

stash02



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ONK

2d3

www.2d3.com

The virtual interchangeables with the real

stash

DVD MAGAZINE

STASH MEDIA INC.

Editor: STEPHEN PRICE

Publisher: GREG ROBINS

DVD production: METROPOLIS DVD,
New York

Animation: KYLE SIM, TOPDX, Toronto
Toolkit: SDS Max, Inferno

Music: TREVOR MORRIS,
Media Ventures, Santa Monica

Thanks: CHEYENNE, CAROLINE,
PETER, MAYA, NICOLE, JASON,
TYLER

Cover image: Hummer "Evolution"
courtesy of FILM TECKNARNA,
Stockholm

Stash toolkit: Illustrator, Photoshop,
InDesign, Transmit, Powerbook G4s,
Helvetica Neue, DIN Mittelbchrift

Instructions: Read, rinse, repeat.

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Stash is on a permanent treasure hunt - some would say dumpster dive - through global pop culture, rummaging for projects that restart cynical hearts and slice through mental calluses. Each discovery and every submission is passed through a proprietary device no larger than a bull terrier that weighs the work against complex scientific and intuitive factors. Budget however, is not one of them. Outstanding high-profile commercials, branded content and motion design are all here on Stash 02 but you'll also find a low budget music video for a band you've never heard of, a viral ad, a trilogy of short films, a retail spot, an in-store video, a spec spot and a corporate film. Good work, like good lovin', has little to do with the size of your per diem.

So to all of you who sacrifice sleep, hair, and friends to perfecting the task at hand - be it a star-clogged trough of ad lucre or the titles for your poker buddy's stepdaughter's wedding video - we dedicate this issue and look forward to seeing the results.

Stephen Price

Editor

New York 10/04

sp@stashmedia.tv

BBC "EURO 2004"

TVC :40

Client:
BBC BROADCAST

Agency:
DFGW

Director:
MARTYN PICK

Animation:
BERMUDA SHORTS
www.bermudashorts.com

European football doesn't often conjure images of high culture but Martyn Pick and a selection of the UK's top artists and animators bring art history to the masses by fusing soccer greats to the style of great painters from their country of origin - Van Nistelrooy takes on the energy of Van Gogh's brush. Nedved is formed and pulled apart in the style of the Czech surrealists. Owen flickers with the fiery energy of William Blake. All the artists, cleated and otherwise, are held together by Craig Armstrong's reverent track.

For DFGW
CD: Dave Waters

For BBC Broadcast
Producer: Ella Littlewood



For Bermuda Shorts

EP: Trevor Murphy
Producer: Julie Pye
2D AD: Sharon Pinsker
Artists: Fiona Woodcock, Martin Oliver, Martin Drey
Animators: Murray John, Chris Walker
After Effects: Jason Guest, Peter Bunzl
Editor: Andy Read

Toolkit

After Effects, Photoshop, Painter,



HUMMER "EVOLUTION"
TVC :30

Agency:
MODERNISTA!

Directors:
**BORIS NAWARTIL, DAVID
NORD**

Design/animation/post:
FILM TECKNARNA
www.filmtecknarna.com

FilmTecknarna was founded in 1981 but hit North American airwaves hard this summer with an impossible-to-ignore frenzy of kaleidoscopic collisions for the new Hummer H2. The animation, graphic work and post was done in FT's Stockholm studio which houses 10 staffers and 3 directors.

**For FilmTeknarna/Curious
Pictures**

EPs: David Starr, Meredith Brown
Producers: Susanne Granlöf,
Sherri Leavy
Prod. manager: Sophie Lindgren
Editor: Johan Irebough
Comp supers: Stefan Ljungberg,
Aron Hagerman
3D modeling super: Johan
Irebough

For Modernista!

ECDs: Gary Koepke, Lance
Jensen
CDs: Will Urions, Shane Hutton
EP: Charles Wolford

Toolkit

Softimage XSI, Electric Image,
After Effects, Photoshop, Final Cut



**MOUNTAIN DEW “HELICOPTER”
AND “HALLWAY”**
TVCS :30 AND :23

Client:
PEPSI COLA, NORTH
AMERICA

Agency:
BBDO

Director/production:
TRAKTOR

VFX:
METHOD

www.methodstudios.com



The challenge here, according to BBDO's Bill Bruce, was to capture the urgency and physicality of a live-action performance while somehow remaining true to the spirit of Cuban cartoonist Antonio Prohias' little cold-war masterpieces. Oversized sets, blue screen, costumed performers, miniatures, puppeteers and masks designed by Stan Winston were all brought together and enhanced with CG elements in two months of post at Method. Check the Behind the Scenes feature on the DVD for on-set photos.

For Traktor

DP: Bill Pope

Producer: Jim Bouvet

For Method

Lead VFX Super: Alex Frisch

VFX: Cedric Nicolas, Andrew Eksner, Russell Fell, Alex Kolasinski

3D: Hatem Benabdallah, James LeBloch, Jeremy Butler

3D creative super: Laurent Ledru

3D tech Super: Gil Baron

VFX EP: Neysa Horsburgh

VFX producer: Sue Troyan

For BBDO

ECD: Bill Bruce

ADs/copy: Bill Bruce, Doris Cassar

EP: Hyatt Choate

CCO: Ted Sann

Toolkit

Inferno, Maya, Boujou

For Goodby, Silverstein and Partners

CD: Rich Silverstein,
Steve Simpson
AD: Hunter Hindman
Sr copy: Rick Condos
EPs: Josh Reynolds, Elizabeth
O'Toole

For Anonymous Content/ Fincher Films

EPs: Cean Chaffin, Dave Morrison
HOP: Jeff Baron
Producer: Robin Buxton

For Digital Domain

EP: Ed Ulbrich
VFX super: Eric Barba
VFX producer: Mike Pardee
CG super: Jay Barton
Animation super: Walt Hyneman
Lead Flame: Patrick Ferguson
Nuke: Greg Teegarden,
Janelle Croshaw
TD: John Cooper
Tracking integration lead:
Jason Doss
Lead roto: Hilery Johnson



HP "CONSTANT CHANGE" TVC :30

Client:
HEWLETT PACKARD

Agency:
**GOODBY, SILVERSTEIN &
PARTNERS**

Director:
DAVID FINCHER

Production:
**ANONYMOUS CONTENT/
FINCHER FILMS**

VFX/post:
DIGITAL DOMAIN
www.d2.com

With the lead character's world and wardrobe changing every five frames, Fincher and DD ensured a seamless performance by shooting the talent in a trackable suit on green screen then dressing him on the fly in 3D clothes. Two weeks of pre-viz helped preserve sanity as an arsenal of programmable lights slaved to the motion control rig delivered five-frame lighting changes that were captured and assembled onset by editor Angus Wall. A core crew of 10 animators brought it together in nine weeks of post. Check the Behind the Scenes feature on the DVD for a video of how they did it.

NIKE "MAGNET"
CINEMA AND TVC :90

Agency:
WIEDEN+KENNEDY
PORTLAND

Director:
JAKE SCOTT

Production:
RSA USA

VFX:
A52

www.A52.com

Far greater than the sum of its A-team parts, Nike's Magnet connects with viewers at an emotional level seldom achieved by celebrity sports ads. Understated CG critters (dolphins, geese, fireflies, bats) and flawless compositing let us believe that Lance Armstrong really is riding the coast highway and not a green screen treadmill somewhere in Austin, Texas. A stand-in rider was shot racing through the northern California locations, his face and shoulders replaced with Armstrong's where needed. Check the Behind the Scenes Feature on the DVD for in-process animation screen shots.



For Wieden+Kennedy

CDs: Mike Byrne, Hal Curtis
Copy: Mike Byrne
AD: James Selman
Producer: Vic Palumbo

For RSA USA

EP: Fran McGivern
DOP: Max Malkin
Line producer: Michele Abbott

Toolkit

3Dequalizer, Houdini, Deep
Paint 3D, Renderman, Chalice.

For A52

EPs: Rick Hassen, Darcy
Leslie Parsons
Producer: Scott Boyajan
On-set VFX supers: Westley
Sarokin, Scott Boyajan
Lead Inferno, VFX super:
Patrick Murphy
Inferno: Ben Looram
3D super: Denis Gauthier,
3D animators: Denis Gauthier,
Jeff Willette, Craig Halperin
2D animator: Westley Sarokin

For Elias Arts

Composers: Dave Wittman,
Jimmy Haun



AUDI "ILLUSIONS" TVC :40

Agency:
BBH

Director:
ANTHONY ATANASIO

Production:
AMARILLO FILMS

VFX:
FRAMESTORE CFC
www.framestore-cfc.com

Director Anthony Atanasio worked up the Escher-inspired scenarios for this low-key Audi A6 spot in Photoshop and continued to come up with ideas even as the crew flew to Sao Paulo for the shoot. Framestore CFC VFX super Ben Cronin's location work relied on multiple passes and exacting camera work. The 'Maze' shot (center photo) for instance, uses a real intersection as a starting point but most of the footage was shot in an empty parking lot marked off with sandbags and tape. Check the Behind the Scenes feature on the DVD for before and after shots.

For BBH

Creatives: Dean Wei, Joseph Ernst
CD: Russell Ramsey
Producer: Bradley Woodus

For Amarillo Films

Producer: Tom Shard

For Framestore CFC

VFX super: Ben Cronin
Inferno: Ben Cronin, Stephane Allender, Avtar Bains
2D: Sharon Lock, Stephanie Mills
Post producer: Lottie Cooper

Toolkit

Inferno, Flame, Commotion

stash 02.07

GUINNESS "MOTH"

TVC :60

Agency:

AMV BBDO

Director:

WALTER STERN

Production:

ACADEMY

VFX/post:

**THE MOVING PICTURE
COMPANY**

www.moving-picture.com

MPC sees the light and takes the art of moth wrangling to new heights by modeling five varieties and giving half a million of them their own flight paths with a proprietary flocking system developed to emulate the specifics of lepidopterous flight. For close-ups the MPC team relied on hand-animated CG moths and live action moths captured with a Phantom camera, a disc based system capable of recording thousands of frames/second.

For AMV BBDO

Producer: Carol Powell

For Academy

Producer: Mark Whittow-Williams

DP: Dan Landin

For MPC

Producer: Graham Bird

Inferno/Combustion: Alex

Lovejoy Nicola Cotta, Dan

Sanders, Daniel Kelly

3D: Greg Massie, Richard

Nelson, Russell Appleford

Telecine: Jean-Clement Soret

For The Whitehouse

Editor: Matt Wood

Toolkit

Maya, Inferno





For CDD

Creative: Walter Campbell
Producer: Natalie Bright

For MJZ

Producer: Adam Lynne

For The Mill

Team @ Mill

Toolkit

Spirit, Flame, Maya 6, Softimage
XSI, 3D Equalizer, Mental Ray

Mercedes "clouds"

TVC :60

Agency:

CDD

Director:

NICOLAI FUGSLIG

Production:

MJZ

VFX/post:

THE MILL

www.mill.co.uk



You *know* the whole "battle of the cloud gods" thing could have gone very wrong. But eight months and a team of 37 later Mercedes and the Mill found their silver lining. Shot on 35mm in an empty desert under a cloudless sky, the spot was posted in HD with many shots 100 layers deep. CG cloud elements created with Fluids in Maya 6 and proprietary software were tracked onto real clouds when possible with additional layers added in Flame. Check the Behind the Scenes feature on the DVD for screen shots of how the CG clouds were built and animated.

stash 02.09

“GROWTH”

TVC :30

Client:
**CALIFORNIA TOBACCO
CONTROL SECTION**

Agency:
GROUND ZERO

Director:
DANTE ARIOLA

Production:
MJZ

VFX:
METHOD

www.methodstudios.com

To grant Ariola's wish for the cloning businessmen to feel like amoebas struggling to split, Method built a body rig consisting of the upper part of the talent's chest to mimic the area that the cloned businessman would originate from. The men stepped through the jacket and shirt and contorted their way through the chest cavity - all of which gave the movement a realistic feel and made it easier to fuse the elements in post. Check the Behind the Scenes feature on the DVD for shots of how it was done.



For MJZ

EP: Jeff Scruton
DP: Curtis Clark
Line Producer: Nadine Brown

For Ground Zero

CD: Court Crandall, Arty Tan
AD: Shawn Brown
Copy: Greg Lane
Producer: Monique Veillette

For Method

Lead VFX super: Russell Fell
VFX: Alex Frisch, Chris Staves
CG: James LeBloch
VFX EP: Neysa Horsburgh
VFX producer: Justin Lane

Toolkit

Flame, Inferno, Elastic Reality



For Margeotes NYC

Producer: Megan McDonald

For Stardust Studios

ECD/AD/designer: Jake Banks

EP: Matthew Marquis

Producer: Rich Kaylor

Animators: Sandy Chang, Shane

Zucker, Christian Perez, Yan

Ng, Jake Banks, Angie Tien

Editor: Jake Banks

For Mo*Phonics

Sound design: Zach Corbell

Toolkit

Maya, Shake, After Effects,

Photoshop, Illustrator,

Combustion, Final Cut Pro, G5



**BOMBAY SAPPHIRE “STEP INTO BLUE”
CINEMA AND TVC :60**

**Agency:
MARGEOTES NYC**

**Director:
JAKE BANKS**

**Production/animation:
STARDUST STUDIOS**

www.stardust.tv

With no other brief than sensuality and sophistication, Margeotes solicited 10 companies to submit ideas for their annual Bombay Sapphire :60. Bi-coastal broadcast design and motion graphics concern Stardust Studios got the job on the strength of their storyboards. Check the Behind the Scenes feature on the DVD to see the pitch that won Stardust the job.

USA "ANTHEM"

TVC :60

Client:

USA NETWORK

Agency:

PETERSON MILLA HOOKS

Director:

DEWEY NICKS

Production:

VILLAINS

VFX:

FISCHER EDIT

www.fischeredit.com

Why USA and crew would choose to cover a Canadian rock song to back their "American Original" theme is a tad mysterious but The Mooney Suzuki version of Bachman-Turner Overdrive's "Ain't Seen Nothin' Yet" certainly kicks this spot up into multi-watchability. Beyond the fun, you know it's an effective TV promo when you find yourself actually entertaining the idea of watching the Westminster Dog Show.



For Peterson Milla Hooks

CDs/ADs: Carl Byrd, Dave Peterson
Copy: Jenny Shears
EP: Gary Tassone
Producer: Lisa Mitchell

For Villains

DP: Jeff Cutter
EP: Richard Goldstein
Producer: Bernard Rahill

For Fischer Edit

Flame: Mark Youngren
3D: Nick Hansen
Editor: Brett Astor
Online Editor: Jay Holgate
Producer: Bill Rogina



Toolkit

3DS Max, Combustion, Flame,
Avid Media Composer, SGI Octane
2, PowerMac G4, Boxx Dual
2.8Ghz

**JETIX LAUNCH
BROADCAST DESIGN
(MONTAGE)**

Client:
**ABC CABLE NETWORKS
GROUP**

Director:
ELAINE CANTWELL
www.sparkcreativeinc.com

Animation:
ZOIC STUDIOS
www.zoic.com



For ABC Cable Networks

EVP: Eleo Hensleigh
SVP: Adam Sanderson
VP: John Rood

For Spark

CD/designer: Elaine Cantwell
EP: Patty Kiley
Producers: Toby Keil, Beth Elder
Designers: Nick DiNapoli,
Matthew Hall, Dan Garcia
Brand strategy: Lee Hunt

For ZOIC

Lead CG: Lochlon Johnston,
Michael Capton
CG: Jake Bergman, Blake
Robertson, Noah Smith,
Bonnie Rosenstein
VFX super: Andrew Orloff
2D: Amanda Loukanakis
Sr producer: Carla Attanasio

Toolkit

Maya, After Effects, Inferno,
Photoshop, Illustrator

Starting as a dedicated action/adventure programming block on the ABC Family and Toon Disney cable channels, Jetix will reach out to boys 6-11 in an estimated 137 million households in 77 countries by the end of 2004. Because of the global nature of the Jetix brand Cantwell developed an icon-based logo and character that would, "Transcend language and visually communicate the new global brand more effectively than typography alone."

APA 50 AWARDS

VIRAL :34

Client:
**ADVERTISING PRODUCERS
ASSOCIATION**

Director:
ADAM PARRY

Design/animation
FRAMESTORE CFC

www.framestore-cfc.com

A viral promotion for the year's 50 best commercials produced by UK prodcos and agencies as presented by the Advertising Producers Association and the British Academy of Film and Television Arts. In a nod to the 2004 awards venue – the Victoria and Albert Museum – director Parry took the wide open brief and went straight for something, well, Victorian. The animation was created by Parry in Inferno, with a week of design followed by two weeks of execution. The project was delivered to APA members via front, Framestore CFC's online digital delivery and archiving system.



For Framestore CFC

Director/designer: Adam Parry
Producer: Simon Whalley
Music and sound design: Osymyso

Toolkit

Inferno

CMT "GONNA BE BETTER" BROADCAST DESIGN



Client:
CMT

Director:
NANDO COSTA

Production:
THE EBELING GROUP

Animation:
NAKD

www.nakd.tv

For CMT

VP of creative and marketing:

James Hitchcock

Director of creative:

Michael Engleman

AD: Carla Daeninckx

Producers: Jeff Nichols, Tracy Piel

For: The Ebeling Group

EP: Mick Ebeling

HOP: Alexander Dervin

Producer: Ben Apley

For NAKD

CD: Nando Costa

Animator: Raquel Falkenbach

Toolkit

After Effects, Photoshop,
Illustrator, PC's

Kicking off with a Times Square billboard and print ads by artist Mark Todd, MTV's re-branding of recent purchase Country Music Television takes on a progressively hip dimension via the animation chops of Sao Paulo's NAKD and Shelby Lynn's country rocker "Gonna Be Better". Besides Todd's illustrative work Costa claims inspiration also came from genre icons including Johnny Cash, Waylon Jennings and Hank Williams III.

stashSUBMIT

STASH needs your most current and exceptional animation, VFX and motion graphics projects (regardless of budget or technique) including:

- / **television, cinema and viral commercials**
- / **broadcast graphics and film titles**
- / **branded content**
- / **music videos**
- / **short films**
- / **spec spots and pitches**
- / **and those jobs that just up and died**

While STASH welcomes credit and title sequences, we do not accept animation or VFX work done for the body of a television program or feature film.

To submit projects for consideration:

Email Quicktimes or FTP links to sp@stashmedia.tv or go to stashmedia.tv for directions on where to forward a DVD.

stashBTS

BEHIND THE SCENES

When you contribute to STASH, you have the opportunity to include behind the scenes material with your work. These mini-productions may include storyboards, conceptual art, maquettes, wire frame models, render and compositing tests, director/ animator/ producer commentary etc.

CHECK OUT THE BEHIND THE SCENES FEATURES ON SELECT STASH ENTRIES.

stashADS

ADVERTISING

We gladly accept advertising from suppliers to the industry such as software and hardware firms, festivals, award shows and strong coffee companies. To maintain editorial integrity, STASH does not accept advertising from companies directly involved in the production of design, animation or VFX.

To book your ad space, contact Greg Robins at 604-689-1300 or gr@stashmedia.tv

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FUSE “PUMA” AND “WINTER-FRESH” BROADCAST IDS

Client:
FUSE TV

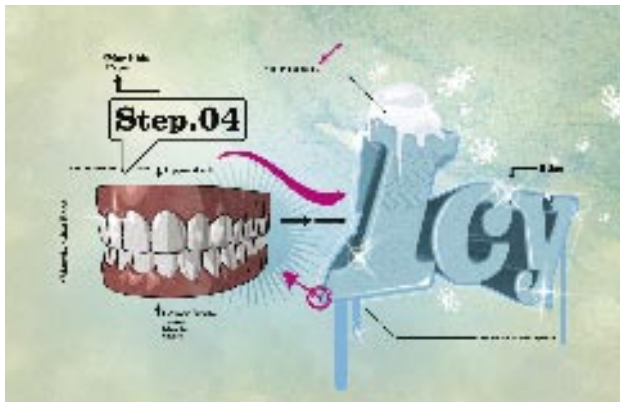
Director:
RYAN HONEY

Design/animation:
BUCK
www.buckla.com

LA-based motion graphics and production shop Buck has brought the micro-genre of instructional network IDs to a stylin' climax while fusing the broadcaster with partner brands. Watch carefully and you could learn how to make a speaker out of a Puma shoebox and “Fuse” metal teeth fronts out of a stick of Winterfresh gum.

For FUSE TV

Dir of Marketing: Evan Fleischer



For Buck

CD: Ryan Honey
AD: Orion Tait
EP: Maurie Enochson
Producer: Julie Linman
Designer: Yker Moreno
Animators: Yker Moreno,
Brad Tucker
Sound design: No-Domain

Toolkit

After Effects, Cinema 4D, G5

For Dakota Pictures / 18 Husky

EP: Troy Miller

For Shilo

CDs: Jose Gomez, Andre Stringer
Designer/compositor: Jose Gomez
Animators: Jose Gomez,
Graham Boles
Editor: Andrew Flash
Producer: Tracy Chandler

Toolkit

Maya, After Effects, G5



**VIVA LA BAM MAIN TITLE
BROADCAST DESIGN :30**

Client:
MTV

Directors:
**JOSE GOMEZ, ANDRE
STRINGER**

Production:
**DAKOTA PICTURES /
18 HUSKY**

Design/animation:
SHILO
www.shilodesign.com

With a pitch like, "It's Jackass meets the Osbournes!", you knew Viva la Bam was destined for a second season on MTV. The reality/skate/stunt show focuses on the chaos-driven life of pro skater, filmmaker and Jackass alumnus Bam Margera. Bi-coastal creative collective Shilo directed the 35mm live-action elements in New York returning to their west coast facility for editorial, animation and compositing.

stash 02.17

I, ROBOT TITLES
FEATURE FILM MOTION
DESIGN :72

Client:
20TH CENTURY FOX

Director:
WILLIAM LEBEDA

Design/animation:
PICTURE MILL
www.picturemill.com

Ten years after *The Crow* Alex Proyas brings his assured visual sense to Issac Asimov's futuristic thriller first published in 1950. The opening titles, powered by a brooding Marco Beltrami score, needed to connect with a pivotal underwater flashback sequence in the film. "Alex had a strong sense of wanting to stay underwater for the entire beginning of the film," recalls Picture Mill CD Lebeda, "But he left the details to us."

For Picture Mill

CD: William Lebeda
AD: David Clayton
Producer: Hilary Klarberg
Designers: David Clayton,
Jose Ortiz, Keith Pang
3D: Jon Block, Jose Ortiz
2D: Josh Novak, Keith Pang

Toolkit

Maya, After Effects, Macs



**BONOBO “FLUTTER”
MUSIC VIDEO**

**Record company:
NINJA TUNE**

**Director:
CONKERCO**

**Animation:
CONKERCO**
www.conkerco.com

Just in case you were having too much trippy fun with this one we should inform you this music promo from London's Conkerco actually unravels a tragic tale set within the split second of an ice cream van careening off a cliff. Fear not if this narrative escaped you as the action is played out in reverse as liquids, colors, winged insects and the ice cream company mascot tumble backwards through time to the moment of impact.



For Conkerco

Producer: Conkerco
Editor: Conkerco
Animators: Conkerco
VFX: Conkerco
Compositing: Conkerco

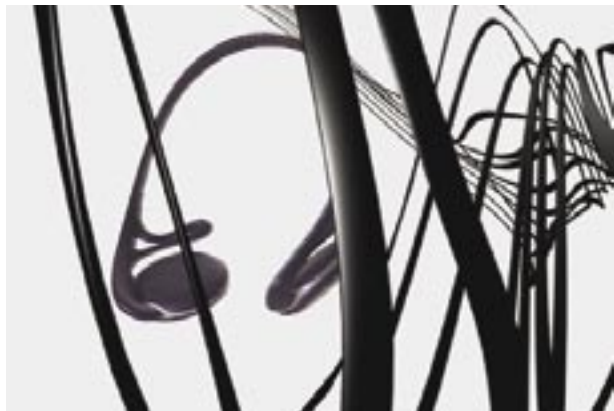
NIKE "AUDIO"
IN-STORE VIDEO 1:20

Agency:
NIKE FILM & VIDEO

Director:
MICHELLE DOUGHERTY

Production/design/animation:
IMAGINARY FORCES
www.imaginaryforces.com

In helping Nike launch a new line of audio products developed with Philips Electronics that includes wearable radios, MP3 and CD Players, and a Speed Pod that reveals a runners speed and distance, Imaginary Forces proves the once-lowly point of purchase video can sing. Audio is one of a trilogy of videos IF created to play in NikeTown stores nationwide.



For Nike Film & Video
CD/producer: David Young

Toolkit
Maya, Flame, Cinema 4D,
Photoshop, Illustrator, Final
Cut, Pro Tools. 35mm stills.

For Imaginary Forces
AD: Michelle Dougherty
Designers: Rob Bollick, Sean
Koriakin, Michelle Dougherty
Animators: Sean Koriakin, Greg
Reynard, Chun Chien Lien, Brian
Castleforte, Rob Bollick
Inferno: Rod Basham
Composer: Chris Pickenpaugh
HOP: Anita Olan
Producer: Greg Talmage
Editor: Danielle White

**MINI "DAYDREAM"
SPEC TVC :50**

**Director:
CHRIS DO**

**Production/design/animation:
BLIND**
www.blind.com



For Blind

Director/designer: Chris Do
Designer/lead animator:
Maithy Tran
Animator: Lawrence Wyatt
Modeler: Benji Shupp
Composer: Adam Sanborne

Toolkit

After Effects, Illustrator,
Photoshop, 3DS Max, PCs, Macs.

This spec spot does just what it's supposed to – show off. Chris Do and the Blind team create a singular look and tone with a crafty mix of stark graphic environments, processed live action, and reality-free transitions to capture the fun of the MINI Cooper S while demonstrating its sure-footed handling capabilities.

stash 02.21

“ABBA TO ZAPPA”

TVC :60

Client:
OBSERVER MUSIC MAGAZINE

Agency:
MOTHER

Director:
SMITH & FOULKES

Design/animation:
NEXUS

www.nexusproductions.com

Twenty-six adorable and alphabetized recording artists in 60 seconds. The snappy pacing, stripped down character design and limited animation keep you glued because you want to spot the rock star. Guaranteed to make you watch more than once.

For Nexus

Producer: Dan O'Rourke

Character design: Craig

Richardson

Animation: Lee Lennox, James

Merry

For Factory London

Sound Design: Anthony Moore

Toolkit

After Effects



**KIA PICANTO “KNICKERS”
TVC :30**



For Mustoe

CD/AD: Andy Amadeo
CD/copy: Mick Mahoney
Producer: Lou Pegg



For Passion Pictures

Designer: Pete Fowler
Producer: Cara Speller,
Emilie Walmsley
EP: Andrew Ruhemann
Animation super: Tim Sanpher
Animation: Wes Coman,
Chris Hemming
Lighting: Stuart Hall, Nikos
Gatos, Thomas Hazele
Modelling: Chris Hemming,
Nikos Gatos, Bruno Hajnal
Editor: Jamie Foord

Toolkit

Lightwave, Messiah, After Effects

Client:
KIA

Agency:
MUSTOE

Director:
PETE CANDELAND

Animation:
PASSION PICTURES
www.passion-pictures.com

This is the first time the characters of illustrator and designer Pete Fowler (loved far and wide for his monsterism.net website and accompanying toy collections) have been animated in 3D. To keep as true as possible to Fowler's trademark style Candeland kept certain scene elements and the backgrounds as flat graphic elements. Passion Pictures is has plans to turn Fowler's World of Monsterism into an animated series.

**NIKE - ART OF SPEED “OGGO”
BRANDED CONTENT 5:59**

Directors:

SAIMAN CHOW, HAN LEE

www.saimanchow.com

www.futuredreamtree.com

A psychedelic feast in the guise of a high-speed smack-down race between adrenaline cells, or oggo, in a runner's body. Check the Behind the Scenes feature on the DVD for a look at the original boards.

Producers/editors/storyboard:

Saiman Chow, Han Lee

Story: Saiman Chow, Han Lee,

Tim Koh

Design: Albert Chow, Andy Kim,

Angie Tien, Han Lee, Saiman

Chow, Sang Lee.

2D: Angie Tien, Han Lee, Kyu Kim,

Saiman Chow, Sang Lee

3D: Andy Kim, Han Lee

Modeling: Andy Kim

Music: Andrew Hooge, Christmas

Jang, Tim Koh.

Toolkit

After Effects, Maya, 3DS Max,

Photoshop, Illustrator, Final Cut

Pro





**NIKE - ART OF SPEED "LES
JUMELLES"
BRANDED CONTENT 2:05**

Director:
JOSEPH KOSINSKI

Animation/VFX:
KDLAB
www.kdlab.net

KDLAB brings Einstein, tightly clad models and magic red shoes together in a to-die-for French chateau where an athlete learns first hand the perils of going for your morning run at the speed of light. According to Albert's theory of special relativity, as a person approaches the speed of light time appears to accelerate around them – a phenomena known as time dilation. Short story shorter, when she gets back from her half hour jaunt six months have passed at home. Check the Behind the Scenes feature on the DVD for on-set photos and storyboards.

Toolkit

3DS Max, Mental Ray, After Effects, Premiere, BOXX workstations/render servers

For KDLAB

Producers: Dean Di Simone, Joseph Kosinski
EP: Chris Buckley
Design/animation: Joseph Kosinski
Motion graphics/titles: Dean Di Simone
Modeling: Oliver Zeller
Music/sound design: TRS-80

SCION "3D ARTIST"

Cinema and TVC :60

Client:
TOYOTA MOTOR SALES,
U.S.A., INC.

Agency:
ATTIK

Director:
ROB DUPEAR

Production/VFX:
AMBIENCE

www.ambienceentertainment.com

Australian animation and effects force Ambience Entertainment brought a crew of 37 to bear on the latest Scion epic to launch the new 2005 tC sports coupe. While the three-tiered city is constructed in Maya the commercial incorporates many live-action elements, including vehicle interiors and a large exploding gargoyle. Concept artist Morten Rowley achieves an advanced gaming aesthetic inspired by a vision of the future built on 1930's design principles. Check the Behind the Scenes feature on the DVD for screen shots and design development.



For Ambience

CD: Simon Morrison
Concept/designer: Morten Rowley
Lead comps: Zelco
Dejanozic, Marcus Bolton
Graphic artist: Irenaeus Herok
3D leads: Shaun Schellings,
David Henderson, Peter
Reynolds, Kevin Blom
Editor: David Clarke
PM: Martyn Frost
Producer: Mandy Fanning
EP: Peter Davies

For ATTIK

CD: Simon Needham
EP: Patrick McFarlane

Toolkit

Maya, Flame HD, Eyeon
Digital Fusion, Photoshop,
Illustrator, Combustion

For Mother NY

CDs: Paul Malmstrom &
Linus Karlsson
AD: Ryan Waller
Copy: Ann Mason
Producer: Shelby Ross

For Believe Media

EP: Jenny Gadd
DP: Martin Ahlgren

For Hornet, Inc.

EP: Michael Feder
Producer: Danielle Amaral
CD: Eng San Kho
Design Directors: Aaron Stewart,
Life Long Friendship Society

Toolkit

Illustrator, Flash, After Effects.



**“THE BURRITO LOVE”
CORPORATE VIDEO
(CUT DOWN)**

Client:
CHIPOTLE MEXICAN GRILL

Agency:
MOTHER NY

Director:
ANDERS HALLBERG

Production:
BELIEVE MEDIA

Design/animation:
HORNET
www.hornetinc.com

Corporate video awards judges will be checking their drinking water after indulging this tasty morsel. We've selected the closing musical number for your viewing pleasure, a clip our anonymous source calls, "A trippy, preschool celebration-on-acid". The original nine-minute live-action film is used in-house by Mexican restaurant chain Chipotle to acclimatize employees into the corporate culture. God help them all.

**SKIPPY "THE NUTSHELLS"
- SPRING BREAK"**

TVC :30

**Client:
UNILEVER BESTFOODS**

**Agency:
McCANN-ERICKSON/NY**

**Director:
CRAIG TALMY**

**Design/animation:
RHYTHM + HUES
COMMERCIALS**

www.rhythm.com

R+H herds Jamaican-flavored hip-hop elephants into their CG menagerie already crowded with cats, dogs, a gekko, a stork, mice, polar bear, goldfish and Oscar-worthy pig among many others. The 10-week schedule for the crew of 57 included hard labor in a dark room studying hours of music videos and Spring Break reality TV videos. Check the Behind the Scenes feature on the DVD for a guided tour on how detailed the design process really was.

For McCann-Erickson/NY

SVP/group CD: Rona Oberman
VP/EP: Barbara Resua
AD: Bryan D'Alessandro
Copy: Denise Byrd



For Unilever Bestfoods

Dir. of Marketing; David Burrows

**For Rhythm + Hues
Commercials**

Lighting director: Debbie Pashkoff
EP: Amy Hassler
Producer: Caroline Heyward
CG manager: Michael Theurer
Lead design: Dan Quarnstron
Character design: Edwin Fong
Lead animator: Kent Yoshida
Modeling super: Chien-hsiung Wang
Lead Flame: Tim Miller
Editor: Michael D'Ambrosio



Toolkit

Maya, Linux, Shake,
Flame, Avid Symphony

**COLORADO MILLS "TANYA"
TVC :30**

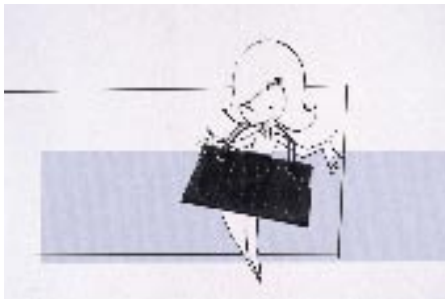
Client:
LANDMARK MILLS
Agency:
PEDONE & PARTNERS

Director:
CHEL WHITE

Animation/VFX:
BENT IMAGE LAB
www.bentimagelab.com

Portland's Bent Image Lab skips to the mall and raises the retail ad bar by leaving behind the usual arsenal of loud voiceovers, limited time offers and stock footage fireworks. The spot, which mixes 2D animation and stop motion shot on 35mm, is the animated extension of a Pedone & Partners print campaign where products sold in the malls form anatomical parts of hand drawn characters.

FOR PEDONE & PARTNERS
CD: Tom Cook
DOB/producer: Matt Pedone
AD: Ben Mittleman



For Bent Image Lab

EP: Ray Di Carlo
Producer: Anthony Greene
Associate Dir: Pascal Campion
DP: Mark Eifert
AD: Saundra Kamman
Editor: Steven Miller
Designers: Saundra Kamman,
Pascal Campion
Composite: Steve Balzer, Orland
Nutt, Jeff Riley

Toolkit

Flash, Avid Adrenaline, After
Effects, Photoshop, Flame,
Animation Toolworks Lunchbox,
motion control rig, 35mm Mitchell

stash 02.29

**CHICLETS "DANCE MOVES"
AND "KUNG FU"**
TVCS 2 X :10

Agency:
DEUTSCH NY

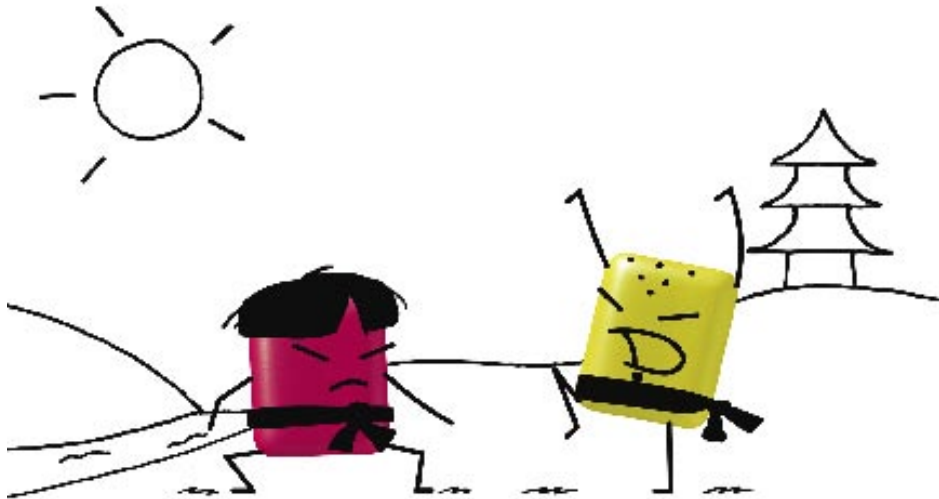
Director:
MIKE OVERBECK

Animation:
WILD BRAIN
www.wildbrain.com

The recipe for funny Chiclets revealed: Write funny copy. Design funny characters. Draw the backgrounds with a Sharpie marker and clean up in Photoshop. Build the limbs and expressions for the characters in Maya. Make them all move funny. Composite in After Effects.

For Deutsch New York

ECD: Kathy Delaney
SVP/CD/AD: Scott Bassen
SVP/CD/ copy: David Rosen
VP/ACD/AD: George Decker
ACD/copy: Tom Elia
EVP/DOB: Jim Frame



For Wildbrain

EP: Andrea Mansour
Producer: Jessica Anthony
CD: Phil Robinson
Animation director: Mike Overbeck
Editor: Tuomey
CG modeler: Seryong Kim
AFX animator: Gooby Hermes
Character design: Mike Overbeck, Brent Chambers

Toolkit

After Effects, Flash, Maya,
Photoshop, Illustrator,
Avid, Macs, Linux



“PICA TOWERS” SHORT FILM TRILOGY

Designer/director:
MARC CRASTE

Animation:
STUDIO AKA
www.studioaka.co.uk

The darkly comic Pica Towers trilogy is a less well known but equally innovative work by director/illustrator Marc Craste and the basis for his 12 minute short Jo Jo in the Stars which reaped hardware from many fests this year including BAFTA and the Aspen Short Film Festival. Pica Towers itself had grown out of an idea pitched by Craste and Studio AKA for a package of TV IDs. The characters' lack of articulation (no elbows or knees) combined with the comic-noir lighting lift these pieces high above the CG crowd.



For Studio AKA

Designer/director: Marc Craste

Producer: Sue Goffe

Production: Renato Pesci

Animators: Andrew Staveley,

Dominic Griffiths, Bram

Ttwheam, James Gallard,

Fabrice Altman, Joris Van Hulzen,

Boris Kossmehl, Phil Warner

Sound: William Eagar

Toolkit

Softimage XSI, After Effects

Belief the HypeFest

When budgeting hangovers for next year's fest circuit, keep a weekend open in July for LA-based HypeFest.

The intimate Hollywood gathering (which doubled attendance in its sophomore year) links content creators in the independent and commercial communities and offers a platform to reach the commercial industry by screening shorts, commercials, promos and music videos in all genres.

The 2004 screenings, awards show and party took place at CineSpace, showcasing 75 original short-subject works from an international cast of filmmakers.

Stash publisher Greg Robins presented our very first award for animation to Satinder Singh for his short allegory "The Balloon," an emotional - one might dare say thoughtful - tale told in watercolors and stop-motion wire without the benefits of dialogue or facial expressions.

www.hypefest.com



Stash Animation Award
"The Balloon"
short film by Satinder Singh



Style Council Award
"Heaven" short film by Todd McCammon



D.I.Y. Award
"One With the Freaks" music video for Notwist by Keith Schofield.



HypeFest opening animation
Design and animation by Belief
www.belief.com



channel.com

CRUSADING FOR DIGITAL ARTISTS



Image courtesy of Dusso - www.dusso.com



 audioEngine