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February 28th 2007**

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## Credits

**Project** *Lost idents for Sky***Clients** Mark Horgan, Mark Evans, Catherine Boyd, 118 118**Brief** Promote the new series of *Lost on Sky One***Creative agency** WCRS**Writer** Joseph Corcoran**Art director** Rodrigo Saavedra**Media agencies** Naked, OMD**Media planners** Kate Bower (Naked), Cate Murden (OMD)**Production company** Transparent**Director** Agustin Alberdi**Editor** Pete Lurie**Exposure** Sky One

## The lowdown

The 118 118 boys are back, but this time their hairy faces are stranded on a desert island following a plane crash. The madcap duo are now appearing in a set of idents promoting the new series of *Lost on Sky One*.

The spots, shot on location in Antigua, see the pair in the aftermath of a plane crash and trying to survive on a desert island. However, they soon realise that they actually have some help in their despair, because they can use the 118 118 service to find all of the things they need to make their ordeal that much easier.

Campaign  
16th February 2007

### Bateman At Rushes...

Joe Bateman has joined Rushes Soho Shorts as Festival Director to take the cult festival to the next level.

He joins Rushes from media hub The Hospital where he was responsible for Cinema and Event Programming. Prior to that, he was Head of Special Programming and Private Events at Curzon Cinemas.

As a long term Short Film enthusiast and respected film buff, Bateman has also resided on judging panels for a number of short film festivals and initiatives including the 'Smirnoff Experience Short Film Award', 'The Rough Cut Short Film Festival', 'The European Business School Short Film Award' and 'Talent Circle Short Films'. Bateman takes up his post as Festival Director in February.

## Post

### Rushes

Jet's Shine On,  
directed by Jeff  
Thomas, Flame by  
Leo Weston, post  
produced  
by Josh King

# THE CALL SHEET

Artist	Production	Direction	Art & Craft	Post-production	Commissioner
<b>KATHERINE JENKINS: Nella Fantasia</b>					
<b>Record Co:</b> Universal Music	<b>Producer:</b> Malachy McAnenny <b>Prod Manager:</b> Leanne Stott <b>Company:</b> Flynn Productions <b>Tel:</b> 020 7251 6197 <b>e-mail:</b> info@flynnproductions.com	<b>Director:</b> Johnny Mourgue/Urban Strom <b>Camera:</b> Greg Copeland <b>1st AD:</b> Emil Nava	<b>Prod Designer:</b> Mary Ann Foster <b>Wardrobe:</b> Lotta Aspenberg <b>Hair:</b> Fadi Fawaz <b>Make-up:</b> Sharon Wilmore	<b>Editor:</b> Matt Nee @ Flynn Post <b>Telecine:</b> Marcus Timpson @ Rushes <b>Online:</b> Matt Nee @ Flynn Post	<b>Commissioner:</b> Cynthia Lole <b>Company:</b> Universal Music <b>Tel:</b> 020 7471 5000
<b>THE MACCABEES: Your Dress</b>					
<b>Record Co:</b> Polydor Records	<b>Producer:</b> Jane Grunberger <b>Company:</b> Love <b>Tel:</b> 020 7637 8186 <b>e-mail:</b> info@love.co.uk	<b>Director:</b> Terry Hall <b>Camera:</b> Magni Agnustsson <b>1st AD:</b> Jim Cole <b>2nd AD:</b> Paul Bennett <b>Location:</b> London	<b>Art Director:</b> Julian Nagel <b>Wardrobe:</b> Chloe Richardson	<b>Editor:</b> Paul Hardcastle <b>Telecine:</b> Simone @ Rushes <b>Online:</b> Brian @ Rushes	<b>Commissioner:</b> Ross Anderson <b>Company:</b> Polydor Records <b>Tel:</b> 020 7471 5400

Short film competition Straight 8 has teamed up with Rushes Post Production and the APA to appear at Cannes Lions for the first time this year. The launch of the 2007 Straight 8 call for entries for Cannes Lions, Cannes Film Festival and the Rushes Soho Short Film Festival will take place at Framestore, 19-23 Wells Street, London at 1pm on Tuesday February 13. For more details on entering Straight 8 see **STRAIGHT8.NET**

Shots  
February 2007

**Ascent Media Creative Services** has made Patrick Malone its director of digital film services, responsible for digital film production across its London facilities. He was previously head of production at Ascent's St. Anne's facility. Ascent has also taken on Tony Abbott as production director at **St. Anne's**. He moves from Rushes. Vfx artist Dave Child and Smoke artist Danny Etherington have joined **Golden Square**, from One Post and MPC respectively. Dubbs' sister-company **EyeFrame** has recruited ex-Metropolis designer Martin Allen for its graphics department.

Televisual  
February 2007

## Massive Software Announces Global Channel Partners

Press Release

February 1, 2007 Source: Studio Daily

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Massive Software, the industry's premiere developer of autonomous agent 3D animation systems, announced today a certified network of worldwide channel partners.

Massive's new channel partners are established leaders servicing the visual effects community in each of their respective regions, including On the Go Technologies ([www.otgdigitalmedia.com](http://www.otgdigitalmedia.com)), RFX, Inc. ([www.rfx.com](http://www.rfx.com)), PacificCAD ([www.pacificad.com](http://www.pacificad.com)), Cinesys ([www.cinesysinc.com](http://www.cinesysinc.com)) and 3VIS ([www.3vis.com](http://www.3vis.com)) in North America; Escape Studios ([www.escapestudios.co.uk](http://www.escapestudios.co.uk)) in the UK, Weltenbauer ([www.weltenbauer.com](http://www.weltenbauer.com)) in Germany and Megafront ([www.megafront.com](http://www.megafront.com)) in Sweden; and Crescent Video ([www.crescentvideo.co.jp](http://www.crescentvideo.co.jp)), Storm FX ([www.stormfx.com.au](http://www.stormfx.com.au)), Rahul Commerce, ([www.rahulcom.com](http://www.rahulcom.com)) and Jadason Technology ([www.jadason.com](http://www.jadason.com)) in the Asia-Pacific region.

"We were interested in offering Massive to our customers because it is a unique tool for creating realistic CG crowds with AI-driven characters," said Ray Feeney, President and Founder, RFX, Inc. "At a time when so many new tools are just variations on a theme, Massive is truly a significant departure from other creative technologies catering to the visual effects field."

"We are thrilled to be working with such a powerhouse team of channel partners," said Diane Holland, CEO, Massive. "Strong channel partnerships are essential to Massive's growth, and are central to our business strategy going forward. Massive has already been adopted by many of the world's leading feature film vfx facilities, and we look forward to working through our partners to reach an even broader range of clientele."

"We are seeing a growing demand from our clients for Massive. Escape has a reputation for understanding the visual effects and CGI process from the production perspective, and we use that understanding to provide our clients with the best tools for the job. We're pleased to represent Massive and be a part of the stunning shots that top London studios such as The Mill, Framestore CFC, Rushes and Double Negative have been able to achieve with Massive," said Mark Cass, Business Development Director, Escape Studios.

Massive and Massive Ready-to-Run Agents help filmmakers and vfx artists expand the realms of possibility by allowing scenes and stunts to be achieved with autonomously responding virtual characters. With recent uses on motion pictures from Happy Feet and Charlotte's Web to The Chronicles of Narnia: The Lion, the Witch and the Wardrobe and King Kong, Massive has become a must-have toolset as the industry pushes the bounds of epic-level productions and creative ideas.

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

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### Massive Software Announces Global Channel Partners

Thursday February 1, 2007

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Massive Software has struck a deal involving a certified network of worldwide channel partners servicing the visual effects community in each of their respective regions.

These partners include On the Go Technologies ([www.otgdigitalmedia.com](http://www.otgdigitalmedia.com)), RFX Inc. ([www.rfx.com](http://www.rfx.com)), PacificAD ([www.pacificad.com](http://www.pacificad.com)), Cinesys ([www.cinesysinc.com](http://www.cinesysinc.com)) and 3VIS ([www.3vis.com](http://www.3vis.com)) in North America; Escape Studios ([www.escapestudios.co.uk](http://www.escapestudios.co.uk)) in the U.K., Weltenbauer ([www.weltenbauer.com](http://www.weltenbauer.com)) in Germany and Megafront ([www.megafront.com](http://www.megafront.com)) in Sweden; and Crescent Video ([www.crescentvideo.co.jp](http://www.crescentvideo.co.jp)), Storm FX ([www.stormfx.com.au](http://www.stormfx.com.au)), Rahul Commerce, ([www.rahulcom.com](http://www.rahulcom.com)) and Jadason Technology ([www.jadason.com](http://www.jadason.com)) in the Asia-Pacific region.

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New Zealand-based Massive Software ([www.massivesoftware.com](http://www.massivesoftware.com)) is the leading creator of artificial intelligence-based 3D animation systems. Massive was founded when Stephen Regelous programmed a unique piece of software for director Peter Jackson to make creation of complicated visual effects scenes involving hundreds of thousands of digital characters a practical reality. Regelous garnered a Scientific and Engineering Award from the Academy of Motion Picture Arts and Sciences in 2004.

Today, Massive Software develops a family of standalone, commercially available products for The Mill, Centro Digital, Digital Domain, CFC Framestore CFC, Rhythm & Hues and other leading digital production and effects studios.



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#### Programme details

3 February 2007

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Does size really matter? Last year, corporate takeovers totalled £2 trillion worldwide. Our guests on the programme this week have experience in both taking over companies and being swallowed up by bigger fish. We find out about some unusual takeover strategies and ask: how big is too big?

Also, it's commonly thought that a degree sets graduates on the track for a successful career. But if that's the case, why are employers increasingly worried about skill shortages and problems finding top candidates? We look at graduate recruitment and ask what role education should play in training workers and managers.

Our guests this week:

Jim McColl  
 Chairman and chief executive of **Clyde Blowers**

Joce Capper  
 Managing director, **Rushes**

Zach Miles  
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06 February 2007

### Rushes Completes Idents For Prison Break



Rushes have just completed the post-production on 32 humorous 118 118 bumpers and idents designed to accompany hit US TV series 'Prison Break'.

The idents continue to feature the twin 118 118 boys who first appeared to audiences in 2003, and made their TV sponsorship debut in 2005.

A staggering 32 idents were shot in one day and post-produced in a very short space of time, at Rushes through the collaboration of editor Pete Lurie with the Telecine department and the online facilities. In conjunction with Transparent's exciting new discovery Agustin Alberdi, a new and emerging Argentinean director, Rushes had to approve and set offlines, grades and conforms in record time.

Transparent's executive producer Eilon Kennet praised everyone that was involved: "Shooting 32 idents in one day was a daunting task for Agustin, and this would not have been possible without the support of everyone involved from WCRS. As for the post, we wanted a one-stop shop from offline through telecine, to online, and Rushes was the obvious choice."

(DS/SP)

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## BROADCAST INDUSTRY NEWS



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06 February 2007

### Red Road Wins At Goteborg International Film Festival

UK director Andrea Arnold's 'Red Road' won the first Ingmar Bergman International Debut Award - which comes with a week's stay at the Bergman Week 2007 at Faro, an engraved stone from Bergman's own beach, and a DVD set with 30 Bergman films - at the 30th Goteborg International Film Festival.

After winning the jury prize at Cannes, Red Road went on to score five Scottish BAFTA honours and two British Independent Film Awards.

The 30th anniversary edition of Scandinavia's largest film event reached a record number of 122,400 admissions for 700 screenings of 450 films from 68 countries."

In the Nordic competition, Swedish director Johan Kling's feature debut, Darling, received the \$14,300 (Euros 11,000) Nordic Film Award, while the international critics gave the FIPRESCI prize to Norwegian director Jens Lien's The Bothered Man. Norwegian cinematographer Harald Paalgard took the Kodak Nordic Vision Award for his work on The Art Of Crying.

Swedish director Nanna Huolman's 'Kid' left with the \$7,200 (Euros 5,500) Ecumenical Prize, and Hakon Liu's 'Lucky Blue' with the \$29,000 (Euros 22,000) novella film prize from the Swedish Film Institute and Swedish Television SVT. Jonas Holmstrom and Jonas Bergergard's short, 'Coming Home', won the Synch Leader, \$14,300 (Euros 11,000) worth of technical equipment.

(DS/SP)

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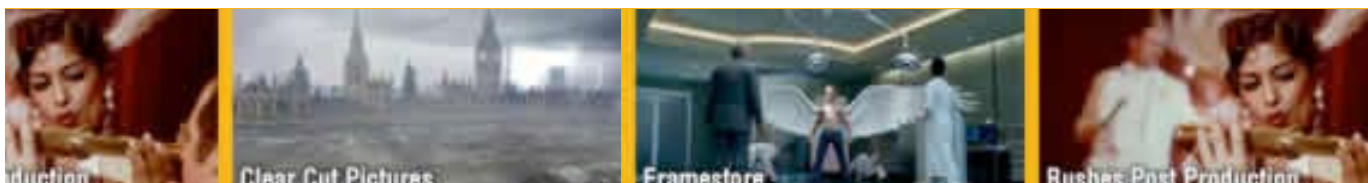
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## RUSHES POST 118 118 IDENT PRISON BREAK



**Rushes have just completed the post-production on 32 humorous 118 118 bumpers and idents designed to accompany hit US TV series 'Prison Break'.**

The idents continue to feature the twin 118 118 boys who first appeared to audiences in 2003, and made their TV sponsorship debut in 2005.

A staggering 32 idents were shot in one day and post-produced in a very short space of time, at Rushes through the collaboration of editor Pete Lurie with the Telecine department and the online facilities. In conjunction with Transparent's exciting new discovery Agustin Alberdi, a new and emerging Argentinean director, Rushes had to approve and set offlines, grades and conforms in record time.

Transparent's executive producer Eilon Kennet was full of praise for everyone involved, "Shooting 32 idents in one day was a daunting task for Agustin, and this would not have been possible without the support of everyone involved from WCRS. As for the post, we wanted a one-stop shop from offline through telecine, to online, and Rushes was the obvious choice."

Producer Josh King comments, "Following on from last year's therapist sponsorship for Channel 4, the boys are now visiting prisoners to help them break out of prison!"

Pete Lurie described the job as, "A challenging 2 days in which to produce 32 idents. It was great working with true professionals such as Transparent and Rushes."

(As gritty as the jail it's set in, Prison Break tells the story of Lincoln Burrows - a petty criminal who's framed for the murder of Terrence Steadman, the brother of the American Vice President.)

Product:	118 118
Titles:	Prison Break Idents
Agency:	WCRS
Agency Producer:	Eliot Liss
Production Company:	Transparent
Director:	Agustin Alberdi
Executive Producer:	Eilon Kennet
Producer:	Matthew Campion
Post Facility:	Rushes
Telecine:	Martin Southworth
VFX Artist:	Roisin
Rushes Producer:	Josh King

For more info, images or to view please contact:

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*Published on 06/02/2007*

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[Women in Film and Television launch Workline in conjunction with Skillset and the UK Film Council](#)

Women in Film and Television has launched Workline, a new confidential employment advice website and helpline, supported by Skillset and the UK Film Council.

[ESCAPE STUDIOS ANNOUNCE LAUNCH OF AUTODESK FLAME COURSE](#)

Escape Studios are proud to announce the launch of a new in-depth Autodesk® Flame course starting on 26th March 2007.

[Evolutions Crowned Best Post-Production House](#)

Evolutions, the largest independently owned post production facility in Soho, announced today that it won Best Post-Production House at the Broadcast Awards.

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Thursday February 15, 2007

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# Gorillaz, X-Men, Over the Hedge, Arthur Take Imagina Awards

February 07, 2007

This year's Imagina Awards, held in Monte Carlo at the Grimaldi Forum on Feb. 1, saw top prizes --the famous glass teapots-- awarded to Gorillaz' EL MANANA music video (Passion Pictures and Rushes), X-MEN: THE LAST STAND (Framestore CFC and Weta Digital) and OVER THE HEDGE (DreamWorks Animation).

Grand Prix Imagina:

Gorillaz EL MANANA (U.K.)  
Direction: Pete Candeland, Jamie Hewlett  
Post-production: Passion Pictures, Rushes  
Video Clip

Prix Spécial du Jury:

BURNING SAFARI (France)  
Direction: Vincent Aupetit, Florent Delataille, Jeanne Irzenski, Maxime Maleo, Aurélien Predal, Claude-William Trebutien  
School: Les Gobelins, l'école de l'image

Prix de l'Animation:

OVER THE HEDGE (U.S.)  
Direction: Tim Johnson, Karey Kirkpatrick  
Post-production: DreamWorks, SKG  
Feature

Meilleurs Effets Spéciaux:

X-MEN: THE LAST STAND (U.S.)  
Post-production: Framestore CFC, Weta Digital Ltd.  
Feature

Prix du Long-Métrage:

ARTHUR ET LES MINIMOYS (France)  
Direction: Luc Besson  
Post-production: BUF Compagnie

Prix du Court-Métrage:

CODEHUNTERS (U.K.)  
Direction: Ben Hibon  
Post-production: Axis Animation, The Mill

Prix Ecoles et Universités:

EN TUS BRAZOS (France)  
Direction: François-Xavier, Edouard Jouret, Matthieu Landour  
School: Supinfocom Valenciennes



▲ ADVERTISEMENT ▲



## Rushes gets saucy for HP

Wednesday 07 Mar 2007 - 10:29

The latest spot from Rushes for Beattie McGuinness Bungay follows the surreal dream of a sleeping man as giant egg and bacon sarnies come to life.



"All the main shots needed 3D tracking to integrate all the set extensions, background replacements and other tweaks and trickery we did. Flame's 3D capabilities were pushed to the limits, creating all the environments in a 3D space and utilising 3D objects throughout most of the scenes.



"A huge amount of rotoscoping was done by Joe Dymond to give us the latitude to replace, chop, warp any part of the image we wanted to. The change from the shot plates to the final image is dramatic.



"Technical aspects aside, the rest of the job was about experimentation. We began two weeks of creative collaboration to push the project into the surreal world you see on screen. The concept was set, but the creative brief was open. The first scene takes a few viewings before you see every change we made, from subtle colour changes to floating post boxes."

7th February 2007

<http://www.digitmag.co.uk/news/index.cfm?NewsID=7447>





"A lot of work was done on colour grading at the end of the job to push that dream idea even further. Coloured light leaks and refined selective grading were the final touches to lead your eye around the image. All in all it is an interesting and beautiful commercial for a household favourite."



#### **Credits:**

Product: HP Sauce

Title: Dreams

Agency: Beattie McGuinness Bungay

Producer: Jane Oak

Creative Director: Trevor Beattie

Art Director: Bil Bungay

Copyright: Paul Burke

Production Co: Infinity Productions Ltd.

Director: Simon Burrill

Producer: Charlotte Woodhead

Exec. Producer: Mark Stothert

Editor: Gareth McEwen at The Whitehouse

Post Facility: Rushes

Telecine: Simone Grattarola

VFX Artists: Adam Watson, Joe Dymond, Anthony Laranjo & Dan Alterman

3D Tracking: Jonathan Privett

Rushes Producer: Alison Wendt

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## Imagina 2007

Submitted by simon on Wed, 2007-02-07 15:19.



ABOVE: All the winners and all the comperes present themselves at the end of this year's Imagina awards

This year's Imagina Awards, held in Monte Carlo last Friday, saw some very worthy contenders picking up the gongs. A favourite with the crowd and an office favourite here at Imagine towers was Burning Safari, which picked up the Jury Special Prize. Another monkey-themed winner was Gorillaz 'El Manana', which seemed to stun the crowd to silence and deservedly bagged the Imagina Grand Prix.

The quality of films by student winners was commented upon by ILM's Rob Coleman, who said that the standard of European animation was admirable, though the only countries he mentioned specifically were France and Germany.

The high standard of work at Imagina is indicative of an animation industry in rude health and promises more great things to come.

### The Winners

#### Category: Commercial

Title : TRAVELERS: SNOWBALL

Realisation : Dante Ariola (MJZ-Los Angeles) Post-production : Weta Digital Ltd

Country: USA

#### Category: School/University

Title : EN TUS BRAZOS

Realisation : François-Xavier Goby, Edouard Jouret, Matthieu Landour Post-production : Supinfocom Valenciennes

Country: France

#### Category: Video Clip

Title : GORILLAZ 'EL MANANA'

Realisation : Pete Candeland, Jamie Hewlett Post-production : Passion Pictures, RUSHES

Country: United Kingdom

#### Category: Best Special Effects

Title : X-MEN: THE LAST STAND

Realisation : Brett Ratner Post-production : Framestore CFC

Country: USA

#### Category: Best Special Effects

Title : X-MEN: THE LAST STAND

Realisation : Brett Ratner Post-production : Weta Digital Ltd

Country: USA

#### Category: Feature Films

Title : ARTHUR ET LES MINIMOYS

Realisation : Luc Besson Post-production : BUF Compagnie

Country: France

#### Category: Sort Films

Title : CODEHUNTERS

Realisation : Ben Hibon Post-production : Axis Animation, The Mill

Country: United Kingdom

### TOP MEMBERS



**Lisa Hill** | Position - N/A  
Company Name - N/A



**Adrian Edwards** | Director  
BE Animation - The Animation Studio



**Jennie McGuirk** | Creative Researcher  
Ogilvy



**Peter Lord** | Co-owner / Creative Director  
Aardman Animations Ltd



**Eugene Paul McLaughlin** | Head Of Art  
Lionhead studios



**Hugh Welchman** | Managing Director / Producer  
BreakThru Films



**Robin Lyons** | Managing Director  
Calon



**Bruce Steele** | Director of Visual FX  
Glassworks



**Chris Williams** | Director  
Animex



**Philip Hunt** | Director, Partner & Creative director  
studio aka

### Who's new

- rajnish.solanki
- Tolulope Legunsen
- stevenhocker
- casper
- katherine edwards

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7 MAR 2007

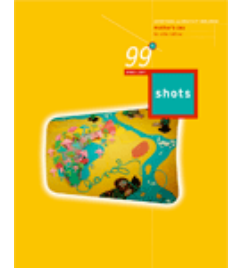
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## NEWS IN BRIEF

07/02/2007

**Audi in orbit; Nexus screening; Germ returns; ITN online; Filmworkers uplink; Saayman launch; Oxfam extension; IPA face-off; Hannibal on the up; Midsummer call; AWARD swallows Gongs; BBC's broadband humour; Straight 8 expands**

Short film competition Straight 8 has teamed up with Rushes Post Production and the APA to appear at Cannes Lions for the first time this year. The launch of the 2007 Straight 8 call for entries for Cannes Lions, Cannes Film Festival and the Rushes Soho Short Film Festival will take place at Framestore, 19-23 Wells Street, London at 1pm on Tuesday February 13. For more details on entering Straight 8 see [STRAIGHT8.NET](#)

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## Gorillaz, X-Men, Over the Hedge, Arthur Take Imagina Awards

Wednesday February 7, 2007

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EMAIL PRINT

This year's Imagina Awards, held in Monte Carlo at the Grimaldi Forum on Feb. 1, saw top prizes --the famous glass teapots-- awarded to Gorillaz' EL MANANA music video (Passion Pictures and Rushes), X-MEN: THE LAST STAND (Framestore CFC and Weta Digital) and OVER THE HEDGE (DreamWorks Animation).

Grand Prix Imagina:

Gorillaz EL MANANA (U.K.)  
Direction: Pete Candeland, Jamie Hewlett  
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Video Clip

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Direction: François-Xavier, Edouard Jouret, Matthieu Landour  
School: Supinfocom Valenciennes

Prix du Film Publicitaire:

TRAVELERS: SNOWBALL (U.S.)  
Direction: Dante Ariola (MJZ-Los Angeles)  
Post-production: Weta Digital Ltd.

Prix Clip Vidéo:

Gorillaz EL MANANA (U.K.)  
Direction: Pete Candeland, Jamie Hewlett  
Post-production : Passion Pictures, Rushes



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## Baftas 2007: The winners

Here is the list of winners and nominees at this year's British Academy Film Awards, following the ceremony at the Royal Opera House in London:

### Best film

**Winner: The Queen**

Babel

The Last King of Scotland

The Departed

Little Miss Sunshine

**The Carl Foreman Award for special achievement by a British director/producer or writer in their first feature film**

**Winner: Andrea Arnold - director (for Red Road)**

Julian Gilbey - director (for Rollin' with the Nines)

Christine Langan - producer (for Pierrepont)

Gary Tarn - director (for Black Sun)

Paul Andrew Williams - director (for London to Brighton)

Rushes completed 20 VFX shots for Red Road.

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**Some of the winners on the red carpet**

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16 February 2007

### Rushes Team Up With Straight 8 At Cannes

Straight 8 has teamed up with Rushes Postproduction and the APA to appear at Cannes Lions for the first time this year.

Rushes are pleased to announce their continued support for Straight 8, not only at London's premier short film festival - Rushes Soho Shorts Film Festival - but also at the 54th International Advertising Festival - Cannes Lions 2007.

Straight 8 films have been made according to the brutally strict rules of Straight 8: the cartridge containing the film has been handed in undeveloped with an original soundtrack burnt onto CD.

(CL)

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20 February 2007

### Rushes Complete Sky Poker.com Idents

Rushes have recently completed two, fifteen second sponsorship idents for Sky Poker.com, the Sky channel and associated website.

The idents depict the hero, a regular guy, playing Sky Poker on his laptop and as he does his environment is dismantled by the Sky Poker crew ultimately immersing him in the world of Sky Poker.

Working closely with agency Brothers and Sisters and director Katie Dawson, Rushes' 1/2 3D animator Andy Hargreaves constructed a detailed previsualisation of the commercial ahead of the actual shoot. The previs was built in such a way that fairly accurate measurements could be extracted from it and reproduced in the studio ensuring that a fairly complex idea could be broken down into its component parts and seamlessly reassembled later.

All of the live action elements were shot individually against green screen using a motion control rig, whilst locked off HD back plates were shot for each of the three locations. These locations were then entirely rebuilt in 3D with Maya, using the location shoots as reference for lighting, textures, composition and dimensions.

The motion control move was then tracked using Boujou, the resulting virtual camera placed into the CG environments and the 15-second sequences rendered out. These sequences were then used as projected textures on both the live action boards and the CG boards being manipulated by the Sky Poker crew. Rebuilding the environments in this way enabled us to create the optical illusion that the hero is actually sitting in a 3D environment, but which is then revealed to apparently be "painted" onto flat boards.

Once all of the 3D elements had been rendered out, VFX artists Brian Carbin and Adam Watson had the massive job of compositing the huge number of elements together. In addition, they also added layers of shadow, reflections, occlusion passes and subtle depth of field in order to seamlessly combine all of the live action and CG.

This complex job was turned around in a very short space of time, creating a highly polished, original and unique set of idents which everyone was delighted with.

(SP)

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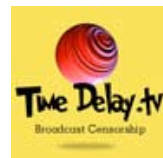
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### COCA-COLA

NASCAR Thank You Race

DATE	22/Feb/07
COUNTRY	USA
AGENCY	<a href="#">Wieden + Kennedy, Portland</a>
CREATIVES	<a href="#">Hal Curtis</a>
CREATIVES	<a href="#">Mark Fenske</a>
AGENCY PRODUCER	<a href="#">Corey Bartha</a>
PRODUCTION	<a href="#">Aardman Animations, Bristol</a>
PRODUCTION	<a href="#">RSA, London</a>
DIRECTOR	<a href="#">- ACNE</a>
DIRECTOR	<a href="#">Darren Robbie</a>
PRODUCER	<a href="#">John Woolley</a>
PRODUCER	<a href="#">Fran McGivern</a>
PRODUCER	<a href="#">Paige Seidel</a>
PRODUCER	<a href="#">Fran O'Connor</a>
DIRECTOR OF PHOTOGRAPHY	<a href="#">Mark Chamberlain</a>
ANIMATOR	<a href="#">Dave Scanlon</a>
ANIMATOR	<a href="#">Terry Brain</a>
POST PRODUCTION	<a href="#">Rushes, London</a>
SOUND PRODUCTION	<a href="#">Elias Arts, LA</a>
SOUND PRODUCTION	<a href="#">740 Sound Design, Santa Monica</a>
SOUND PRODUCTION	<a href="#">Wave Recording Studios, London</a>
SOUND ENGINEER	<a href="#">Durand Trench</a>
MEDIA TYPE	Television

#### DESCRIPTION



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### HEWLETT PACKARD

Tea Runner

DATE	16/Feb/07
COUNTRY	UK
ISSUE FEATURED	<a href="#">UK Review _ Feb/07</a>
ISSUE FEATURED	<a href="#">International Review _ Feb/07</a>
AGENCY	<a href="#">Modem Media, London</a>
CREATIVES	<a href="#">Chris Clarke</a>
CREATIVES	<a href="#">Belle Briggs</a>
CREATIVES	<a href="#">James Thorley</a>
CREATIVES	<a href="#">Ian Owles</a>
PRODUCTION	<a href="#">RSA, London</a>
DIRECTOR	<a href="#">Ronnie West</a>
PRODUCER	<a href="#">Robert Willis</a>
DIRECTOR OF PHOTOGRAPHY	<a href="#">Ole Bratt Birkeland</a>
EDITING HOUSE	<a href="#">Peep Show, London</a>
EDITOR	<a href="#">Colin Mitchell</a>
POST PRODUCTION	<a href="#">Rushes, London</a>
FLAME ARTIST	<a href="#">Richie White</a>
MUSIC	'Right Said Fred', Bernard Cribbins
MEDIA TYPE	Television

#### DESCRIPTION

An office cuppa is retrieved in an exceptionally athletic manner