch and see what happened. We tried to create a piece that spoke to the mood of the music and themes of the lyrics without having any direct connection between them – such as lip sync or performance footage. It was challenging to strike a balance between a coherent narrative that



unfurled naturally and a piece that felt connected to the music.

"We were aiming to achieve a certain level of depth in the lighting of this piece, while still maintaining that hand-painted, stylized look. Since the light source was generally moving, we had to come up with a system of lighting in 2D that achieved a sense of depth while maintaining the proper lavering," Schedule: nine weeks from storyboards to delivery.

#### For Mixtape Club

FP Michael Feder Producer: Hana Shimizu Designers: Erin Kilkenny, Emmett Dzieza, Arthur Hur, Michael Seiser, Tavet Gillson. Joe Posner Animators/compositors: Arthur Hur. Erin Kilkenny, Emmett Dzieza, Michael Seiser, Tavet Gillson, Andrew MacFarlane, Will Decker 3D: Emmett Dzieza Editors: Joe Suslak, Anita Chao PA: Corey Ryan

#### Toolkit After Effects, Photoshop, Cinema 4D. Flash

Producer: Richard Barnett Directors: Bevis Martin. Charlie Youle Compositor: Alasdair Brotheston. John Taylor, Rob Ward Animators: Aaron Lampert, Nick Brooks

For Trunk Animation

Toolkit After Effects, Flash, Photoshop

## HOT CHIP **"ONE PURE THOUGHT"** Music video 3:47 Record label: EMI Directors: BEVIS MARTIN. CHARLIE YOULE (DECO)

Animation<sup>.</sup> TRUNK ANIMATION www.trunk.me.uk According to Richard Barnett. producer at London's Trunk Animation, UK electro-pop group Hot Chip wanted their latest video to have a "lo-fi and a handmade guality to it". With a production timeline of 12 straight days. design, experimentation and compositing were all happening at once. Barnett admits that although "the project was technically simple, the crunch really came down to people managing their own work loads," proving that "good compositors are literally worth their weight in saffron"!

#### stash 45 15

#### **B.E.M. "HOLLOW MAN"** Music video 2.40

#### Record label: WARNER BROS. Directors: GARY THOMAS. STEFAN WORONKO

#### Production: CRUSH INC.

#### Animation: CRUSH INC.

www.crushinc.com

Gary Thomas, MD/CD Crush. Toronto: "We first spoke to Michael (Stipe) at the end of February 2008 after he heard about us through the work we did last year for Doug Coupland's new book The Gum Thief. He wanted a video that was frantic and dense and not overly polished or fretted over. Michael has great instincts about what visuals are right for the song. but really allowed us to run with the clip.

"The meaning behind the lyrics really struck a chord with us. We all fear losing who we are or getting so far down a path, either in career or personally, that we can't get back. We wanted to build on that as our theme: the idea and universality of isolation: to see

how that moment of realization. the explosion of understanding. changes your path.

"From there we took a page from REM's approach to writing and recording the new record. We wanted to take the punk aesthetic and represent it for 2008. We wanted to see the Hollow Man as a person (or in our case three people), as a digital avatar. We wanted the lyrics to stand out front, plain and confronting without losing their lavers of meaning. We felt that the moment of understanding needed to feel like an explosion, and that dictated the rush of images, punctuated by moments of clarity (the falling man)

"The creative process was liquid and constantly changing - we were adding and subtracting until sometime around lunchtime on the day the video shipped. We started out feeling like typography was going to be the main device. then felt a hand-animated section would give it the humanity the

words needed, then as we explored, thought a live action representation would connect all the elements.

"We used every toy in the building shot footage in our producer's



Watch Behind the Scenes on

the DVD.





#### For MacGuff

VFX director: Sebastien Rev EP: Alexandra Added Creative team: Max Tourret. Jerome Gordon, Amelie Guyot, Florence Pernet, Fabien Coupez, Soline Guvonneau, Christophe Barnouin, Michael Armelino, Karine Ferron, Antoine Douadi, Yoan Copinet, Peregrine Mccafferty, Damien Gaillardon, Thomas Jacquet, Yurik Figueroa

## For Nord-Quest

Director: Michel Ocelot 1st ADs: Eric Serre, Anne Lise Lourdelet-Koehler EP: Eve Machuel Producer: Christophe Rossignon

#### Toolkit

Proprietary software: Trukor (compositing), Symbor (rendering)

from Biork's Volta album. Due to limited access to the artist. projected onto a 3D model of animated to match the motion and lip synch of the live action realistically across the surface.

#### For One Little Indian Ltd

Commissioner: Paul MacKee

stash 33.17

BJORK "EARTH INTRUDERS" Music video 4:01

Record label: ONE LITTLE INDIAN LTD Director:

MICHEL OCELOT

Production: NORD-OUEST

Animation/VFX: MACGUFF www.macguff.fr

French director Michel Ocelot completed his 2006 animated feature film Azur et Azmar at the MacGuff studio in Paris and chose the studio again to help him pull off the technical and creative chores required for the first release her performance was captured with a multi-camera set-up then her face. The CG head was then - all so the animated lava-lampstyle textures could be projected Schedule: three weeks

THE SEA AND CAKE "COCONUT" Music video 2:40 Record label: THRILL JOCKEY RECORDS

Director/editor: LUNG

Animation: LUNG

Stash: What was the project brief? Lung: None.

Did that freedom create any creative challenges? Erm,,, none.

*I see. Any technical challenges?* Nope, pretty simple one this.

How about a schedule? Three days doing it and three weeks for Thrill Jockey to decide whether to release it.

Where has it been seen? Internet, festivals, my house.

#### Anything else?

Nothing to report really. Just wanted to make a mess out of other peoples' mess. Offset the track with some sore eyes.

#### Toolkit

After Effects, Final Cut Pro







For Casablanca Commissioner: John Hassay

For Passion Pictures Director: Bonzom Producers: Marc Bodin-Joyeux, Nicola Finn, Katie Mackin Animation: Bonzom

**Toolkit** Flash



MIKA "LOLLIPOP" Music video 3:12

Record label: CASABLANCA Director:

BONZOM

stash 40.20

#### Animation: PASSION PICTURES

www.passion-pictures.com

Bonzom is the collective name for five young French animators (Jack, Kalkair, Pozla, Waterlili and Moke). all recent graduates of renowned French animation schools Les Gobelins, La Poudriere and L'ESAAT. They've worked together as animators on series and feature projects, including the multi-award winning "Persepolis" which was selected to represent France at the 2008 Oscars. Earlier this year, Passion Paris offered them the opportunity to gather their creative energies for commercial representation. This project for London singer Mika, Bonzom's first music video, expands on the whimsical design of the artist's website (www.mikasounds.com).

stash 52.18

#### LE LE "BREAKFAST" Music video 3:20

#### Record label: MAGNETRON MUSIC

Directors: SANDDER LANEN, PARRA

Animation: PARRA SANDDER

www.rockwellclothing.com/ parra/ www.sandder.com

Dutch talents Sandder Lanen and Parra team up for a much loved but controversial music video for French popsters Le Le. Sandder Lanen:

"There was no brief for the project as Parra is one of the band members. I had made three other videos for Le Le and some more for the label so it was somehow logical to do this together. The clip is based on the animated loops used during the live shows that get mixed with live drawing.

"The video was pulled from YouTube because of 'user agreement violations' that were not explained. YouTube offers no possibility for discussion and/or correspondence, so that was the end of that. The suspicion arises that some people failed to see the irony in the lyrics, rather than the drawings being too rude, but we'll never know. It might as well be forbidden to depict cheese on YouTube."

Toolkit

Illustrator, After Effects, Final Cut



#### stash 55.17

MISTABISHI "PRINTER JAM" Music video 4:11

Record label: HOSPITAL RECORDS Director: KENNY FRANKLAND

Animation: TINSPIDER STUDIO www.tinspider.com

Working through Radar Music Videos, UK director Kenny Frankland used his microbial budget to extend the most mundane of technical glitches into a riveting nightmare. With only five weeks for production, Frankland says the biggest challenge was rendering. "To get past this I used a lot of planning and post render options to gain the effects I wanted. I started by modeling, texturing and lighting the complete room then baked all the textures so the soft shadows became part of the original texture. This meant I could render the room as a background plate without using any lights. It took a while to set up, but reduced my render times from four minutes a frame to one second."

Toolkit 3ds Max, Photoshop, After Effects, Premiere





stash 55.13

BLOC PARTY "ONE MONTH OFF" Music video 3:43

Record label: WITCHITA

Director: D.A.D.D.Y.

Production: RED JAM PRODUCTIONS

Animation/VFX: D.A.D.D.Y. www.teamdaddy.com

When the band members of Bloc Party proved to be unavailable to shoot their "One Month Off" video, Dublin's D.A.D.D.Y. turned to the legendary grandaddy of stop motion to solve their production dilemma. "We are big fans of master animator Ray Harryhausen, and a while back found a series of fairy tales he animated in the 1940s using film stock he acquired cheaply from the American Army





after the war. The themes of this song – the loss of something simple, perhaps a sense of innocence within a relationship – strangely brought these back to mind. We acquired a number of the films then re-edited and animated over them adding some 'reality', so they lost that innocent feeling and meaning they once had. We have no idea what Mr. Harryhausen will think if he sees it, but some of the new cartoon violence makes parts of the video darkly funny, which he might like."

Using Premiere to edit and 3ds Max and After Effects to animate and composite, the video was wrapped in just under two sleepless weeks.

For Witchita Commissioner: Jill Kaplan

Toolkit Premiere, 3ds Max, After Effects stash 54.16

FLOGGING MOLLY "FLOAT" Music video 4:17

Record label: SIDE ONE DUMMY RECORDS Directors: KARNI & SAUL Production: FLYNN PRODUCTIONS Animation/VFX: FLYNN POST www.flynnproductions.com

Israeli/British directing duo Karni & Saul (art and fashion photographer Karni and 3D director/animator Saul) concoct a perfect mix of stop-frame and 3D animation for this track from Irish American Celtic punk band Flogging Molly through Flynn Productions. Location plates were shot with a digital SLR either hand held or on a self-built dolly track. The CG elements were handled in Maya with After Effects for the final composite.

For Side One Dummy Records Commissioner: Thomas Dreux

#### For Flynn Productions Directors/designers: Karni & Saul Producer: Natalie Bayle Animators: Karni & Saul, Kostas Koutsoliotas, Stave Brown

Toolkit Maya, After Effects, Premiere OREN LAVIE "HER MORNING ELEGANCE" Music video 3:36

Directors: YUVAL NATHAN, MERAV NATHAN, OREN LAVIE

Animation: YUVAL NATHAN, MERAV NATHAN www.onewingfly.com

Songwriter/director/writer Oren Lavie enlists fellow Israelis (and husband and wife) director/ animators Yuval and Merav Nathan to help take his first step into video with this clip for his track "Her Morning Elegance". Production began with four weeks spent creating a CG animatic where 3D dummies stood in for the characters. Then, with the camera slung from the ceiling, 3,200+ stills were shot over two days to capture the dream-like narrative.

Actress: Shir Shomron Photographer: Eyal Landesman





#### stash 53.17

RADIOHEAD "WEIRD FISHES" Music video 5:44

Record label: TBD RECORDS

Director: TOBIAS STRETCH

FILMSAnimation/VFX: TOBIAS STRETCH FILMS www.tobystretch.com

Concise words from Tobias Stretch the lone animator and director from Philadelphia, PA, on the subject of his winning entry for the Pitchfork Radiohead "In Rainbows" music video contest:

Stash: What was the project brief? Tobias Stretch: Make the best animation video to win.

Biggest creative challenge? TS: The weather.

Main technical challenge? TS: Not enough money.

Production schedule? TS: May to September.

Anything else? TS: Don't ever give up, even if you are very poor like me.

Director/animator: Tobias Stretch

**Toolkit** Final Cut stash 52.15

#### PAUL MCCARTNEY "222" Music video 3:46

Client: MPL COMMUNICATIONS LTD.

Director: MARCO SANDEMAN

Production: IRREGULAR FILMS

Animation: MARCO SANDEMAN IRREGULAR FILMS www.irregularfilms.com

Lisa Power, project coordinator for MPL (London): "The "222" video was produced on-spec by Marco Sandeman and presented as a completed piece to MPL (Marco had done other film work for us in the past). The idea was to make a fireworks display where every instrument was represented by a different type of animated light. Breaking down the song into its individual layers and then assigning the right light to each sound took a while. The four-day shoot in a barn in France was followed by two months of editing and animating 4K files on an iMac in London." The clip premiered as a pre-show film for the Paul McCartney Friendship First concert in Tel Aviv in September."



Filmed by Pia Tryd

Toolkit

Final Cut, Photoshop, Shake, LightWave

#### stash 52.19

KANYE WEST "WELCOME TO THE HEARTBREAK" Music video 4:31

Record label: ISLAND/DEF JAM

Director: NABIL

Production: PARTIZAN

Animation/VFX: PARTIZAN GHOSTTOWN MEDIA www.partizan.us www.ahosttownmedia.com

Glamorizing the video compression alitch known as "data-moshing", fashion photographer and music video director Nabil Elderkin elevates visual distortion to visceral art in this Kanye West music promo. Nabil: "I wanted to use the technique in more of a strategic way, using calculated moshes, colors and textures to compliment the effect. Different parts of the song represented different feelings - I wanted to come up with a visual representation of the flow and textures that I feel are very important in this track."

Having shot Kanye and Kid Cudi entirely on greenscreen in super slow motion with the Phantom HD



#### camera, the footage entered a five-stage process of editing, datamoshing, VFX work, compression alterations, frame tweaks and After Effects to create the final piece.

For Partizan

Director: Nabil EP: Jeff Pantaleo Producer: Kathleen Heffernan, Kelley Gould DP: Josh Reis Production designer: Eric Archer Stylist: Theodore Gilliam Editor/compression FX: Ryan Bartley Visual effects/design: Jeff Lichtfuss, Brandon Parvini

Toolkit After Effects stash 56.16

N.A.S.A. "THE PEOPLE TREE" Music video 4:15

Record label: SPECTROPHONIC SOUND

Directors: SYD GARON. JOHANNES GAMBLE

Production: SQUEAK E. CLEAN

Animation: BOB INDUSTRIES SUPERSTUDIO www.superstudio.tv

Five years ago American producer/ DJ/composer Sam Spiegel, aka Squeak E. Clean, teamed up with Sao Paulo DJ Zegon under the name N.A.S.A. (North America/ South America). Their debut album, The Spirit of Apollo, finally released on February 17, 2009. features a wide spectrum of collaborators.

Susan Applegate, producer at Squeak E. Clean in Los Angeles: melded their sounds and asked their favorite artists and creative influences to join them in making music. When the time came to create videos they wanted to duplicate this creative synergy



film he left out in the sun for five

the process and like a trooper he

poured the blood on the film."

and mix still artists' work with animation. This music video melds the artwork of Marcel Dzama and the animation skill of Svd Garon and Johannes Gamble.

"The original art pieces were paintings, collage, and sculpture that had to be scanned or photographed and manipulated it was a Photoshop extravaganza that required two interns hundreds of hours. After everything in the digital world was done it looked too polished so we decided to distress it the old fashioned way by putting it on film.

For Bob Industries Director/animation: Svd Garon

years, he shot the film for us then For Superstudio we aged it - Syd dragged it up and down the street several times. Johannes Gamble walked all over it and then let the Art: Marcel Dzama cat bite it for while. Then we took Producer: Susan Applegate it to a transfer house called New Transfer: New Hat Hat in Santa Monica - they have a Film: Lance Accord million dollar film transfer machine that made most of the scratches Adolfo Martinelli disappear. Doh! So we took it back Photoshop: Jeremy Kaller. into the parking lot, drove a car Jennifer Fuiikawa over it. threw some water on it and spliced it up a bit. The transfer quy Toolkit cut his color correcting finger in

After Effects, Photoshop

stash 48.28

GRACE JONES "CORPORATE CANNIBAL" Music video 5:51

Director: NICK HOOKER Production:

RABBIT VFX: VERSION2 UNION EDITORIAL CLICK 3X www.version2.net www.unioneditorial.com www.click3x.com

"Make me look like an insect," is the directive Nick Hooker says he got from Grace Jones for this video promoting her album due out in October 2008. His response was to make "something that was simultaneously disturbing and beautiful."

"The distortions were a combination of Flame and After Effects. It ended up being a frameby-frame thing because it needed constant adjustment to make it work: it would work for three or four frames and then it would lose its intensity so I had go in and pull it back. It was torture! Then I worked with Sloane on the cut and then we had two rounds of Flame work, fixing little things and adding



some pulsating movement that I couldn't do myself. I felt like a verv demented plastic surgeon, with a stylus instead of a scalpel. But I knew that Grace's beauty is very, verv intense and could handle a lot of digital violence.

"We took off all her make-up, in fact we actually put a peel on her face to remove any dirt or dust. What was left was just the raw glow of her skin and I did no beauty work afterwards, none at

all. Not many female artists would do that. Madonna and Mariah Carev etc. would demand days of rotoscoping and beauty work to remove every blemish. Grace was just the opposite, she had just been in the sun in Jamaica for about six weeks so she was intensely black and we wanted to exploit that. We thought of her as a kind of fetishistic digital voodoo doll that had come to life."

For Rabbit Director: Nick Hooker DOP: George Steel

For Version2 Flame: Kieran Walsh

For Click3x Flame: Mark Szumski

For Union Editorial

Edited: Sloane Klevin

#### Toolkit

After Effects, Flame

#### INTERPOL "REST MY CHEMISTRY" Music video 5:00

#### Record label: CAPITOL RECORDS

#### Director: BLIP BOUTIQUE

#### Animation: BLIP BOUTIQUE

www.blipboutique.com

Justin Glorieux, EP at Hollywood's Blip Boutique: "We knew we wanted to do something with mapping data, we started thinking about body systems, and how we could expound on the idea of systems from the smallest to the largest scales. We worked with a visual artist. Aaron Koblin who we originally found through his datamapping project that used FAA data of aircraft flights to create these beautiful patterns of light. We asked him a lot of questions about how he generated the visuals and started talking about what we wanted the visuals for this video to look like and how the verv loose narrative structure should work. So there was a foundation of raw material to work from, and he created these incredible programs to translate data and actually draw over space and time in a style we all liked. At this point the



#### For Blip Boutique Visual programmer: Aaron Koblin Scott took over to give timing and structure to the piece. Dynamics programmer: Aaron Mevers "It was definitely a challenge of After Effects/editor: Roger Scott

communication. As the images for Light Assembly were being created, it was not EP: Justin Glorieux an easy share process as it was very time consuming to develop Toolkit After Effects the imagery in the complex

programming framework Aaron crafted, and to render it out so we could actually see what we were discussing. Therefore, for quite a long part of the development. all we would have to work with were words. Also because the programming was so complex, once it was rendered tweaks were not easy to implement as the basic programming that created it would be very hard to change." Schedule: four months.

animation/After Effects artist Roger







#### EPs: Kevin Dunlap, Brian Dunlap, Tim Gavin, Rick Howard, Mike Carroll, Eric Koston, Megan Baltimore, Spike Jonze Directors: Spike Jonze, Tv Evans Editor: Tv Evans Producer: Emma Wilcockson Associate producer: Katie Molenaar Prod super: Shannon Strange

1st AD: Matt Finish PAs: Keith Balser, Todd Manes, Michael Balasco, Matt Silverman Tony Oberstar, Patrick Strange DOP: Mark Williams 2nd camera: Spike Jonze 3rd camera: Ty Evans 1st A.C.: Jeff Caples 2nd A C · Matt Williams Loaders: Chris Strauser Daniel Pacifici

Photosonics: Gary Anderton Key grip: Eric Zucker SPFX super: Marty Bresin Set construction: Brent Kronmueller, Audrey Napier VFX: Ben Gibbs

Telecine: Stefan Sonnenfeld Rvan Greenberg

#### stash 56 20

UNKLE "HEAVEN" (FULLY FLARED INTRO VIDEO REMIX) Music video 6:58

Record label: SUBBENDER ALL

Directors: SPIKE JONZE, TY EVANS

#### Production: LAKAI LIMITED FOOTWEAR www.lakai.com

According to Charlene Myles at UNKI E's label Surrender All in London, this track "was used in the acclaimed skate film 'Fully Flared' directed by Spike Jonze and Tv Evans. This collaboration inspired the directors to take footage from the film and re-edit a sequence of shots that shows the Lakai skateboarding team demonstrating their skills as they negotiate various exploding obstacles." No CG was used, only carefully choreographed moves and perfectly timed explosives. "As far as we know," adds Myles, "No skateboarders were hurt while shooting this, though it's hard to believe in some of the shots."

Watch Behind the Scenes on the DVD

Lab services: Fotokem

