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## Hot Spots

Aug 1, 1999 12:00 PM, Kristinha McCort



Eidos Interactive "Rocket" This darkly humorous :30 for Eidos's Soul Reaver game capitalizes on its audience's familiarity with the Darwin Awards, which "honor" those who accidentally exit this existence by the strangest-and stupidest-of means. The star of this spot chooses the "rocket" approach by attaching jet engines to his motor vehicle and propelling himself through desert terrain. Agency: Winkler Advertising, San Francisco; Production: Shelter Films, New York; Director: Tim Abshire; Executive Producer: Steven Shore; DP: Jeff Venditti; Producer: Amy Samuelson; Editorial/Post: Bob 'N Sheila's Edit World, San Francisco; Offline Editor: Jean Kawahara; Online Editor: Joe Wenkoff; Producer: Jennifer Suttlemyre.

ESPN "Spider" An arachnid with goalie Zach Thornton's name and number emblazoned on its back sweeps mercilessly around its web, which spans a soccer goal. Artists combined modified images of a spider spinning a web with live-action imagery of the goal. Kudos to Chris Bell's sparse sound design with its unsettling clicks that coincide with the spider's swift movements. Agency: Ground Zero, Marina Del Rey, California; Production/Post/Editorial: Miss Jones, Santa Monica; Director: Meiert Avis; Executive Producer: Ben Dossett; Designer/Online Editor/Flame Artist: Stefan Smith; Postproduction Supervisor: Bronwen La Grue; Editor: Philip Owens.

Concerned Children's Advertisers "House Hippo" Pointing a careful finger at our documentary-obsessed culture, this mockumentary-style PSA warns children that things on TV may not always be as they appear. Artists rotosplined and composited real hippo footage into live-action suburban scenes to chart the life of the mouse-sized "house hippo" and foster a healthy skepticism, as well. Agency: Publicis SMW, Toronto; Production: Avion Films, Toronto; Director: Tim Hamilton; Producer: Danielle Schwartz; Post/Visual Effects: Spin, Toronto; Creative Director: Rob Jones; Executive Producer: Lisa Batke; Henry Artist: Tina McGill; Commotion Artist: Rob Fiumano; Offline: Brian Noon, Flashcut, Toronto.

Chemical Brothers "Let Forever Be" Infinity is the theme of this recent video for the Chemical Brothers. Director Michel Gondry wraps reality around infinitely repetitive nightmare worlds as our heroine drifts through barely distinguishable states of consciousness and divides not only space, but herself. Label: Virgin Records/Astralwerks; Production: Partizan, Los Angeles; Producers: Julie Fong, Georges Bermann; Director: Michel Gondry; Art Director: KK Berrett; DP: Lance Accord; Editorial: Richard Crawford, The Post Group, Hollywood; Visual Effects: BUF Compagnie, Paris, The Post Group, Hollywood; Colorist: Stephen Nakamura, The Post Group, Hollywood.

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