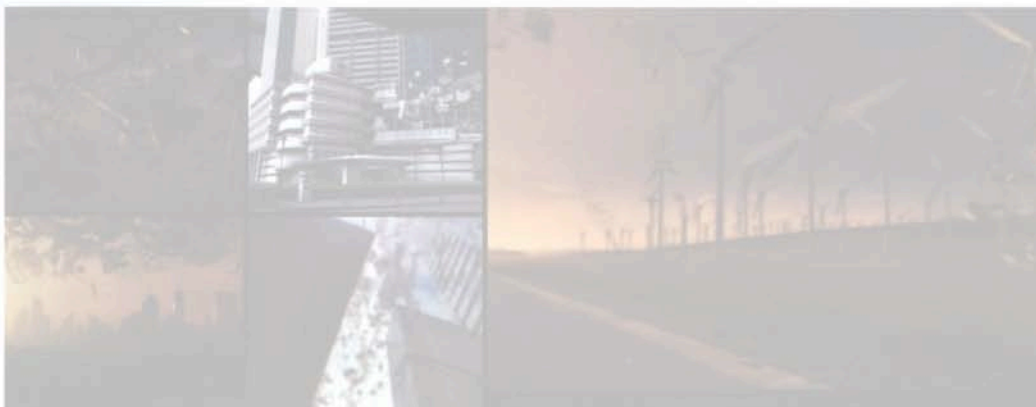


CREATIVITY

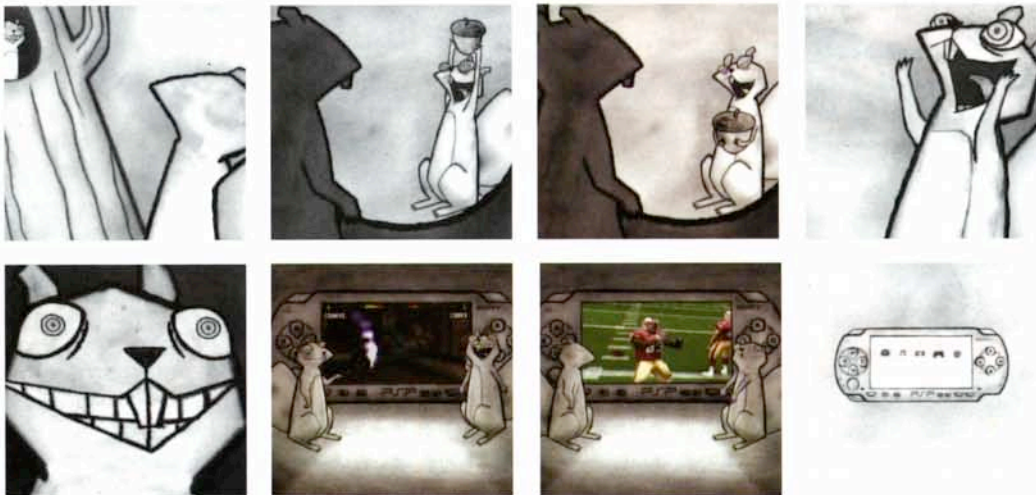
TOP SPOTS VISUALS



SIEMENS "BUILDING BLOCKS"

Mechanical parts float toward a city to build it from the ground up. Like tiny puzzle pieces, the parts slowly fit together to make buildings, trains and windmills. According to Mass Market, the company responsible for the effects, even plumbing and wiring were included in the breakdown before they animated the 3-D objects that build the fictional city.

VFX: Mass Market **Technical Director:** Pakorn Bupphavesa **CG Artists:** Boris Ustaev, Melanie Tonkin, Domel Libid, Junguen Kim, Josh Harvey, Jonathan Garin, Gerald Ding, Laurent Barthelemy, Alvin Bae **VFX Creative Directors:** Chris Staves, Marco Spier **Lead Flame Artist:** Chris Staves **Agency:** Publicis/N.Y. **CDs:** Howard Willmott, Duncan Marshall **CW:** Clay Weiner **AD:** Alan Vladusic **Directors:** Marco Spier, Chris Staves **DP:** Neil Shapiro **Editor:** Gary Knight/Final Cut



PSP "SQUIRRELS"

The drawings couldn't be much simpler, but the black-and-white 2-D animations for PSP's latest campaign are just the lo-fi approach necessary to give a shiny tech project some serious gamer appeal. Though the characters and settings could be straight from the storyboard, the product is completely recognizable.

Director: Monkmus/Hornet **Animators:** Dan Abdo, Jason Patterson, Masako Miyazaki **3-D Animation:** Yuli Liao **3-D Modeling & Animation:** Stanley Ilin **Agency:** TBWA/Chiat/Day, Los Angeles **ECD:** Rob Schwartz **CD:** Jerry Gentile **ACD:** Brett Craig, Doug Mukai **CW:** Patrick Almaguer **AD:** Blake Kidder **Editor:** Venice Beach Editorial