



# stash

45

DVD MAGAZINE

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# stash

DVD MAGAZINE 45

STASH MEDIA INC.

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**TANGE FILMS / MASHCOMIX**

**[WWW.STASHMEDIA.TV](http://WWW.STASHMEDIA.TV)**

ISSN 1712-5928

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Technique has a bad name. The word is most often delivered with a condescending sneer by creative types; the implication is they are above such crutch-like devices and are only interested in the underlying narrative problem of any project and finding a fresh solution.

**And they should be. So I thought.**

There are several reasons technique has fallen on hard times. First, the word itself is derived from the Greek *technikos* meaning technical. And the American Heritage Dictionary includes this definition: "The way in which the fundamentals, as of an artistic work, are handled." Unfortunately most people on the creative side (including myself) picture themselves perched high above the technical or fundamental.

Second, as the tools of creation become more and more accessible and easier to use, the only way self-respecting directors, artists and designers can separate themselves from the crowd is by going creatively where no one has gone before, conquering new conceptual frontiers.

**And so they should. So I thought.**

Then, I attended a preview screening of "The Tracey Fragments", Bruce McDonald's new feature starring Ellen Page. Virtually every foot of the 80-minute film is broken up into panels – often dozens of them moving, flashing, dissolving – turning the bleak story into a kind of running Cubist collage. On paper this sounds tiresome and unwatchable. Two minutes in I was hoping it would all end with the head credits. But the sliding, shifting mesmerizing frames kept coming and about half way through I began to think how boring a straight-cut film would seem in comparison.

The tiny film took only 14 days to shoot but kept three editors busy for six months. In their hands – and with McDonald's guidance – a mundane and often cheese-ball video technique was not only layered onto the film but kneaded directly into the story and ultimately enhanced it.

**My snobbery about all things technical and fundamental has been hovering several notches lower ever since.**

**Stephen Price, Editor**  
**New York, June 2008**  
**[sp@stashmedia.tv](mailto:sp@stashmedia.tv)**

stash 45.01

**AUDI "RS6 GYMNASTS"**  
TVC and cinema :60

**Agency:**  
**BARTLE BOGLE HEGARTY**

**Director:**  
**PAUL HUNTER**

**Production:**  
**PRETTY BIRD**

**Post:**  
**THE MILL**  
[www.the-mill.com](http://www.the-mill.com)

The stunning centerpiece of a £4 million multi-platform campaign for Audi UK designed to both launch the 10 cylinder RS 6 Avant and affirm Audi as a performance brand of vehicle. The troupe of gymnasts was shot in Budapest by LA-based director Paul Hunter and assembled into this mesmerizing minute by The Mill in London using Flame, Shake and Maya.

**For Bartle Bogle Hegarty**

CD: Nick Kidney, Kevin Stark

Creative team: Toby Allen,  
Jim Hilson

Planner: Rachel Hatton  
Producer: Olly Chapman

**For Pretty Bird**

Director: Paul Hunter  
Producer: Kertin Emhoff  
DOP: Alex Barber



**For The Mill**

Producers: Darren O'Kelly,  
Harry Jones  
Telecine: Mick Vincent  
Lead Flame/VFX super:  
Yourick Van Impe

Flame assist: Gareth Parr,  
Andy Bate, Adam Lambert  
Shake: Han Ter Park

Previz team: Rob Van Den Bragt,  
Fabrice Le Nezet, Jules Januad,  
Francois Roisin

**Toolkit**

Flame, Shake, Maya, Baselight



**KOHLER "KARBON"**  
Corporate video

**Agency:**  
**META DESIGN**

**Production:**  
**LOGAN**

**Design/VFX:**  
**LOGAN**

[www.hellologan.com](http://www.hellologan.com)

The striking Karbon articulating faucet gets a sumptuous full-CG treatment from the Logan team in this brand video that, according to Logan CD Alexei Tylevich, steers wide of "the usual trappings of product presentation to visualize the inner beauty of the object." Schedule: six weeks.

**For Kohler**

CD: Tristan Butterfield

**For Meta Design**

CD/copy: Brett Wickens

Design director: Jeremy Matthews

PM: Kim Appelquist

**For Logan**

CD: Alexei Tylevich

EP: Kevin Shapiro

AD: Marco Ammannati

Editor: Volkert Besseling

Flame: Brandon Sanders

Music: Michael Kadelbach

AP: Tina Chiang

VFX: Vincent Wauters,

Benoit Vincent, Julien Brami,

Stephan Kosinski, Mat Rotman,

Joshua Cortopassi

**Toolkit**

Maya, Nuke, Flame

**ABSOLUT "DISSECTION"**  
TVC

**Agency:**  
TBWA\CHIAT\DAY

**Directors:**  
MARCO SPIER, CHRIS STAVES,  
MATE STEINFORTH

**Production:**  
PSYOP

**VFX:**  
MASSMARKET

[www.massmarket.tv](http://www.massmarket.tv)



"We knew that all of the glass pieces would be created in CG, but in order to achieve the suspended vodka, we wanted to photograph as much as we could with real liquid. To capture this, we used a water balloon, with roughly the same proportions as the main body of the Absolut bottle, and pierced it with a blow dart. We filmed this at 8,000 fps. This allowed us to capture the milliseconds between when the balloon peels away from the water and when the water starts collapsing. When the film is slowed down this much, the water maintains the shape of the balloon for several seconds before slowly collapsing on itself. Eighty percent of the liquid in the final spot is live

action. Coming back from the shoot, we started creating all of the glass elements in CG, which was very challenging because there were so many pieces, which all reflect and refract. Our bottle had three layers of pieces all interlocking in three dimensions. To be able to render those scenes, we ordered 10 new 64-bit, 16GB RAM render boxes."

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

**For TBWA/Chiat/Day**  
Worldwide CD: Rob Smiley  
CD: Lew Willig  
Copy: Meghan Simons  
AD: Megan Williams  
Producer: Jamie Grady

**For Psyop**

Directors: Marco Spier,  
Chris Staves, Mate Steinforth  
Designer: Mate Steinforth  
DOP: Martin Ahlgren  
EP: Lucia Grillo  
Producer: Nathan Jew  
Assistant producer:  
Tarun Charaipotra  
Live action producer:  
Paul Middlemiss

**For MassMarket**

VFX EP: Justin Lane  
TD: Jacob Slutsky  
Lead Flame: Nick Tanner  
Flame: Chris Staves, Theo Maniatis  
Pre-vis: Damon Ciarelli  
Editor: Cass Vanini  
XSI: Dave Barosin, Jan Bitzer,  
Andrea Gebhardt, Jae Ham,  
Bashir Hamid, Andy Hara, Florian  
Witzel, Miguel Salek, Boris Ustaev,  
Jason Vega, Lee Wolland  
Roto: Leslie Chung, David Marte,  
Joan Park

**Toolkit**

XSI, Flame



**For The Mill NY**

Director: Aron Hjartarson  
 CG producer: Camila De Biaggi  
 Sr VFX producer: Victoria Kendall  
 EP: Corina Dennison  
 Producer: JoJo Scheerer  
 Pre-vis/development: Aron Hjartarson, Peter Marin, Joshua Merck, Adam Robinson  
 CG lead animator: Joshua Merck  
 CG lead character modeler: Jong Jun Choi  
 CG lead lighter & renderer: Andrew Proctor  
 Lead compositor: Peter Marin  
 CG enviros: Emily Meger, Keith Kim  
 Compositors: Andrew Proctor, Ben Smith, Peter Marin  
 CG: Kevin Ives, Vincent Baertsoen, Tomas Fontes, Salles, Yorie Kumalasari, Wyatt Savarese, Douglas Luka, Naotaka Minami  
 Lead Flame: Alex Lovejoy  
 Support: Geoffrey Feinberg

**For Painting Practice Ltd**

Production design: Joel Collins, Daniel May

**For The Whitehouse**

Editor: Adam Robinson  
 Pre-vis: Painting Practices  
 Music and sound design: Sound Lounge

**Toolkit**

XSI, mental ray, Shake, Flame

**MITSUBISHI ECLIPSE  
"ROBOT FACTORY"**

**TVC :30**

**Agency:  
BBDO TORONTO**

**Director:  
ARON HJARTARSON**

**Production:  
THE MILL NY**

**Animation:  
THE MILL NY**  
www.the-mill.com

Aron Hjartarson, head of 3D at The Mill NY moves into the director's chair with this all-CG :30 for Mitsubishi out of BBDO Toronto. After shooting reference stills, assembly-line robot footage, and HDR panoramas in the Illinois factory where the Eclipse models are manufactured, Hjartarson built a 3D mock of the athletic CG robots that became part of the initial design brief shared with UK pre-vis specialists Painting Practice Ltd. Schedule: 10 weeks.

**For BBDO Toronto**

CD: Carlos Moreno, Peter Ignazi  
 AD: Jaimes Zentil  
 Writer: Craig McIntosh  
 Producer: Terry Kavanagh

**SONY "TUMBLE"  
TVC**

**Agency:**  
**180LA**

**Director:**  
**ANDREW DOUGLAS**

**Production company:**  
**ANONYMOUS CONTENT**

**VFX/post:**  
**THE MILL**

[www.the-mill.com](http://www.the-mill.com)

All three of The Mill offices (London, LA and New York) ganged up for two months to creatively demolish these nine different Sony products for Anonymous Content director Andrew Douglas and agency 180LA. The nine-day shoot included four days on the side of a mountain, complete with climbers, snowcats, snowmobiles, a helicopter and a techno crane hauled up the side of the mountain. All of which required trundling 20 tons of equipment and 60+ crew members up from Los Angeles.

**For Sony**

Sr VP: Stuart Redsun  
Brand MD: Alberto Escobedo  
Sr manager/marketing group:  
Kevin Berman



**For 180LA**

Managing partner: Peter Cline  
ECD: William Gelner  
CDs: Tyler Hampton, Gavin Milner  
AD: Lindsey Aquino  
Copy: Jordan Chouteau  
Sr producer: Colleen Wellman

**For Anonymous Content**

Director: Andrew Douglas  
EP: Andy Traines  
HOP: Sue-Ellen Clair  
Producer: Paul Ure

**For Rock Paper Scissors**

Editor: Adam Pertofsky  
EP: Vicky Tripp

**For The Mill, LA, NY, London**

Producer: Gabrielle Gourrier  
CG supervisor: Jaime O'Hara

**Toolkit**

XSI, Flame

**For Goodby, Silverstein & Partners**

Co-Chairman/CD: Jeff Goodby  
Group CDs: Margaret Johnson,  
Jim Elliot  
Writer: Matt Rivitz  
AD: Tyler Magnusson  
EP: Hilary Bradley

**For Psyop**

Directors: Cedric Nicolas-Troyan,  
Laurent Ledru  
EPs: Lucia Grillo, Neysa Horsburgh  
Producer: Michael Neithardt  
Live action producer: Michael  
Schlenker  
Assistant producer: Kay Chen  
Project lead: Andreas Berner  
CG: Henning Koczy, Kitty Lin,  
Iggy Ayestaran Llovet,  
Anthony Patti, Jonah Friedman,  
Pete Hamilton, Jed Mitchell  
Flame: Nick Tanner, Sarah Eim

**For Q Department**

Composer: Drazen Bosnjak  
EP: Zack Rice  
Producer: Kelly Fulton

**Toolkit**

Flame, XSI



**HÄAGEN-DAZS “OPERA”  
Viral**

**Agency:**  
**GOODBY, SILVERSTEIN &  
PARTNERS**

**Directors:**  
**CEDRIC NICOLAS-TROYAN,  
LAURENT LEDRU**

**Production:**  
**PSYOP**

**Animation:**  
**PSYOP**

[www.psyop.tv](http://www.psyop.tv)

The first spot out of the new Psyop LA studio is a call from Häagen-Dazs to help save honeybees which have been vanishing mysteriously across North America. Psyop co-directors Cedric Nicolas Troyan and Laurent Ledru: “‘Opera’ was filmed on a stage in Los Angeles to give the film a slightly theatrical and staged look. We wanted it to be stylized but still maintain a level of photorealism in the look and integration of the CG Bee and CG Flower. Because the spot was set to opera, we also wanted to give the hero characters details that served as a nod to the opulent and baroque qualities of opera.”

## NOKIA "GET OUT AND PLAY" Viral

**Agency:**  
FARFAR

**Director:**  
OSKAR BÅRD

**Production:**  
HOBBY FILM

**Animation/VFX:**  
HOBBY FILM

[www.hobbyfilm.com](http://www.hobbyfilm.com)

Ambitious stop-motion piece from Swedish digital masterminds Farfar and Hobby Film for Nokia's N-Gage System. One thousand and thirty-four extremely patient people (with apparently very little to do) took part in the creation of this epic-scaled game of Snake in downtown Lisbon. Inspired by homemade stop motion films on YouTube, director Oskar Bård of Hobby Film finished the shoot in six days, "Each scene took between one and three hours to shoot and some mornings were freezing cold so we had to run back and forth with blankets to keep the actors warm. Unlike classic films there was no time to make additional takes or re-do it. So we had to get it reasonably right from the beginning."



### **For Hobby Film**

Director: Oskar Bård

### **Toolkit**

Flash, Photoshop, After Effects,  
Illustrator

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



### For Virgin 17

AD: Antoine Nougaret

### For View

CDs: Christophe Valdéo,  
Sebastien Cannone  
Director: Sebastien Cannone  
PM: Sylvain Sauger

### Toolkit

Maya, After Effects, Combustion



### VIRGIN 17 Broadcast design

**Commissioning company:**  
**LARGARDERE INTERACTIVE**

**Director:**  
**SEBASTIEN CANNONE**

**Animation/VFX:**  
**VIEW**

[www.view.fr](http://www.view.fr)

This centerpiece of a full network redesign for EUROPE 3 TV's urban-oriented Virgin 17 music channel won gold for best on-air ident at the Promax BDA 2008 awards in Barcelona. Parisian animation and VFX studio View say they knew they were incapable of delivering a regular broadcast package but had to reign in their concepts to make sure the campaign of 37 IDs actually held together thematically. The result is a surreal world where fibrous and mechanical elements spring forth from anything and everything in ever more erratic and spontaneous ways. Schedule: three months.

stash 45.09

**NIKE/MTV: "PLUSIRUN"**  
Branded film

**Agency:**  
W+K NY, MTV

**Director:**  
ALEX WITTHOLZ

**Production:**  
HELIOS DESIGN LABS

**Animation:**  
HELIOS DESIGN LABS

[www.heliozilla.com](http://www.heliozilla.com)

MTV Canada on-air personality Dan Levy trips through downtown Toronto in his Nikes. Helios director Alex Wittholz: "We explored the concept of a 'runner's high' - the moment where your body releases large amounts of endorphins to counteract pain and exhaustion - it seemed like the perfect metaphor to explain the transition from live action to animation and allowed us to push the visuals into a hallucinogenic and surreal direction. The project was shot on a Canon HV20 with a steadycam rig in one day. It was edited in FCP overnight and each scene was printed out. The 1,200 images were traced onto plain office paper and scanned back in as a backup. We then used the cheapest materials available to



color the original tracings: kid's watercolor sets, crayons, chalk, grease pencil, nail polish, dollar store markers. Some scenes were distributed out of sequence to different animators with instructions to color them as they wished. We were constantly telling people to be rougher and more careless." Schedule: three weeks (cut from the original six).

**For Helios Design Labs**

Director/edit: Alex Wittholz

DP: Eric Fenato

Animators: Felix Wittholz,  
Matt Brushett, Setareh Shamdani,  
Marc Pannozzo, Josh Gorle  
Music: Grand PM

**Toolkit**

After Effects, Photoshop



**For Strange Beast**

Director: James Price

EP: Nicola Finn

Producer: Kayt Hall

**For Transistor Studios**

CD: James Price

AD: Jamie Rockaway

Producer: Gabriel Marquez

EP: Damon Meena

HOP: Andrea Sertz

Designers: Bryan Louie,

Steve Kelleher, Dave Cook

Animators: Adam Stockett, Lu Liu,

Aaron Baker, Greg Chen, Keng

Meng, Joey Park, Joe Vaccarino

**Toolkit**

After Effects, Photoshop



**BBC4 "MEDIEVAL MIND TRIP"**

**TVC : 40**

**Client:**

**BBC NETWORKS**

**Directors:**

**JAMES PRICE**

**Production:**

**TRANSISTOR STUDIOS**

**STRANGE BEAST**

[www.transistorstudios.com](http://www.transistorstudios.com)

[www.strangebeast.tv](http://www.strangebeast.tv)

For his fifth appearance in Stash DVD Magazine, James Price, the New York based Transistor Studios director/designer (repped by Strange Beast in the UK) has conjured a magical showcase of masters and minions straight from the Middle Ages in this new promo for BBC4's medieval themed programming block. Influences taken from the niche demographic of people who reread Arthurian literature, admire old Terry Gilliam Monty Python animations and love to remix Jimi Hendrix favorites on their lute.

**MSN "MSNVA"  
Viral**

**Agency:**  
**ORB-IT**  
**Director:**  
**TANGE FILMS**  
**MASHCOMIX**

**Animation:**  
**TANGE FILMS**  
**MASHCOMIX**  
[www.tangefilms.jp](http://www.tangefilms.jp)  
[www.mashcomix.com](http://www.mashcomix.com)

To get the word out online about the MSN Video Awards, Tokyo studios Tange Films and mashcomix rummage through Japanese culture then launch an all-out assault on your optic nerves. Producer Seiji Morishita: "Tange Films believes that in various elements of manga, music, fashion, street art, etc., a global mix of sublimated graphics will be born. Tange is a team which attempts to mix styles for this kind of visual impact. Our goal is to reach a global audience through visuals which convey emotion which reverberates within the viewer."

**Toolkit**  
Photoshop, Illustrator, XSI,  
After Effects,







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## MTV "TRANSISTOR" Broadcast design

**Client:**  
MTV DENMARK  
**Director:**  
TODD ANGELO

**Production:**  
THANK YOU

**Animation:**  
THANK YOU

[www.thankyou.dk](http://www.thankyou.dk)

For MTV Denmark's new Transistor programming block for kids, Thank You Motion Graphics out of Copenhagen created a collection of stop-motion idents out of thousands of tiny plastic beads. The hand-animated production was originally to include CG elements which were scrapped in favor of keeping the lo-fi after-school arts and crafts quality of stop-motion animation. Thank You director Todd Angelo, the one-man creative workhorse that filled the roles of animator and editor on the project, admits "It was a lot of fun and a lot of hard work. Because of the painstaking animation process, production took about two months."

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



**For Thank You**  
Director/animator/editor:  
Todd Angelo  
Music: Kungen and Hertigen

**Toolkit**  
After Effects, Aperture



**For The NBC Agency**

President/CMO: John Miller  
 EVP on-air advertising:  
 Jim Vescera  
 SVP on-air advertising: J.D. Currey  
 VP alternative promotion:  
 Sampson Williams  
 VP special projects:  
 Dean McFlicker

**For Moving Parts, Inc**

Director: Kendall Bowlin  
 EP: Matt Van Buren  
 DP: James Belkin  
 Effects specialist:  
 Mark Weingartner

**For NBC Magic Room**

VP: Brad Gensurowsky  
 CD: Kendall Bowlin  
 Editor: Gus Vouniozos  
 Flame/supers: Clyde Beamer,  
 Tim Norman  
 Flame: Alan Latteri, Deane Boeka,  
 Andy Dill  
 3D: Jake Vouniozos, Joe Laffey  
 Designer: Charles Beckman  
 Director of production:  
 Kari St. Clair  
 Sound: Efren Herrera  
 Engineer: Mike Chizzo

**Toolkit**

Flame, Inferno, After Effects,  
 Cinema 4D, Maya, Final Cut,  
 Glue Tools, Tether

**AMERICAN GLADIATORS  
 "GIANTS"****TVC :30**

**Agency:**  
**THE NBC AGENCY**

**Director:**  
**KENDALL BOWLIN**

**Production:**  
**MOVING PARTS**

**Post/VFX:**  
**NBC MAGIC ROOM**

Director Kendall Bowlin says this spot heralding the return of NBC's "American Gladiators" was an epic battle in itself. The all-digital project was the first of its kind for NBC, and after two days of shooting gladiators and contestants at up to 1,000 fps with the Phantom HD camera, NBC Magic Room (the broadcaster's in-house post facility) were faced with 1.73 TB of raw .cine files and scrambled to build a pipeline to deal with converting them for Flame and Inferno. Stock motion plates and stills augmented with CG were used to create the environments. Total timeline: two days of shooting and 2.5 weeks of post.





NEWS, INSPIRATION, STUFF TO WATCH

[feedhere.com](https://feedhere.com)

## ESPNEWS HD

### Broadcast design (montage)

**Client:**

ESPN

**Director:**

TROLLBÄCK + COMPANY

**Design/animation:**

TROLLBÄCK + COMPANY

[www.trollback.com](http://www.trollback.com)

ESPNEWS HD launched on March 30, 2008, with this graphic identity created by NY studio Trollbäck + Company. The package presents the ESPNEWS logo as a futuristic mainframe in a constant state of flux, acquiring and emitting information. "Varied pacing of the motion highlights the athletic range within sports and brings an emotional connection to the design," explains Joe Wright, CD of Trollbäck + Company. "Explosive and powerful elements are balanced by moments of composure and focus – a quarterback choosing between plays, a batter at the plate visualizing the hit zones."

**For ESPN**

VP creative services: Rick Paiva

CD: David Saphirstein

Sr AD: Wayne Elliott



**For Trollbäck + Company**

CDs: Jakob Trollbäck, Joe Wright

Assistant CD: Matthew Tragesser

Designers: Tetsuro Mise,

Tolga Yildiz, Paul Schlacter,

Lloyd Alvarez, Dan Degloria

Animators: Lloyd Alvarez, Dan

Degloria, Lu Liu, Fu-Chun Chu

Producer: Danielle Amaral

EP: Marisa Fiechter

**R.E.M. "HOLLOW MAN"**  
**Music video**

**Record label:**  
**WARNER BROS.**

**Directors:**  
**GARY THOMAS,**  
**STEFAN WORONKO**

**Production:**  
**CRUSH INC.**

**Animation:**  
**CRUSH INC.**

[www.crushinc.com](http://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 layers 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



apartment, in our grubby stairwell – just generally got back to a place where all creative people start and then slowly get away from, to try to make pictures work like music."

**For Crush Inc.**

Directors: Gary Thomas,  
Stefan Woronko  
EP: Jo-ann Cook  
Producer: Stephanie Pennington

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

**HOT CHIP**  
**“ONE PURE THOUGHT”**  
Music video

**Record label:**  
**EMI**

**Directors:**  
**BEVIS MARTIN,**  
**CHARLIE YOULE**

**Animation:**  
**TRUNK ANIMATION**  
[www.trunk.me.uk](http://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 quality 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 composers are literally worth their weight in saffron”!



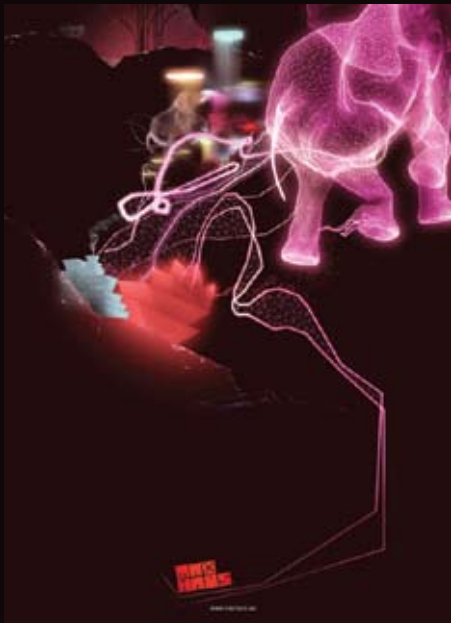
**For Trunk Animation**

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

**Toolkit**

After Effects, Flash, Photoshop





**"MAXHAUS"  
Cinema, TVC**

**Client:  
MAXHAUS**

**Director:  
MARCELO GARCIA**

**Agency:  
W/BRASIL**

**Design/animation/compositing:  
MOLHO**

[www.molho.tv](http://www.molho.tv)

The striking and enigmatic two-minute centerpiece of a multi-media campaign running across Brazil and online developed by W/Brasil and Sao Paulo studio Molho for a company building modular custom lofts. Marcelo Altino Garcia, Molho CD: "Usually, in animation, a technique or a world is created; then within that realm, one develops the story/ script. In this case, the agency wanted different looks and feels throughout the piece so the main challenge was to invite the viewer into these ideas and aesthetics that are very contrasting from one another. The piece evokes a feeling of constantly introducing something new and wishing to know more about those places." Schedule: five weeks.

**For Molho**

AD: Guime

Director: Marcelo Altino Garcia

CD: Marcelo Altino Garcia

Audio: Waldo Danuzzo

**Toolkit**

After Effects, Photoshop,  
Illustrator, Trapcode, Maya

**“STORIES FROM THE  
NEIGHBOURHOOD”  
Self-promotion**

**Director:  
JON HUMPHREYS**

**Production:  
THE NEIGHBOURHOOD**

**Animation:  
THE NEIGHBOURHOOD**

[www.the-neighbourhood.com](http://www.the-neighbourhood.com)

To help launch their new website, Manchester studio The Neighbourhood had some fun with the first of what they hope will become a series of chapters in their self-promo story book. Director Jon Humphreys: “As a relatively new studio, the film is designed to promote us as a company, put us on the map and allow us to develop ideas that fall outside of regular client work – hopefully firing people’s imagination along the way. In creating a storybook world we had a million ideas about characters and scenarios that could have been developed further but the hard part is selecting the best ideas to resolve into the finished film.” A stereoscopic 3D version of the film is now in development.

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



**For The Neighbourhood**

Director/designer: Jon Humphreys  
Animation: Tim Woods  
Rigger: Tim Woods  
Additional modeling/animation:  
Stuart Dearnaley

**Toolkit**

Illustrator, Photoshop, 3ds Max,  
After Effects, Premiere





### For Pro Production

Director: Iwo Zaniewski  
 DOP: Marek Sanak  
 Set decoration: Jeremi Brodnicki

### For Platige Image

CG Lead: Maciek Jackiewicz,  
 Jaroslaw Sawko  
 Producer: Agnieszka Furmaniak  
 3D: Marcin Stępien, Rafał Sadowy,  
 Michał Skrzypiec, Marcin Filipek,  
 Arek Jurcan, Łukasz Sobisz,  
 Kamil Pohl  
 2D: Michał Dziekan,  
 Marek Okoń, Rafał Wojtunik,  
 Krzysztof Kamrowski

### Toolkit

After Effects, Final Cut, 3ds Max,  
 Avid Nitris, Photoshop, RealFlow



**KUJAWSKI**  
 TVC :45

**Client:**  
 ZT KRUSZWICA S.A.  
**Agency:**  
 PZL

**Director:**  
 IWO ZANIEWSKI

**Production:**  
 PRO PRODUCTION

**VFX:**  
 PLATIGE IMAGE  
[www.platige.com](http://www.platige.com)

Warsaw's Platige Image carries us off into into CG vision of agrarian utopia complete with golden fields, gargantuan antique farm equipment and what producer Marcin Kobylecki calls, "charming country girls dressed in quasi-ethnic Polish clothes." Kobylecki says the creative challenge was, "finding the balance between unappetizing machines and the desired 'rustic' feeling. We wanted to avoid a dirty 'steam punk' look, and make the interiors and machines rich in detail and at the same time unsophisticated and funny."

**MICROSOFT ZUNE**  
**"PIECE OF ME, PIECE OF YOU"**  
**Viral**

**Agency:**  
**72ANDSUNNY**

**Director:**  
**THREE LEGGED LEGS**

**Production:**  
**GREEN DOT FILMS**

**Animation:**  
**THREE LEGGED LEGS**  
[www.threeleggedlegs.com](http://www.threeleggedlegs.com)

Three Legged Legs: "We've been trying to do something puppet-driven for a long time. When 72andSunny approached us to concept a film for Zune Arts we were all like "Oh snap! Shit son! So tight!" but we didn't want them to think we wanted it that bad, so on the phone we were like "... uh... yeah. Zune Arts, huh. Sounds cool." Then we got to work.

"The three of us sat down and brainstormed like little maniacs. We settled on a couple of ideas we fleshed out a bit more and shared with the agency. They really took to one idea in particular (the zombies bit). On our first call, they had a couple of great ideas that brought a little more depth to the story, which we loved. We incorporated





those thoughts and produced the final script.

“We’re always trying to expand our little circle of working buddies, so we hit up a couple of people whose work we really dug – character designer Andrew Hem and puppet maker Adam Parker Smith. We referenced their work in our pitch, and figured who better to go to than the artists themselves.”

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

#### **For 72andSunny**

CD: Bryan Rowles

Copy: Charlie Stephenson

Producer: Elisa Orsburn

#### **For Green Dot Films**

Director: Three Legged Legs

MD: Rick Fishbein

EPs: Darran Foldes, Rich Pring

Line producer: Stephen Steiner

DOP: Brentg Jonsson

Character designer: Andrew Hem

Puppet maker: Adam Parker Smith

Puppet wardrobe: Caroline Salas

Puppet choreographer:

Kristin Zipfel

Shoot puppeteers: Eli Presser,

Jessie Kingsley, Catherine

Strecker, Brandy Whiseant,

Rob Hummel



#### **For Three Legged Legs**

CDs: Greg Gunn, Casey Hunt,  
Reza Rasoli

Post producer: Mary Ann Cabrera

Editor: Jason Painter

Composer: Tyler Nathan

Post intern: Jason Han

Additional rotoscoping: RotoFarm

Digital transfer: Plaster City Digital

Sound Design: Stimmung

Mix: Mark Meyuhus/Lime Studios

#### **Toolkit**

After Effects

**SPRINT (NEXTEL) "IREDELL",  
"KATRINA"**

**Virals :90 x 2**

**Agency:  
GOODBY, SILVERSTEIN &  
PARTNERS**

**Director:  
SUPERFAD**

**Animation:  
SUPERFAD**

[www.superfad.com](http://www.superfad.com)

Two of four web films running on the sprint/Nextel site designed to demonstrate the benefits of the Sprint Nextel Direct Connect system. Superfad AD Kevin Lau reveals the challenge was to keep the mood and tone of the case studies balanced: "They had to have the right tech/info feel but also be story driven to maintain their personal feel and keep the viewer engaged enough to watch the whole thing. The spots needed to be entertaining but also maintain a level of seriousness so as to not undermine the weight of the topic, i.e. Katrina disaster relief." Schedule: six weeks.



**For Goodby, Silverstein & Partners**

Co-chairman/CD: Rich Silverstein  
CDs: Christian Haas,  
Franklin Tipton  
Group/assoc. CD:  
Paul Stechschulte  
ADs: Rudi Anggono,  
Shane Fleming  
Copy: Will Elliott, Larry Corwin  
EP: Josh Reynolds  
Producer: Rob Sondik



**For Superfad**

EP: Kevin Batten  
Producer: Danielle Hazan  
CD: Justin Leibow  
Sr AD: Kevin Lau  
AD: Will Johnson  
Designers/animators: Kevin Lau,  
Will Johnson, Dylan Spears, Andy  
Kim, Glen Suhy, Ian Mankowski,  
Ergin Kuke  
Compositor: Claudia Yi Leon

**For Human**

Music producer: Dan Pritikin

**For GSP Post**

Sound designer: Amber Tisue

**Toolkit**

Maya, After Effects, Photoshop,  
Illustrator

stash 45.22

**CELLULAR SOUTH**  
**"TAYLORS WORLD"**  
TVC :30

**Agency:**  
**MARTIN WILLIAMS**

**Director:**  
**ROB FENG. LUDOVIC**  
**SCHORNO**

**Animation:**  
**BRAND NEW SCHOOL**  
[www.brandnewschool.com](http://www.brandnewschool.com)



BNS directors Rob Feng, Ludovic Schorno: "The initial brief was extremely wide open but the main directive was to visualize a user's world within his cell phone. Exactly what that world was changed quite a bit throughout the process.

"The schedule was by far the biggest challenge. From start to finish, there was only five weeks, and the post end of it was less than two. Because of how open the brief was, the project was an exercise in restraint. I think the natural reaction is to cram as much as you can into a frame, but is that really the best solution? That approach runs the risk of technique and design overpowering the spot and it was our intention to try and find the best balance.

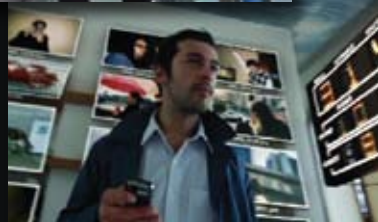
"One of our main goals was to keep the camera as active as possible. We knew we were going to add stuff around the talent, but because of the compressed schedule we were still designing well into the shoot. So we shot base plates that were as fun and exciting as the CG we were hoping to add after the fact. Tracking became the biggest hurdle. Working closely with our CG supervisor, we did everything we could to make that process as efficient as possible. Luckily, with the Spheron camera we were using for our light maps, we were also able to extract very accurate set measurements so everything pretty much snapped into place on the post end."

**For Brand New School**

**Directors:** Rob Feng,  
Ludovic Schorno  
**DOP:** Jeff Cronenweth  
**Editor:** Erik Barnes  
**CG super:** Stephen Sloan  
**3D:** John Sadler, Robin Kim,  
Vinh Chung, Max Keane,  
Mike Fisher, Andrew Soria  
**Flame:** Philip Ineno  
**Compositors:** Mark Kim, Kyu Kim  
**Rotoscoping:** Stephanie Tucker,  
Tiffany Germann  
**Designers:** Brian Gossett,  
Eli Carrico, Rob Bisi, Mark Kim,  
Andy Bernet  
**Live action producer:**  
Annie Johnson  
**Post producer:** Darren Jaffe

**Toolkit**

After Effects, Photoshop,  
Illustrator, Maya, Flame



stash 45.23

**SEAT “DIESEL MOLECULES”  
TVC :30**

**Agency:  
ATLETICO INTERNATIONAL,  
BARCELONA**

**Director:  
CHRIS DELAPORTE**

**Production:  
MARKENFILMS  
WIZZDESIGN**

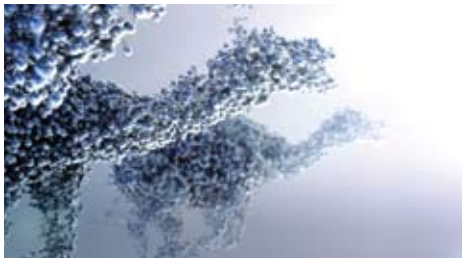
**Animation:  
WIZZ  
www.wizz.fr**

After seeing Wizz director Chris Delaporte's experimental CG film "Puppet Dream" in Stash 35, the ATLETICO International creative team of Jason Bramley and Jonny Biggins chose the young Parisian to create this fluid world of diesel molecules for Iberian auto maker Seat. A former graffiti artist, Delaporte is also a painter and scriptwriter with one feature film ("Kaena: The Prophecy" released in 2004) under his belt and a second in the writing phase.

**For ATLETICO International**

CDs: Jason Bramley,  
Jonny Biggins  
Producer:

Christian Santiago Metrailler



**For Markenfilms**

Producer: Nicolas Mirbach  
Director: Chris Delaporte

**For WIZZ**

Post-producer: Matthieu Poirier  
Flame: Misha Shoz  
Animation/VFX: Guillaume Marcel,  
Remi Kosira, Stéphane Soubiran

Rendering: Laurent Guerin,

Ronan Lefur

Modeling: Mickael Gantois

Music: Raphaël Ibanez de Garayo

**Toolkit**

Maya, Flame, Combustion,  
After Effects



stash 45.24

**DODGE "ROAD TRIP"**  
TVC :30

**Agency:**  
BBDO, NEW YORK

**Director:**  
XYZ STUDIOS

**Production:**  
THE EBELING GROUP

**Animation:**  
XYZ STUDIOS  
CHARLEX

[www.xyzstudios.com](http://www.xyzstudios.com)  
[www.charlex.com](http://www.charlex.com)



Originally designed as an in-house video to introduce the 2009 Dodge Crossover to dealers, this clip graduated to broadcast with a smooth integration of disparate elements and by subtly highlighting the vehicles selling points while avoiding the usual hard-sell list of features. XYZ Studios director, Tim Kentley recalls, "Hands down the most challenging aspect was what the characters looked like and how to make them. We could shoot real talent and hand draw over top of them, but that is time prohibitive and would result in quite literal interpretation character designs." The solution to that and other production quandries came with Melbourne-based Kentley

camped out at Charlex in NY working directly with the team of designers, animators, Flame, Smoke and CG artists. Most shots meld hand drawn illustration, full CG characters, the photo-real 3D vehicle and the live action interior of the car shot in HD with motion control.

**For BBDO**

CCOs: David Lubars, Bill Bruce  
CDs: James Clunie, Michael Folino  
Sr producer: Kevin Wilson

**For The Ebeling Group**

EPs: Mick Ebeling, Dex Deboore  
Sr producer: Sue Lee

**For Charlex**

CG super: Gong Myung Lee  
VP sr producer: Steve Chiarello  
Co-producer: Jennifer Scelia  
Lead modeler: Alex Cheparev  
Lead character TD:  
Stephen K. Mann  
Lead animator: Anthony Tabtong  
Lead lighting TD: James Fisher  
Modeler: Hungkit Ma  
Modeler/textures: Han-Chin Lee  
Textures: Carlos Sandoval  
Character TD: Andre Stuppert  
Sr animator: John Wilson  
Sr lighting TD: Jeff Chavez  
Lighting TD: Quan Tran,  
Keith McMenamy, John Volny,  
Luis Cantillo, John Cook, Will  
Atkin, Cesar Kuriyama  
Sr Flame: Jesse Newman  
Sr Smoke editor: Rob Aiello

**For XYZ Studios**

Director: Tim Kentley  
Illustrations: Celeste Potter  
Character modeler:  
Jaime Fernandez

**Toolkit**

Maya, Digital Fusion, PF Track,  
Flame, Smoke, Photoshop

stash 45.25

**LI-NING “NO EXCUSE SHAQ”,  
“NO EXCUSE HAYES”,  
“DETERMINATION POWER”  
TVCs x 3**

**Agency:  
LEO BURNETT BJ**

**Director:  
MOTION LOGIX**

**Animation/VFX:  
MOTION LOGIX**

[www.motionlogix.com](http://www.motionlogix.com)

A series of three spots for the Chinese market from Beijing-based Motion Logix for the country's largest athletic footwear brand finds NBA stars and the Argentine national basketball team blended with Chinese culture. Todd Lu, senior producer at Motion Logix: “The main technical challenge was how to give the vines (in “Determination Power”) a satanic life. We had tried to use the mail script on Maya, but it made the vines too random to control. So finally we chose to use a combination of modeling, deformers and skeletons, which offered more flexibility to us, but cost a bit more time.”

**For Motion Logix**

Sr producer: Todd Lu

Rough-cut editor: Todd Lu

**Toolkit**

Maya, Softimage, Flame, Flint





#### For BBH, London

CD: Nick Gill  
 Copy: Verity Fenner  
 Producer: Michelle Kendrick

#### For The Ebeling Group

EP: Mick Ebeling

#### For LOBO

Director: Mateus de Paula Santos  
 AD: Claudia Southgate  
 EPs: Alex Webster, Dex DeBoree

#### Toolkit

Maya, Photoshop, After Effects,  
 Color Finesse plug-in



#### VIGORSOL "GLOBAL FREEZING" TVC :40

Agency:  
**BBH LONDON**

Director:  
**MATEUS DE PAULA SANTOS**

Production:  
**THE EBELING GROUP**

Animation:  
**LOBO**

[www.lobo.cx](http://www.lobo.cx)

Lobo partner/creative director Mateus de Paula Santos takes on the sequel to 2007's infamous Vigorsol "The Legend" spot from Ben Dawkins and MPC (on Stash 32). "This time the client wanted to center the action on a family of penguins, commenting on the dreadful effects of global warming. Last year's film became very popular, so the main challenge was to make a new spot that was even funnier than its predecessor. We also wanted to improve on the original's visual style, making it look more painterly and reminiscent of old scientific books for children. The trickiest part was to use 3D animation and make it look natural, organic, non-digital." Schedule: two months.

stash 45.27

**“MAGIC INK”**  
Short film

**Client:**  
JOHN BURGERMAN/IDN

**Director:**  
WYLD STALLYONS

**Animation:**  
WYLD STALLYONS

[www.wyldstallyons.com](http://www.wyldstallyons.com)

Acclaimed UK artist and illustrator Jon Burgerman's singular doodles come to life at the hands and keyboards of London design and production studio Wyld Stallyons. The strange little short, based on a poem by Burgerman (with VO supplied by Wyld Stallyon Mark Walker), will be included on the DVD accompanying the artist's forthcoming book, *Pens are my Friends*, due to be published by idN in September 2008.

**For Wyld Stallyons**

Lead animator: Chris Sayer

Animators: Jason Arber,  
Richard May

Music/sound: Jason Arber

Producer: Natalie Busuttill

EP: Jon Burgerman

Written/drawn: John Burgerman

Voice: Mark Walker

**Toolkit**

After Effects, Cinema 4D



stash 45.28

**MTV "BURMA VIRAL"**  
TVC/viral

**Clients:**  
**THE BURMA ARTS BOARD**  
**MTV NETWORKS**

**Agency:**  
**OGILVY & MATHER**

**Director:**  
**ANDRE STRINGER**

**Animation:**  
**SHILO**  
[www.shilo.tv](http://www.shilo.tv)

Carl Le Blond, ECD at Ogilvy & Mather Amsterdam, had the script for this MTV sponsored PSA completed in 2007 but knew it "would have been prohibitively expensive to execute, just because of the scale implications involved." After screening Shilo's 2007 short film "The War" (Stash 40) he knew he'd found his answer.

For Shilo, this project for the Burma Arts Board ([noneofusarefree.org](http://noneofusarefree.org)) was a labor of immediate love. "We jumped at the chance," says Shilo's Andre Stringer. "We immediately realized this could help make a difference for a nation of more than 55 million people being denied the rights we take for granted - and that it would be the most important piece of

work we've ever created. I think our first cut was only a few days after we spoke with Carl. When we started getting calls telling us it had moved some people to tears, we knew we were right on track."

**For The Burma Arts Board**  
Founder: Suki Dusanj

**For MTV Networks**  
Director of social responsibility:  
John Jackson

**For Ogilvy & Mather**  
ECD: Carl Le Blond  
Producer:  
Brenda Bentz van den Berg

**For Shilo**

Director: Andre Stringer  
EPs: Tracy Chandler,  
Mark Hanrahan  
CD: Andre Stringer  
Lead artists: Tamir Sapir, David Hill  
Matte painting: Mathieu Reynault,  
Marco Giampaolo, Cassidy  
Gearhart, Noah Conopask  
3D animators: Henning Koczy,  
Richard Cayton, Ohad Bracha,  
Bren Wilson, Eugen Sasu,  
Kiel Figgins  
3D: Christina Ku, Richard Kim,  
Warren Heilmall, Craig Kohlemeyer,  
Scott Denton  
Compositors: David Hill,  
Tamir Sapir, Cassidy Gearhart,  
Noah Conopask, Stieg Retlin  
Miniature designer: Willi Patton  
Editor: Nathan Caswell  
Sound designer: Dante Nou  
Producer Lindsay Bodanza  
Coordinator: Danielle Smith  
Audio: Good Sounds

**Toolkit**

Maya, QUBE, mental ray, Adobe  
Photoshop, Adobe After Effects,  
Final Cut

## ADOBE PHOTOSHOP “SEE WHAT’S POSSIBLE” CHALLENGE

Cut&Paste and Adobe dangled \$20,000 and copies of Adobe Creative Suite 3 Master Collection in front of the world’s graphic designers, web pros, photographers, animators, and motion graphics designers and asked them to “Compose an engaging animation or motion graphic video incorporating the Photoshop brand logo that illustrates the theme of ‘See What’s Possible.’” Here are the winner and 10 more :15 gems.

Judges: Michael Cina (YouWorkForThem), Nando Costa (Nervo), Mick Ebeling (The Ebeling Group), José Gomez (Shilo), Kylie Matulick (Psyop), Victor M. Newman (Freestyle Collective), Jonathan Notaro (Brand New School), Adina Sales (Blacklist), Alexei Tylevich (Logan).

### For Cut&Paste

[www.cutandpaste.com](http://www.cutandpaste.com)  
Executive director: John Fiorelli  
US Events director: Kelly Nichols  
Communications director:  
Jenn Tsang  
Creative manager:  
Guillo Echevarria  
TD: Noah Norman

### WINNER

#### “EXPLORE” 3 WAGONS DEEP

[www.3wagonsDeep.com](http://www.3wagonsDeep.com)

“It’s human instinct to explore. Historically, human exploration sought to conquer the physical world around us, by challenging the edge of a perceived flat world, taking flight and, eventually, slicing through the atmosphere into space. However, now we have the ability, with the help of Photoshop, to create our own virtual worlds where exploration seems limitless, unbound by the laws of physics.



“The entire animation was done completely with Photoshop and After Effects (with a touch of Illustrator for logo preparation). No third party plug-ins, programs, animation, videos were used, just the tools that ship standard with Adobe software. All photos are original - taken with my Nikon D80 (organized in Adobe Photoshop Lightroom). The music is also original. Audio mix and sound design by Lewie Avramovich.”

### FINALIST

#### “SEE WHAT’S POSSIBLE” HELLO LAVA

[www.hellolava.be](http://www.hellolava.be)



### HONORABLE MENTION

#### “SWP\_NOWHERE” NOWHERE-LAB.NET

<http://nowhere-lab.net/>



**FINALIST**  
**"THINKING MAGICAL"**  
**ANIMATÓRIO/VINICIUS COSTA**  
[www.animatorio.com.br](http://www.animatorio.com.br)



**HONORABLE MENTION**  
**"PHOTOSHOP NINJA"**  
**FARAH SATTAR, POORNIMA**  
**BALASUBRAMANIAN**



**FINALIST**  
**"THE AMAZING FACTORY"**  
**WONDERMINT**  
[www.wondermint.tv](http://www.wondermint.tv)



**HONORABLE MENTION**  
**"BEING CREATOR"**  
**DUBU5**  
[www.dubu5.com](http://www.dubu5.com)



**FINALIST**  
**"HAPPY PLACE"**  
**NETWORK OSAKA**  
[www.networkosaka.com](http://www.networkosaka.com)



**HONORABLE MENTION**  
**"WITHIN WHAT'S POSSIBLE"**  
**ASSOCIATES OF BEJEC**  
[www.jeremycox.com](http://www.jeremycox.com)



**HONORABLE MENTION**  
**"THE EXPERIMENT"**  
**THE ACTION CATS**



**HONORABLE MENTION**  
**"INFINITE"**  
**ANTHEMIC**  
[www.anthemichdesign.com](http://www.anthemichdesign.com)



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