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Visual Effects & Animation: SHOOT's Top Ten Chart

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January 25, 2008, --- Here's standout work in the Visual Effects and Animation disciplines during this last quarter as selected by SHOOT. The entries span TV and cinema commercials, online fare (including a short film) and an in-flight safety video. One of the spots, JCPenney's "The Aviator," recently helped director Fredrik Bond of MJZ earn a DGA Award nomination as the year's best commercial director, with effects from The Mill, New York. So peruse the chart and enjoy.

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SHOOT Top 10 Visual Effects & Animation Chart

	Title	Visual Effects/Animation	Agency	Production
1	Dell's "Out With The Old"	rhinofx, New York Vico Sharabani, VFX supervisor; Jim Rider, lead Flame artist; Julie Mai, Udi Edni, Ricky Weissman, Flame artists; Karen Bianca Bisignano, VFX producer. Toolbox: <i>Linux Flame</i>	Mother, New York	Smuggler, bicoastal The Snorri Brothers, directors
2	adidas' "Together"	Psyop, New York Pakorn Bupphavesa, lead TD; Kim Dulaney, Marie Hyon, Joshua Harvey, designers; Theo Maniatis, VFX supervisor; Pat Porter, lead animator; Mike Papagni, Rich Magan, Pete Hamilton, Helen Choi, Anthony Patti, Tatchapon Letwirojkul, Andreas Berner, CG artists; Joerg Liebold, Dave Barosin, Massive artists. Boolab, Barcelona Lucas Elliott, exec producer; Barbara Saenz de Buruaga, producer Toolbox: <i>XSI, Maya, Massive, After Effects, Flame</i>	TBWA\China	Stink/Psyop Marie Hyon, Marco Spier, directors
3	Beringer's "Vineyard"	Paranoid U.S., Los Angeles Olivier Gondry, visual effects lead artist; Christine Schneier, producer; Len Burge, Mike Mayfield, Ben Zelkowitz, Sam Winkler, Emile Gondry, animators; Su Blackwell, paper artist Toolbox: <i>Premiere, Combustion, Flame.</i>	Publicis & Hal Riney, San Francisco	Paranoid U.S. Olivier Gondry, director
4	Monster.com's "Slots"	a52, Santa Monica Patrick Murphy, VFX supervisor; Andy Hall, 3D supervisor; Linda Carlson, executive producer; Scott Boyajan, producer.	BBDO New York	Gorgeous Enterprises/Anonymous Content Frank Budgen,

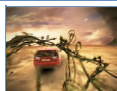
		Toolbox: <i>Maya, Mental Ray, PF Track, Thankless (proprietary crowd simulator), Shake, Flame</i>	director
5	JC Penney's "The Aviator"	The Mill, New York Angus Kneale, Flame artist; Bethan Thomas, Dan Roberts, VFX producers; Fergus McCall, colorist	Saatchi & Saatchi, New York MJZ, bicoastal/international Fredrik Bond, director
6	Scion's "Pit Stop"	Toolbox: <i>Flame, Spirit</i> Shilo, bocoastal Shilo, animation director; Jose Gomez, creative director/lead design; Trentity DeWitt, Nate Davies, Matt Foley, Eugene Kim, 3D animators; Kiel Figgins, Richard Lico, Jorma Auburn, Chris Mead, Bren Wilson, character animators; Santino Sladavic, executive producer; Jake Hibler, producer.	Attik, San Francisco Shilo Simon Needham, director (Attik creative director)
7	Virgin America's In-Flight Safety Video	Toolbox: <i>Maya, After Effects, Photoshop, Smedge</i> W!LDBRAIN, San Francisco Gordon Clark, animation director; Andrea Mansour, executive producer; Chris Whitney, producer; Nick Hewitt, design director; Nathan Stephens, Mac TD; Erika Kopman, Mac artist; Mike Overbeck, Tim Blair, digital animators; Ed Davis, Dado Feigenblatt, CG TDs; Seryong Kim, CG modeler.	Anomaly, New York W!LDBRAIN Gordon Clark, director
8	Harley Davidson's "Hell's Bells"	Toolbox: <i>Anime Studio Pro, After Effects, Maya</i> resolution, Los Angeles Todd Iorio, VFX supervisor/senior VFX artist; Dominic Bauch, senior VFX artist; Michael Raimondi, executive producer	Carmichael Lynch, Minneapolis MJZ, bicoastal/international Marcus Nispel, director
9	Zune Arts' "Laika"	Toolbox: <i>Avid/DS, Flame</i> Curious Pictures, New York Ro Rao, director; Taylor Jordan, Deirdre Merrigan, Helene Park, Luis Aguirre, Yi-Ju Chen, Jess Mireau, Mike Milavsky, animators; Mary Knox, executive producer; Sara Nahas, producer	72andSunny, Los Angeles Curious Pictures Ro Rao, director
10	Mitsubishi Outlander's "Evolution"	Toolbox: <i>Autodesk Maya and Adobe Photoshop, Illustrator and After Effects</i> Brand New School, New York Jonathan Notaro, director/designer; Brian Wilcox, director/art director; Ji Yoon, TD; Eli Mavros, Nathan Scholtens, lead compositor/2D animator; Han Ho, Andrew Ortiz, Mitch Hann Hu, Camilia Benitez, Mitch Deoudes, Rob Dollase, Mark Rohrer, 3D animation Manic, New York Johnny Starace, Flame artist Toolbox: <i>Autodesk Maya, Autodesk Flame, Adobe After Effects</i>	Rolf Import, Moscow Monty, Moscow

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Mitsubishi Outlander's "Evolution"



Duration: 30 seconds

In this spot from Brand New School, New York, a Mitsubishi Outlander lands on a barren planet but as it makes its way across the terrain it leaves behind it an evolving landscape that includes vegetation, mountains and even a sea replete with fish and other life....

Zune Arts' "Laika"



Duration: 30 seconds

Directed by Rohitash Roa of Curious Pictures, this short promoting Microsoft's Zune media player for agency 72andSunny explains what might have happend to Laika, the pup who was sent into orbit as part of Russia's space program.

Virgin America's In-Flight Safety Video



Duration: 3 minutes



Animation studio WILDBRAIN livens up the routinely dull airline safety instructions spiel in this tongue-in-cheek, in-flight safety video for Virgin America out of New York ad agency Anomaly. Gordon Clark directed this atypical approach to what is normally a yawn fest for passengers.

Scion's "Pit Stop"



Duration: 30 seconds

Animation house Shilo takes Scion on an offbeat journey for Attik, San Francisco. We see a Scion motors its way through city streets full of potholes when its journey is interrupted by a group of animated gremlins who lift the car up and remove its tires. But this impromptu pit stop doesn't deter the Scion which manages to recoup its tires and successfully continue its urban ride.

Monster.com's "Slots"



Duration: 30 seconds

Effects house a52 teamed with director Frank Budgen of Gorgeous Enterprises and Anonymous Content on this BBDO New York job in which assorted people are in a rut, traveling to their jobs along slots in the ground, following the same mundane path day after day, month after month, year after year.

adidas' "Together"



Duration: 30 seconds

Psyop directors Marie Hyon and Marco Spier advance the "impossible is nothing" theme for adidas and agency TBWA\China in this poetic, inspiring spot in which athletes are spurred on by China's people.

Dell's "Out With The Old"



Duration: 30 seconds

For agency Mother, New York, visual effects house rhinofx teamed with the directing team The Snorri Brothers of production house Smuggler to create a symphony of outdated computer equipment being destroyed before our eyes. This self-implosion clears the way for the latest from Dell. Indeed out with the old and in with the new.

Top Spot of the Week: Harley Davidson's "Hell's Bells"



Duration: 30 seconds

Dressed in black and rumbling into town behind a pack of thunderous black Harley motorcycles harnessed by chains, a bad-ass Santa brings a sack of goodies to a dark house. The message: "Shop Harley for badness sake."

Top Spot of the Week: JCPenney's "The Aviator"



Duration: 2 minutes

A determined young girl builds a rocket ship to take her to the North Pole to visit Santa Claus....

Top Spot of the Week: Beringer's "Vineyard"



Duration: 30 seconds

A stop motion paper animation tour de force starts out on a single tree. From there, rows and rows of trees blossom, placing us in a vineyard which yields another paper creation--a Beringer label affixed to a bottle of wine.

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