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DVD MAGAZINE

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DVD MAGAZINE 30

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WWW.STASHMEDIA.TV

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I'm staring bleary-eyed across this month's line-up in the desperate search for something wise and witty to fill this page. Slowly a theme crawls out of the fog and flops into my cranium. And upon closer inspection it may in fact be the hidden underlying theme of this publication and the work we gravitate to. Experimentation.

Experimentation on a personal level – trying something *you* haven't done before: like pictureDRIFT's maiden voyage into 3D on the Gotye video or Nth Degree's beautifully executed venture into live action work for TCN, to name but two of many examples on this disk.

Experimentation on an industry level – trying something *no one* has done before. And when visibility is high, anything less than perfect results can and will be construed as failure. Witness the online slamming of Digital Domain's ambitious work for Orville Redenbacher.

The unquenchable need to wade full-speed into unknown and possibly bottomless muck is what sets the best creative types apart. That, and their ability to sell these often murky visions to all the other types who – even when they say they don't – really just want what they've seen before.

Considering the other types vastly out number the creative types, I like to think of every experiment in the world of applied motion art – successful or not – as a victory for the brave. Or as V muses to Evey in *V For Vendetta*, "There is no certainty. Only Opportunity"

Stephen Price

Editor

March 2007

sp@stashmedia.tv

VOLKSWAGEN PHAETON
"GALANTY SHOW"
TVC : 85

Agency:
GRABARZ UND PARTNER

Director:
MICHAEL REISSINGER

Production:
DELI PICTURES

VFX:
DELI PICTURES
www.delipictures.de

"The challenge was to create a neo-analog movie that gives the audience an extraordinary and fascinating visual but also some kind of real handmade motion-picture," recalls Deli Pictures' visual director Michael Reissinger who fashioned this spot on the galanty shows performed by German puppet master Lotte Reiniger in the 1920's. Schedule: two weeks for galanty research, story, storyboarding and approvals, one day for the shoot, "building some stuff in Photoshop, pre-animation in After Effects, getting it all together, creating fine art buildings and stylish frames in Flame about 20 days".



For Grabarz und Partner

CDs: Ralf Heuel, Ralf Nolting
AD: Christoph Stricker
Copy: Paul von Mühlendahl
Producers: Anne Hoffmann,
Patrick Cahill
Grafik: Jasmin Remmers

For Deli Pictures

Producer: Bianca Mack
Camera: Oliver Schumacher
Acting artists: Silhouette
Flame: Melissa Panek
Motion graphics: Axel Schmidt

Toolkit

Flame, After Effects, Photoshop



QWEST
"WHALE", "JUNGLE", "DONUT"
TVCs :30 x 3

Agency:
MCKINNEY, DURHAM

Production:
SHINE

www.shinestudio.tv

Director/sand artist:
ILANA YAHAV

www.sandfantasy.com

The world of sand art is a small and often obscure one, but Ilana Yahav brings the wonderfully low-tech craft to mainstream advertising with these spots for Qwest's portfolio of business data, IP and voice products. All of Yahav's fluid lightbox artistry was captured in camera and posted at LA design agency Shine.

For McKinney, Durham

ECD: David Baldwin

Group CD interactive:

Bruce Fougere

HOP: Regina Brizzolara

AD: Ryan O'Hara Theisen

Copy: Joe Parrish

Producer: Cathy Wilson

For Shine

DOP: Juan Ruiz

Music: Emoto

Audio: Eric Ryan @ Ravenswork

stash 30.03

LLOYDS TSB
“FOR THE JOURNEY”

TVC :60

Agency:
RAINEY KELLY

Director:
MARC CRASTE

Animation:
STUDIO AKA

www.studioaka.co.uk

When it comes to inventing animated worlds, director/designer Marc Craste has an astounding range of visions. From the darkest of comedy (see “Pica Towers” in Stash 02) to the light and charm of his work for the National Lottery (Stash 21) and this lead off spot in a new pool for UK bank Lloyds TSB, Craste’s snappy motion, quirky characters and beautiful rendering draw us in immediately and make us want to watch again. Craste works out of Studio AKA in London whose animation team brought this :60 to TV using XSI and After Effects.

For Rainey Kelly

Head of TV: Tim Page

CD: Ben Priest

AD: Dave Godfree

Copy: Mark Waldron





For Studio AKA

Producers: Nikki Kefford-White,
Sue Goffe

Head of 3D: Andy Staveley

TD: James Gaillard

Animators: Johannes Weiland,

Klaus Morschheuser,

Fabienne Rivory, Boris Kossmehl,

Maarten Henstra

3D: Fabrice Altman, Matt Morris,

Adam Avery, Florian Mounie, Rob

Chapman, Abraham Meneu Oset,

Jo Billingham

Compositing: Will Eagar,

James Gaillard

Editor: Nic Gill

PA: Cat Scott

Toolkit

XSI, After Effects

VOLVO C30 PROJECT
Virals X 5

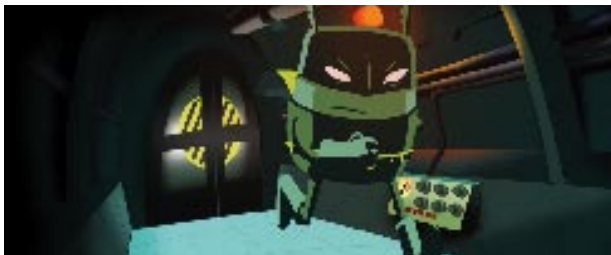
Agency:
FUEL LONDON

Directors:
COAN & ZORN, PIERRE &
BERTRAND, RACHEL THOMAS,
STEVE SCOTT

Production:
NOT TO SCALE
www.nottoscale.tv

Not To Scale is a new animation company in London with a fresh portfolio of directors, five of whom created 16 films for the launch of the new Volvo C30. Stash ran two of the spots by National Television last month and here are five more based on unscripted and un-storyboarded sound bytes harvested from real people reacting to the car on the streets of Europe. Each of the directors was allowed to choose from a pool of 200 of these audio clips as a starting point for their films. The 16 films are designed to stir up discussion about the C30 and push people to www.volvocars.com where they can play 16 online games based on the films.

Read more about the campaign
at www.stashmedia.tv/30_05.

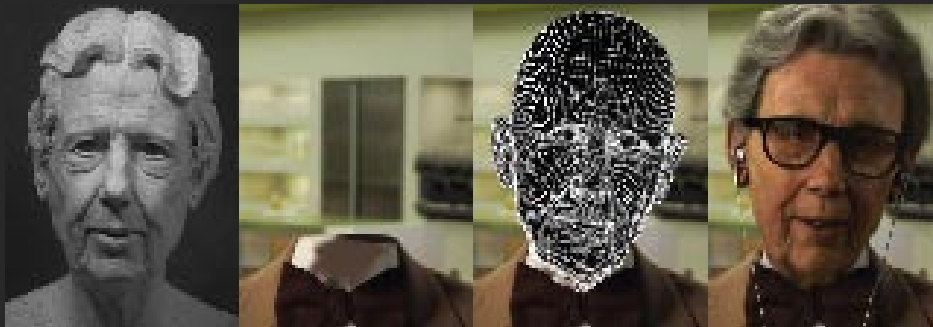


For Fuel London

CDs: Chris Aldhous,
Peter Hodgson
Creatives: Caroline Lisowicz,
Fabiana Xavier, Vicky Ghose,
Charlie Johnson
Producer: Vanessa Read

For NotToScale

EP: Daniel O'Rourke



For Crispin Porter + Bogusky

CCO: Alex Bogusky
 VP CD: Bill Wright
 AD: Jason Ambrose
 Copy: Jake Mikosh
 Sr producer: Chris Moore

For Anonymous Content

EPs: Dave Morrison, Jeff Baron
 HOP: Sue Ellen Clair
 Producer: Robin Buxton

For Digital Domain

President commercial division/EP:
 Ed Ulbrich
 EP: Karen Anderson
 VFX super: Eric Barba
 Producer: Melanie La Rue
 Digital PM: Chris House
 CG super: Karl Denham
 Animation super: Marc Perrera
 TD super: Steve Preeg

Compositing super:

Janelle Croshaw
 Digital artists: Dan Abrams, Chris
 Christman, Brandon Davis, Dan
 Fowler, Piotr Karwas, Nick Lloyd,
 Dave McLean, Chris Norpchen,
 Melanie Okamura, Ruel Smith,
 Tharyn Valavanis, Patrick Runyon
 Character TD: Domenic DiGiorgio
 TDs: John Cooper, Daniel Maskit,
 Tadao Mihashi
 Flame: Kevin Ellis, Paul Kirsch,
 Mike Saz, Lisa Tomei
 Nuke: Todd Sarsfield,
 Greg Teegarden
 Tracking super: Marco Maldonado
 Tracking: Scott Edelstein,
 Ross Mackenzie
 Roto: Hilery Johnson Copeland,
 Edgar Diaz, Eddie Gutierrez,
 Alicia Bissinger

his research into the digital actor techniques he plans to use in his up-coming feature *The Curious Case of Benjamin Button*. Second, CP+B needed to get Mr. Redenbacher back into the minds of consumers. Conspiracy theorists suggest CP+B accomplished that goal and reasserted their title as masters of manipulating online buzz by approving this spooky version of Orville specifically to create controversy.

Read detailed technical notes at
www.stashmedia.tv/30_06

ORVILLE REDENBACHER
“DIGITAL MUSIC”
 TVC :30

Client:
 ConAgra Foods
Agency:
 Crispin Porter + Bogusky

Director:
 DAVID FINCHER

Production:
 ANONYMOUS CONTENT

Animation:
 DIGITAL DOMAIN
www.d2.com

The resurrection of pop-icon Orville Redenbacher took eight months of work by 40 artists at a top studio all directed by a revered living legend. Despite the manpower and a budget of almost two million dollars the results are invariably criticized as “eerie” or “creepy”. What is lost in most of the online ranting is the sheer size and complexity of the attempted task: creating photo-real CG close-ups of a recognized human delivering lines. The technical story of how Orville was brought back to life could fill this book, but just as interesting are the two underlying motives behind the spot. First, David Fincher needed to further

RESFEST10
Festival open

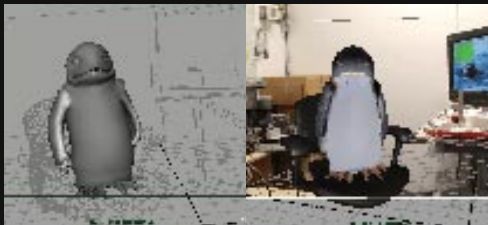
Client:
RES MEDIA GROUP

Director:
TRANSISTOR STUDIOS

Design/animation:
TRANSISTOR STUDIOS
www.transistorstudios.com

To mark a decade of the legendary visual circus known as ResFest, New York's Transistor Studios designed everything from this open to print elements and the website – a package handled by multiple studios in previous years. According to Transistor EP Damon Meena, "We originally wanted to develop folklore creatures to represent each city of the festival, but once we decided to go photo-real 3D, we realized that 44 creatures was too ambitious." Over the course of a seven-month production period the characters slowly evolved from the fantastical and surreal experiments you see here, into the backroom computer geek penguin-orca hybrid in the final piece.

Watch Behind the Scenes on the DVD.



For Res Media

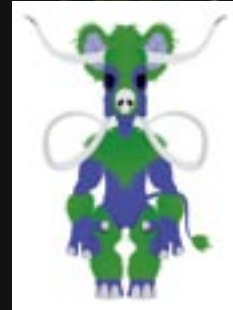
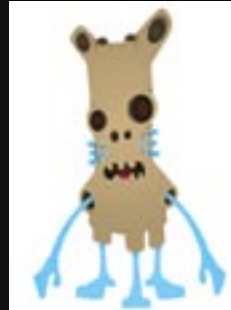
HOP: John Turk
Executive director:
Karol Martesko-Fenster
Head of programming:
Jeremy Boxer
Production coordinators:
Justin Bolognino, Su Yogurtcuoglu

For Transistor Studios

EP: Damon Meena
Sr producer: Greg Talmage
Producers: Crystal Deones,
Melissa Eccles, Andrea Sertz
CD/VFX super: Jared Plummer
Directors: Joel Lava, Patrick
Bowyer, Jared Plummer,

Bradley Grosh, Chandler Owen,
Anders Schroder
Original concept: Patrick Bowyer,
James Price, Matt Pyke, Nando
Costa, Jared Plummer
Writer: Patrick Bowyer
Character art direction:
Aaron Baumle





Character design: Aaron Baumle,
Stone Perales
Character animation/rigging:
Jeremy Collins
Character lighting/texturing/
Rendering/compositing:
Ryan Kirkwood

Character modeling:
Manny Fragelus
3D tracking: Aaron Kupferman
End logo design direction:
Anders Schroder
Editors: Carsten Becker, Bradley
Grosh, Joel Lava, Patrick Bowyer

Design: Bradley Grosh,
Chandler Owen, Anders Schroder
3D animation : Joel Lava,
Ian Townsend

Toolkit
Maya, 3D Studio Max, After
Effects, Panasonic HVX200

CLARK "HERR BARR"

Music video

Record label:

WARP RECORDS

Director:

R JAMES HEALEY

Production:

COLONEL BLIMP

Animation/VFX:

R JAMES HEALY

UK director/ animator R James Healy has spent plenty of time in the 3D animation trenches of London at Glassworks, MPC, and currently, at Framstore CFC. He recently took three months off to complete this mesmerizing work for Warp Records and subsequently took top honors at the 2006 Radar Festival. "The look of this piece is a continuation of previous experiments, manipulating images by sampling," reveals Healy. "The technique is largely influenced by the Vorticist paintings of David Bomberg, specifically, "In the Hold". Bomberg drew a grid over his canvas then fragmented the picture into geometric shapes whilst retaining the dynamic of the original scene."

Read notes from the director at www.stashmedia.tv/30_08.



Writer/director/editing/
composing: R James Healy
3D: R James Healy, Hege Berg,
Duncan Robson
Programming: Graham Jack
Pearl scripting: Katherine Roberts



TOKYO NOW “RE-INVENTION”

Broadcast design

Tokyo Now is an experimental content program broadcast on NHK TV in Tokyo and this ID was created to explore how Japan reinvented itself after WWII including changes in architecture, diet and social structure. “We could have animated it in 3D. It would have been easier. But we decided to create the whole mock-up with plastic and elastic materials, which get dirty very easily. If we had done it in 3D it would have been too perfect.” Schedule two months with a crew of 12.

For W+K Tokyo Lab

Producer: +Cruz, Woog

Music: Noroeste

Toolkit:

Nikon D200, Final Cut Pro, After Effects



AMAUTALAB

Recent work

www.amautalab.com

RESFEST10 BUENOS AIRES

Opening titles

Amautalab is barely two years old but already counts offices in Los Angeles, Buenos Aires and Lima, bringing a fresh take to branded content, film, interactive, motion and print design. For the premier of RESFEST in Buenos Aires last year, the studio created this open that mixes hallucinogenic 3D and a live set and actor wrapped in fabric. “The challenge was to make both techniques mix up well together. Live action should give more realism to the 3D, and the 3D more unrealism to the live action.” Schedule: two months.

For Amautalab

Producers: Juan Manuel Menvielle,

Facundo Perez, Ioni Borisonik

DOP: Demian Rodenstein

Stylist/AD: Bettina Hattori

Music/sound design: Noroeste

3D: Gizmo

Toolkit:

Maya, After Effects

Read more about both projects at www.stashmedia.tv/30_09.

Watch Behind the Scenes on the DVD.

**ESPN-NBA “CONTENDERS”,
“FEATS”, “YOUNGSTERS”**

TVCs :30 x 3

**Agency:
WIEDEN+KENNEDY**

**Director:
CISMA**

**Production:
BLACKLIST**

**Animation:
CISMA**

www.cisma.com.br

Say hello to CISMA, the latest director added to Blacklist's growing roster of previously obscure animation and design studios thrust into the advertising limelight. Combining cel, 2D and 3D animation and looking to avoid a cartoony feel for the characters, the Brazilian troop of 27 animators, designers, and storyboard artists sought inspiration in the worlds of Peter Chung's *Aeon Flux*, the *Thundercats*, *Samurai Chamloo* and James Paterson/Presstube.

**Read more detailed notes at
www.stashmedia.tv/30_10.**

For Wieden+Kennedy

CDs: Paul Renner, Derek Barnes
HOP: Gary Krieg
Producer: Jill Auerbach
AD: Eric Stevens
Copy: Eric Stevens



For Blacklist/Cisma

Director: Denis Kamioka
EP: Adina Sales
Producer: Lisa Vallamil
EP Barcelona: Coke Ferreiro
Animation director:
Vicent R. Arlandis
PM: Iván Ruiz De Gauna
PAs: Esther Sabater,
Jordi Maldonado
Storyboard: Antonio Santamaria
Keyframers: Javier Vaquero,
Alberto Alzelay, Daniel Alcaraz,
Pablo Navarro, Arturo Hernández,
Toni Mengual, Pere Hernández,
Gerardo Basabe

Vector animation: Fran Alcaraz,
Oscar Sarramía, Guillermo Bosch
In-betweeners/animation assistants:
Rakel Brígido, Maribel Suñe, Lidia
Morales, Fernando Abaca,
Oscar Berlanga, Aitor Ibarrola
Clean-up super: Rakel Brígido
Scan/clean-up supers:
Esther Sabater, Igor Guerra
Clean-up: Rakel Brígido,
Maribel Suñe, Lidia Morales,
Marc Esteban, Oscar Berlanga,
Fernando Abaca, Lourdes Catalá,
Rubén Pastor, Mercè Mora, Sara
Guñalons, María Pena,
Aleix Orsola

3D: Jaime Ramos, Jordi Roldán
Composition: Fede Reano,
Martín Fernández
Flame artists: Joe Vitale,
Jamie Scott

Toolkit

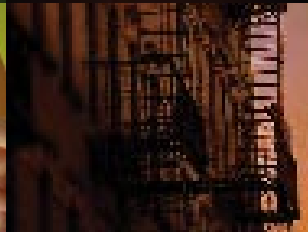
After Effects, Shake, Maya,
Photoshop, Illustrator, CTP Pro,
Flame, light tables, scanners,
video cameras, pencils and 5000
sheets of paper

DISCOVERY HEALTH "BABY WEEK" (SPEC)

For their annual programming stunt called Baby Week, Discovery Health was focusing on shows about multiple births. Nth Degree included this spec in their pitch for the promo spots, "The entire piece came together in about a day. We found the song, we found the picture of the baby, and it all just seemed to fit," recalls EP David Edelstein. "We were very proud of how the final project came out, but there was something about the effortless way the spec piece came together that communicated a sense of whimsy we all found appealing. The piece is comprised of one, not very flattering picture of a baby having a tantrum, repeated ad nauseum. This seemed to communicate the notion of multiple births and the challenges they pose for parents with a kind of visual shorthand that cut right to the heart of the matter."

For Nth Degree

CD/animator: Arlan Smith
EP: David Edelstein
Designer: Eve Lim
Producer: Jason Joly



NTH DEGREE Recent work www.nthdegree.tv

New York design, animation and branding studio Nth Degree show off the breadth of their talents with these two radically disparate pieces of broadcast design.

TURNER CLASSIC MOVIES

In collaboration with legendary brand strategist Bob English and live action director Chris Weinstein, the studio designed, shot, edited and posted this cinematic ID called "City Awakens" for TCM's morning block of movies.

For TCM:

Producer: Shannon Davis

For Nth Degree

EP: David Edelstein
CD: Bob English
Director: Chris Weinstein
Producers: Jason Joly,
Susie Shuttleworth
DOP: Trish Govoni
CD/animator: Arlan Smith
Designer: Eve Lim

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NICKTOONS
Broadcast design

Client:
NICKTOON NETWORKS

Director:
ADOLESCENT

Animation/design:
ADOLESCENT
www.adolescent.tv

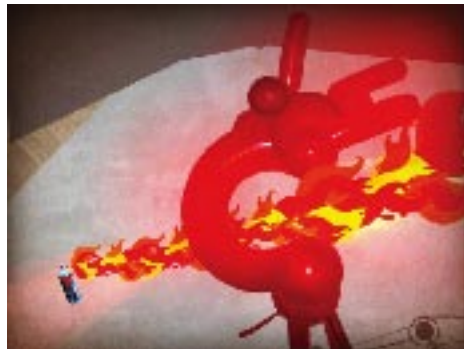
NickToons asked Adolescent for "over-the-top, adrenalin-driven, absurd scenarios" aimed at boys and the NY studio responded with these three IDs set in a bizarre arena full of trippy characters (including Spin-Psycho, Squid-O-Watt, Canman and Balloonimal) waging slapstick battle. Schedule: three months.

For Adolescent

CD: Man-Wai Cheung
Producer: Doron Tadmor
AD: Mina Muto
Designers/animators: Chris Sterns,
Michelle Palumbo, Brian Sensebe

Toolkit

Illustrator, Photoshop, After
Effects, Maya





***ECKOTV "EPISODE 3"
DVD video design**

Client:
ECKO UNLIMITED

Director:
HEAVENSPOT

Animation/design:
HEAVENSPOT

www.heavenspot.com

Hollywood interactive agency Heavenspot reteam with *eckoTV for the third DVD episode in Marc Ecko's exploration of action sports, street art and other assorted cracks in the parking lot of pop culture. The graphically divergent show packaging, which the studio says is stuffed with "symbols of American and world culture, touching upon religion, history, politics, sports and society," includes two opens and two bumpers.

For Heavenspot

CD/president: Chevon Hicks

EP: Seth Silver

Producer: Luella Magsino

Sr designer: Pong Ko

Designer/ animator: Chang Ho Lee

3D modeler/ animator:

Jermaine Saunders


Composer: Charles James



The background is a complex collage. It features a light-colored grid pattern overlaid on a darker, textured surface. On the left side, there is a vertical strip containing a human eye. The overall aesthetic is abstract and layered.

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CHANNEL FOUR FINLAND "SOHO"

Broadcast design

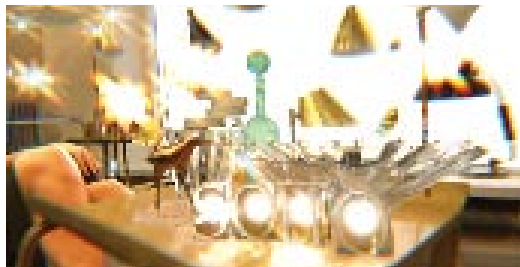
Client:
CHANNEL FOUR FINLAND

Director:
FAKE GRAPHICS

Animation/design:
FAKE GRAPHICS

www.fakegraphics.com

Channel Four Finland needed to promote their new Soho lifestyle programming block with its requisite themes of interior design, health and beauty, food, travel and gardening. Helsinki design and animation studio Fake says they based their solution on "using a 2.5D approach by building the scenes with photographs layered in 3D space. The locations were photographed in several layers by shooting set pieces in the same distance on one plate. We feel we achieved just enough realism with a strong touch of the surreal." Crew and schedule: six artists for six weeks.



For Channel Four Finland

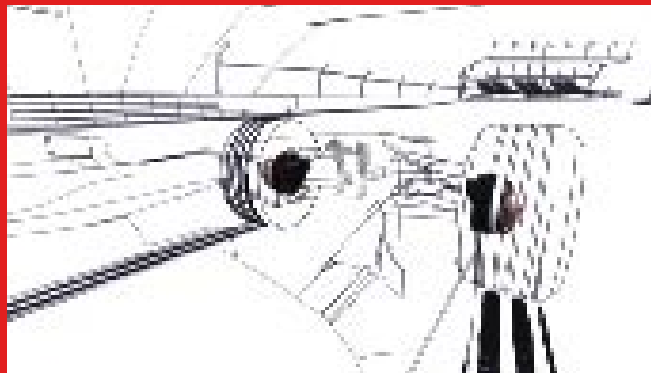
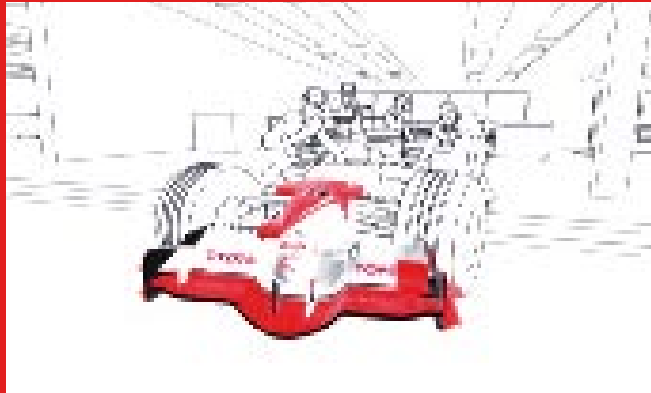
Marketing director: Tommi Lahde
AD: Tuomo Kulomaa

Still photography: Kimmo Virtanen

Music/sound design: Humina

Toolkit

3ds Max, Fusion, After Effects,
Photoshop



THE DISCOVERY CHANNEL
“TOYOTA: ONE AIM”
 Documentary excerpt

Agency:
BROTHERS AND SISTERS

Director:
STEVE SMITH

Animation:
TRUNK

www.trunk.me.uk

This clip is the first of four commissioned by the Discovery Channel through the Brothers and Sisters agency to sit within an hour long documentary exploring the inner workings of the Toyota F1 team and their cars. “The concept was to have a part of the car center-screen all through the 50-second sequences which lead us to a very static, un-dynamic board,” reveals Trunk director Steve Smith. “So the creative challenge was to make the animation exciting and in constant flow around that car part. The technical challenge was mainly to achieve a lot of animation (3.5 minutes) in a short time.” Schedule: Nine weeks from commission to completion, five of those for animation.

Toolkit
 3ds Max, After Effects

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NANDO COSTA

Recent work

www.nandocosta.com

TELECINE "FUN PARK", "FERRIS WHEEL"

Broadcast design

Costa: "The Brazilian cable TV network Telecine approached me with the task of creating two short ID's for their channels. The concept was based on influences from circus' and theme parks, insinuating that watching their channels was just as fun."

Direction/animation/compositing:

Nando Costa

Animation: Renator Ferro,

Ricardo Ferro, Victor Hugo

Music: Polar Empire

Toolkit

After Effects, 3ds Max



FUEL TV "ASSEMBLY ID"

Broadcast design

Costa: "Following the construction of a model FMX motorcycle that transforms into a full sized ride ready for action, the concept plays to the creative inspiration that action sports enthusiasts of all ages get from watching FUEL TV."

For FUEL TV

Sr producer OAP: Todd Dever

Director OAP: Oren Hatum

VP marketing & promo:

Jake Munsey

SVP/assistant GM: CJ Olivares

CD/designer/2D animator/

composer: Nando Costa

3D modeler: Thiago Costa

3D animator: Renato Ferro

Sound design/music: Combustion

ARBY'S ACTION SPORTS AWARDS

Broadcast design

Client:

FUEL TV

Director:

SHILO

Design/animation:

SHILO

www.shilo.tv

Shilo breaks the action sports world out of its usual flat cut-out shackles but gives the resulting 3D treatment an unexpected illustrative look and lends the raucous genre a little class. "The character animation proved to be a challenging assignment," reveals Shilo CD Jose Gomez. "Since most of us at the studio come from some sort of action sports background, we are very familiar with how surfers and skaters perform these types of tricks. Bottom line is we wanted the action to be true to the sport."

For Fuel TV

CD: Jake Munsey

SVP/assistant GM: CJ Olivares

Sr producer: Todd Dever

Director OAP: Oren Hatum

For Shilo

CDs: Jose Gomez, Andre Stringer

Lead design: Jose Gomez

Animation: Jose Gomez,

Curtis Doss, Jon Lorenz

Lead 3D design: Cody Smith

3D: Kiel Figgins, Chris Mead,
Jorma Auburn, Christopher
Adams, Cody Smith, Blake Guest,
Compositors: Cody Smith, Curtis
Doss, Jon Lorenz, Jose Gomez
Editor: Mike Goubeaux

Prod coordinator: Brooke Marshall

Producer: Jake Hibler

EP: Tracy Chandler

Toolkit

Maya, After Effects, Photoshop

stash 30.18

**FOX SPORTS "GALAXY"
TVC :60**

Directors:
**ROBERT GOTTLIEB,
ROB HOOVER**

Production:
FOX SPORTS

Animation/VFX:
DIGITAL DOMAIN
www.d2.com

Heralding the return of the Daytona 500, the biggest and loudest fossil fuel festival in the world of NASCAR, the in-house creative team at Fox Sports knew that the 60 second spot had to be visually arresting. The live action elements were shot on green screen over the course of a day then trucked off to Venice, CA, for Digital Domain to conjure the cars and galactic environments.

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



For Fox Sports

EVP: Eric Markgraf
VP/CD: Robert Gottlieb
Directors: Robert Gottlieb,
Rob Hoover
EP: Bill Battin
Sound design: Mic Brooling
Editor: Felipe Fenton

For Digital Domain

President Commercials/EP:
Ed Ulbrich
VFX producers: Lisa Beroud,
Mark Kurtz
Associate producer: Alex Theisen
VFX super: Fred Raimondi
CG super: Richard Morton
Flame artists: Paul Kirsch,
Kevin Ellis
Nuke composer: Rachel Keyte
Digital artists: Earl Hibbert,
Kent Lidke, John Lima, Sven
Dreesbach, Charles Paek, Terry
Naas, Paul Gimm, Gabriel Koerner,
Jeff Dierstein, Todd Dufor,
John Bavaresco
Matte painters: Mannix Bennet,
Alan Sonneman
Tracking: Geoff Baumann
Roto artist: Rob Liscombe

Toolkit

Avid, Photoshop, DD proprietary
software, After Effects, Illustrator



U2 "WINDOWS IN THE SKIES" Music video

Director:
JONAS ODELL

Production:
NEXUS PRODUCTIONS

Animation:
FILMTECKNARNA
www.filmtecknarna.se

Released a few weeks after the Modernista!/Mill NY version, this take on the *Window in the Skies* track comes from Swedish director Jonas Odell via Nexus Productions

in London. Working in his Filmteknarna studio in Stockholm, Odell and crew scanned the stills of the band from the new "U2 on U2" book and then assembled them into this swooping black and white dream world.

For Filmteknarna
Director: Jonas Odell
Producer: Lisa Möller

Toolkit
Combustion, Smoke, Flame



For The Mill NY

CD: Angus Kneale
Producers: Dan Williams, Verity Grantham
Lead Flame: Dan Williams
Flame: Dirk Greene, Richard de Carteret, Westley Sarokin, Gavin Wellsman, Mark French, Aska Otake, Cole Schreiber
Smoke: Jeff Robins, Tristian Wade
Combustion: Jeanette Willford, Anu Nagaraj, Winston Lee
Art support: Gigi Ng, Mary Casey
3D animators: Ben Smith, Pete Hamilton, Kevin Ives, Jin Choi, Emily Meger, Wyatt Savarese

Read detailed production notes at www.stashmedia.tv/30_19.

U2 "WINDOWS IN THE SKIES" Music video

Record label:
INTERSCOPE RECORDS

Agency:
MODERNISTA!

Director:
GARY KOEPKE

Post/VFX:
THE MILL NY
www.the-mill.com

After a monumental search through hundreds of hours of archival footage and the tedious matching of dozens of lips to snippets of lyrics, Modernista! CD/director Gary Koepke and his editing team began collaborating with the Mill NY to finesse the illusion of famous vocalists singing U2's *Windows in the Sky*. They used time warps, speed changes and, in a few cases, complex mouth manipulations to hit the required sync.

For Modernista!

Creatives: Gary Koepke, Nathan Naylor
DOB: Charles Wolford
Associate producer: Joyce Chen
Editors: David Brodie, Max Koepke
Assistant editor: Julian Wadsworth
PA: Alejandra Ravassa

stash 30.20

GOTYE "HEARTS A MESS"

Music video

Record label:

CREATIVE VIBES

Director:

BRENDAN COOK

Production/animation:

PICTUREDRIFT

www.picturedrift.com.au

Australian design and animation studio pictureDRIFT set some ambitious goals for this video, one of their first ventures into 3D. "I wanted the live action backgrounds to have the feel of time-lapse photography at night. I also wanted fast moving shadows and to retain a high level of detail in the images," says director Brendan Cook. DP Barnaby Norris found the solution using two polarizing filters set at different angles allowing very long exposures in full daylight. Another challenge was rendering: "I was rendering 4K images with motion blur on a single G5 and having many crashes and corrupt frames which was causing huge headaches."

Read how pictureDRIFT solved this production problem at www.stashmedia.tv/30_20.

Watch Behind the Scenes on the DVD.



For pictureDRIFT

Director: Brendan Cook

Character design/illustration:
Duncan Irving

Cinematography: Barnaby Norris

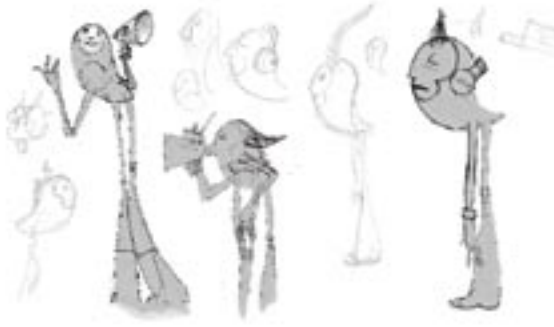
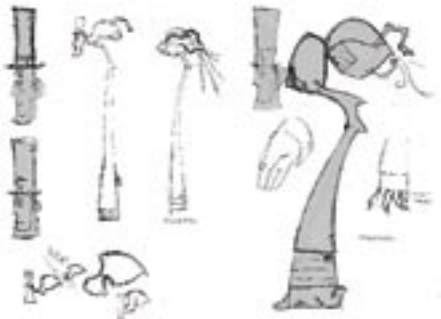
3D modelling/rigging: Stefan
Litterini, Mayumi Kaneko

3D: Brendan Cook,
Mayumi Kaneko

Compositing/2D animation:
Brendan Cook

Toolkit

Maya, After Effects, Illustrator,
Photoshop, Final Cut Pro



O.LAMM “AERIALIST”
Music video

Record label:
ACTIVE SUSPENSION

Director:
MUMBLEBOY

Animation:
MUMBLEBOY

www.mumbleboy.com

Kinya Hanada (a.k.a. Mumbleboy) recently partnered with Parisian record label Active Suspension to dream up a whole world of wacky for electronic beat master O.Lamm and his new track “Aerialist”. Hanada, best known for his eclectic Flash videos and handmade dolls, worked alone on the project and without a hard deadline. The video was created primarily in After Effects and wrapped (with a very vibrant bow) in two months.

Director/designer/ animator:
Kinya Hanada

Toolkit
After Effects. Flash





QIAN QIAN Air Max 360 Running

"The key idea behind the video is to showcase the Air Max 360 as the best performing running shoe. I saw similarities with bugs after seeing the parts, so I played around with the parts, just as I started imagining the air-cushion as an inner space with all those pillars."

Direction/design: Qian Qian
Story: Qian Qian, Wu Di
Modelling/animation: Brian Moore,
Patrick Dunneagan
Music/sound: Nathan N. Cook

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

PHUNK STUDIO Nike SB Zoom Tre

"The technology of this shoe endows one with freedom and confidence and we wanted to show this by highlighting the sheer energy present in any skating trick. Other than showing the exceptional grip of the shoe, we also wanted to depict it as an extension of a skater's personality."



BURACA DE BALA Mercurial Vapor III

"Our biggest challenge was to come up with the characters, storyline and produce the videos under a tight schedule. It was Ronaldo from the Brazilian national team that we had to feature for a big company from abroad, so we felt a big load of pressure."

For Buraco de Bala

2D Illustrations: Emerson Luiz,
Danilson Carvalho, Gleydson
Caetano, Aleixo Leite
3D: Bruno Rojas, Samir
Rahamtalla, Yuri Alves
Compositing: Bruno Rojas,
Sílvia Nóbrega, Márcia Roth
Clean-up: André Nóbrega,
Daniel Barroca, Daniel Carvalho,
Daniel Grilo, Gabriel Fazzioni,
Mallo Ryker, Viviane Barros.
Music: Batalá.
Sound Design: Márcio Brandão,
Aleixo Leite

NIKE "BORN FROM OBSESSION" Virals x 3

Agency:
WIEDEN+KENNEDY TOKYO

Directors:
**QIAN QIAN, PHUNK STUDIO,
BURACA DE BALA**

Animation/design:
**QIAN QIAN, PHUNK STUDIO,
BURACA DE BALA**

www.q2design.com
www.phunkstudio.com
www.buracodebala.com

These three clips are part of a series commissioned by Nike Asia which gathered artists from around the world to create short films, sculptures, characters and posters to promote a series of footwear models highlighting the shoes' components and the theme "Born from Obsession". All the elements were featured in an exhibition that toured Japan, China, Korea and Singapore. Stash featured a fourth film *Meta7* on the cover of issue 29.

For Wieden+Kennedy Tokyo

Executive AD: Eric Cruz.
Designer: Shane Lester
Producer: Hiromi Shibuya,
Hisako Kuniyasu

TOWER 8 "THE FACE OFF"

Music video / short film

Director:

TOWER 8

Animation:

TOWER 8

www.tower8.net

Details are few on the mysterious world of Tower 8. The collective calls themselves "a comic book rock opera set in a post-apocalyptic world where music is a supernatural force." Tower 8's primary presence is on Tower8.net, where videos, music, art, and the website provide "a window into an alternate future where artistic creativity can alter the rules of reality with supernatural effects." The Faceoff is the first video in a series and combines painted backgrounds, ink drawings, photos, public domain films, 2D vector art and 3D animation. The visuals and music were built together, "so the structure of the story and the song mirror one another."



For Tower 8

Director: Danny Cannizzaro

Producer: Gavin Brown

Concept: Michael Ashton,

Gavin Brown, Danny Cannizzaro

2D animation: Michael Ashton,
Danny Cannizzaro

3D animation: Michael Ashton

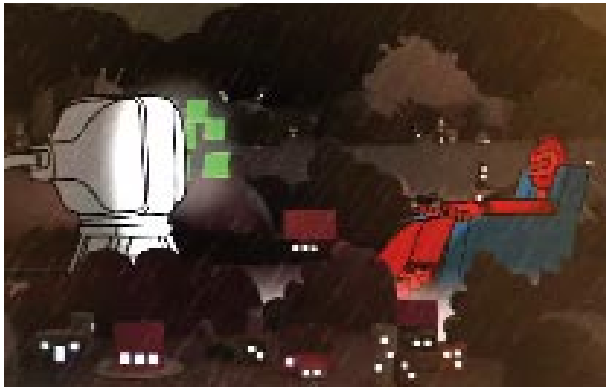
Music: Gavin Brown

Vocals: Scott Williams

Special thanks: Mark Tribe, Sadie Barchini, Mukta Chowdhary, mtvU, Cisco Systems

Toolkit

After Effects, Photoshop, Maya, Illustrator, Sony Vegas, Acid



VERTICAL CAT “FOG”
Music video

Record label:
ACHINGLY RESPONSIVE
RECORDS

Director:
CELYN
www.zigzagmountain.com

Animation:
NEXUS PRODUCTIONS
www.nexusproductions.com

London comic artist/illustrator/ animator/director Celyn melds all his talents into this dystopian cartoon video for Dan Arthure aka Vertical Cat. He started with a model set, photographed the scenes with a digital camera, then tracked and split up each scene so he could animate over this footage. The animation was done traditionally, by hand, and each scene was then lit and graded to create the stormy night time look. “I wanted to create an atmospheric space,” says the director, “something that connected the viewer directly with the rhythmic dynamism of the track.”

For Nexus Productions
 Director/animator: Celyn

Toolkit
 After Effects, Canon EOS

stash 30.25

HEAD GEAR ANIMATION

Recent work

www.headgearanimation.com

Meanwhile, back at Head Gear, the zaniness continues. This fresh batch of canny absurdities from the Toronto studio includes an answering machine beep finding gainful employment as an expletive censor via Recruit Ireland and a series of painful virals for Blistex. The studio says the major challenge on both projects was finding simple and effective visuals to carry the story despite the small budgets. Blistex directors Isaac King, Philippe Blanchard and Julian Grey each took on their own spots: designing, animating, compositing, and in some cases, creating the sound effects and voice work themselves.

Read more about both projects

www.stashmedia.tv/30_25.



RECRUIT IRELAND "BEEP"

TVC :30

Agency:
CHEMISTRY

Directors:
STEVE ANGEL, JULIAN GREY

For Chemistry

Copy: Anne Fleming
AD: Nicole Sykes

For Head Gear Animation

EP: Sue Riedl
Producer: Kathryn Rawson
Animators: Steve Angel, Nick Fairhead, Julian Grey
Compositors: Nick Fairhead, Julian Grey



BLISTEX

Virals x 3

Agency:
ML ROGERS, NY

Directors:
ISAAC KING, PHILIPPE BLANCHARD, JULIAN GREY

For ML Rogers

AD: Scott Barbey
Producers: Steve Amato, Ian Phillips

For Head Gear Animation

Producer: Ruby Zagorskis

Toolkit

Photoshop, After Effects, Flash, cel animation



THOR MX
TVC :30

Agency:
CURTIS BIRCH, VENICE

Director:
RICHARD YELLAND

Animation/design:
SPUTNIK STUDIO
www.sputnikstudio.com

As extreme sports move closer to the mainstream, so have the once fresh visual marketing devices it created. So when Santa Monica's Sputnik Studio was given the chance to create a 30 second spot for the 2006 Supercross Anaheim Race, the challenge was to not only break away from the standard visual clichés of the extreme sports world, but do it in six weeks, with a crew of three.

For Curtis Birch

Writer: Jim Gallagher, Joe Paraiso, Richard Yelland
AD: Jim Gallagher, Joe Paraiso, Richard Yelland

For Sputnik Studio

Director: Richard Yelland
Animation: Pasha Ivanov
Motion graphics: Cadin Batrack

JOHNNIE WALKER
“INVISIBLE MAN”
TVC :60

Agency:
LEO BURNETT SYDNEY

Director:
SPENCER SUSSER

Production:
CURIOS FILMS

VFX:
FUEL
www.fuel-depot.com

“It’s rare to work on a TVC where every shot, 16 in total, is a visual effects shot and in this case we needed to create 89 invisible people,” says Simon Maddison, who led the *Invisible Man* team of 35 artists and technicians at Sydney VFX house Fuel. They started with tracking markers, clean slates, and a load of photographic reference on set. In post the actors faces and hands were removed and replaced with 3D versions of the inside of their hats and cuffs. Replacement backgrounds also had to be carefully tracked and added to the final comp. This :60 and two :30’s were completed in less than five weeks.

Read more detailed notes at
www.stashmedia.tv/30_27.

For Leo Burnett

CD: Mark Collis
Producer: Simone O’Connor
Copy: Trent Christie
AD: Andrew Ostrom

For Curious Film

Producer: John Rogers
DOP: Greg Frasier

For Fuel

VFX super: Simon Maddison
VFX producer: Dave Kelly
Lead Flame: Karen Fabling
Flame: Edwin So, Chris Scott
3D lead: Mike Bain
3D: Romain Buignet, Nick Cross, Eleni Diakomichalis, Kane Elferink, Lianne Forbes, Chris French, Matt Hermans, Joseph Kim, Paul Lada, Michael Orbing, Tim Sotiri, Francois Sugny, Gary Sullivan, Anders Thonell, Gerard Van Ommen Kloeke, Andreas Wanda,

Grant Warwick
Shake Lead: Chris Daves
Shake: Tate Arbon, Jason Billington, Sam Cole, Dexter Davey, Danielle Hession, Craig Rowe, Murray Smallwood, Matthew Wynne, Koji Yamaguchi
Matte painter: David Woodland
Designer: Eddy Herrington

Toolkit

Maya, Flame, Flint, Shake, boujou, Match Mover, ZBrush, SynthEye, Photoshop





CHRIS CLARK "TED"
Music video

Record label:
WARP RECORDS

Director:
ARVIND PALEP

VFX:
1ST AVE MACHINE
www.1st-ave-machine.com

To the delight of entomologists everywhere, 1st 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."

For 1st Ave Machine

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

Toolkit
3ds Max

PSST! PASS IT ON 2

Short films

Concept/production: GROW DESIGN WORK

"The movies are done! The movies are done! The movies are done! It's been four months of hard work. Feels like longer. Nine films. Three teams per film. 27 different teams in 12 different cities spread over five countries. 70 artists to keep track of, email, coordinate and collaborate with. This time, each team got six weeks on the schedule with one week of overlap between each consecutive team. They had to produce about 30 seconds each, transitioning from the previous section into their own – creating the story, graphics, animation, and working with a composer on music and sound design. Nine teams x two minutes = 18 minutes of fun! Keep an eye on www.psstpassiton.com for screening dates in NYC, LA, and London."

Bran Dougherty
PPIO creator/CD/contributor

<http://psstpassiton.com>



01. BUBBLE EIDETIC SPINDROME

Part 1

Director: Radical Friend
Sound: Adam Bruneau

Part 2

Director: Buck
Artists: Tomás Peña, Stephen Kelleher, Patrick Scruggs, Joe Mullen, Ben Langsfeld, Thomas Schmid
Music/sound design: Chris Wei, Insurgent Music
Editor: Harry Walsh

Part 3

Directed/animated: Joe Vaccarino, York Capistrano
Sound design: Scott Pittinsky, Compound

02. FRACAS GIANT AMERICA

Part 1

Produced/directed: Honest
Sound design/music: John D Black at Cypheraudio

Part 2

Design/animation: PetPunk
Music: Vitalijus Karnišinas

Part 3

Director: James Price
Audio: Bennett Barbakow, Chris Smith, Matt Lewkowicz at Huma-Huma
VO: Franklin O. Smith

03. DRIFT SLICYCLE POPPED!

Part 1

Design/animation: Noah Conopask, Anthony Vitagliano
3D: Linas Jodwalis
Editor: Josh Bodnar
Music contains elements of: Syndrome "Cachexia", "Pan_Ic" Max Spransy "The Lights In The Sky Are Stars" courtesy of Merck Records

Part 2

Design/direction/animation: Ted Gore
Audio: Judson Cowan at Cicada

Part 3

Director: David Ahuja at Athletics
Sound design: David Ahuja

04. DECOMPRESS STILL-LIFE POEM

Part 1

Creator: Jonathan Cannon
Audio: Ben Lukas Boysen at HECQ

Part 2

Director: Jan Mathias Steinforth
Animation: Christoph Meyer
Photography: Florian Bochnig
Rotoscoping: Nina Reckeweg
Thanks: Lucky Diner, Hannover
Audio: Ben Lukas Boysen at HECQ

Part 3

Director: Chris James Hewitt at Dstrukt
Audio: Ben Lukas Boysen at HECQ
Special thanks: Rob Chiu, The Wylid Stallions



05. SPARKLE ESPERANTUMOR STIMULATION

Part 1

Directors: Ted Kotsaftis, Josh Goodrich, Michele Sandroni, Darren Culley at loyalkaspar
Audio: Bennett Barbakow, Chris Smith, Matt Lewkowicz at Huma-Huma



Part 2

CD/illustrator: Brian Won at National Television
CDs: Chris Dooley and Brumby Boylston
Concept artist/TD/2D cell animator: Kevin Walker



2D cell animator: Song E. Kim
EP: Jared Libitsky
Audio: Bennett Barbakow, Chris Smith, Matt Lewkowicz at Huma-Huma

Part 3

Director: Aaron Stewart
Audio: Bennett Barbakow, Chris Smith, Matt Lewkowicz at Huma-Huma



06. UNRECIPROCATED SURGERY DEAD or ZOMBIE!!!

Part 1

Director/animator: James Wignall at Mutanthands
Audio: Gavin Hislop at Babyshaker



Part 2

Director/animator: Matt Tragesser
Audio: Ron Winter

Part 3

Lead director/designer: Brian Gossett
Co-director/designer: Stephen Kelleher
Lead animator: David Lewandoski
Animator: Juicy Wang
Audio: David Lewandowski

07. LOQUACIOUS EYESICLE WILD-BITES

Part 1

Director: Freestyle Collective
CD/designer/animator: Hoon Chong
Creative consultant: Victor Newman
Animator/designer/3D lead artist: Christina Sidoti
Animator/designer: Mark Bellncula, Simon Benjamin, Ayako Fukumitsu, Entae Kim
Producer: Katie Boote
EP: Elizabeth Kiehner
Audio: Bennett Barbakow, Chris Smith, Matt Lewkowicz at Huma-Huma

Part 2

Director: Kim Dulaney, Emmett Dzieza, Michelle Higa
Audio: Bennett Barbakow, Chris Smith, Matt Lewkowicz at Huma-Huma

Part 3

Director: Takeo Hatai at Le Pivot
Modeling/animation: Corentin Laplatte, François Malary
Audio: Bennett Barbakow, Chris Smith, Matt Lewkowicz at Huma-Huma

08. MAISON NACHOS FLIGHT

Part 1

Director: Justin Fines at DEMO
Audio: Joel Pickard at Hatfarm

Part 2

Writers/directors: Jenn Leong, Saiman Chow, Dennis Go, Chad Col
Audio: Joel Pickard at Hatfarm

Part 3

Designed/animated: Bran Dougherty-Johnson at Grow Design Work
Audio: Joel Pickard at Hatfarm
TV announcer's voice: Jason Sloan

09. GLAM WHISPERY TURBIDITY

Part 1

Directors: Alan Bibby, Doug Purver
Thanks to: Ivan Abel, Alice Bertay, Ryan Mckenna, Noda, Timothy Saccetti, Ami Suma
Audio: Bennett Barbakow, Chris Smith, Matt Lewkowicz at Huma-Huma

Part 2

Directed/animated: Maithy Tran, JJ Walker
Audio: Bennett Barbakow, Chris Smith, Matt Lewkowicz at Huma-Huma

Part 3

Picture/music: John Leamy

INSPIRATION. SERVED DAILY.

feed

www.stashmedia.tv/feed