

stash 14



stash

DVD MAGAZINE 14

STASH MEDIA INC.

Editor: STEPHEN PRICE

Publisher: GREG ROBINS

Associate editor: HEATHER GRIEVE

Associate publisher: LARA OSLAND

Art production: KRISTIN DYER

DVD production: GIANT INTERACTIVE

Montage editor: STEVE PERRY

Animation: KYLE SIM, TOPIX

Music: TREVOR MORRIS

Web site: ERIC WANG, lorez.net

Thanks: CHEYENNE, CAROLINE,
MAYA, NICOLE, JASON, TYLER

Cover: INTERSPECTACULAR

ISSN 1712-5928

**SUBSCRIBE, BUY BACK ISSUES,
SUBMIT, ADVERTISE, OR JUST
FIND OUT MORE ABOUT STASH:**

WWW.STASHMEDIA.TV

Legal things: Stash Magazine and Stash DVD are published 12 times per year by Stash Media Inc. All rights reserved and contents copyright Stash Media Inc. No part of this booklet nor the Stash DVD may be copied without express written permission from the publisher. Stash Media Inc. does not promote or endorse products, services or events advertised by third party advertisers in this publication. Submissions are welcome. Please refer to the Submissions information in this book or online. Subscriptions available from www.stashmedia.tv. Contact us at: Stash Media Inc. 288-1438 Lonsdale Ave. North Vancouver, BC V7M 2H9 Canada



I had the pleasure of moderating a panel at Promax/BDA this summer. My first question to the panel of six designers was whether they thought the creative side of our industry today, with its swell of new companies and tangle of visual styles, was a rudderless mess of recycled clichés or in a new golden age. The first to answer, Victor Newman, CD of NYC's Freestyle Collective, did not hesitate. He said, "I believe we are in a platinum age," and the other five agreed.

Victor's new Platinum Age of design could be the result of an unexpected perfect storm: cheap, fast, friendly technology slams into resourceful new talent hired by recession-hardened companies who serve clients that need to do more with less money in less time. None of these elements are new, but changes in scale and intensity of the variables within each one are causing a tipping point. It's a powerful high-pressure system that forces experimentation and collaboration and creates the belief that the new and effective can be achieved right now, regardless of budget or precedent.

A quick scan through Stash 14 makes the case. From our anaglyphic 3D cover image, lifted from INTERspectacular's new "Billy Bananas" ID for Comedy Central, through high-end spots from Animal Logic and Lobo through impossible-to-ignore no-budget work from newcomers Enjoy Greener Grass, Not to Scale and Eat My Dear to our closing piece from self-taught French animator Hervé Trouillet, you will indeed witness the new, the effective and, often, what was previously unattainable.

Stephen Price
Editor
New York
October 2005

P.S. Many thanks to INTERspectacular for including the 3D glasses.

"BROKEN"
Title sequence

Director:
ALEX FERRARI

Production/VFX:
THE ENIGMA FACTORY
www.enigmafactory.com

Looking to coax the audience into the eerie mood of their short thriller *Broken*, and help the \$8,000 film stand out on the fest circuit, writer/director Alex Ferrari and writer/producer Jorge Flores Rodriguez create a title sequence more engaging than most Hollywood features. The typography was finessed in Photoshop and integrated into the environments with Final Cut Pro. The 19-minute short contains 100 VFX shots and is now in feature development.



For The Enigma Factory
Designer/VFX super: Alex Ferrari
Producer: Jorge Flores Rodriguez
Designer: Dan Cregan
Digital artist: Sean Falcon

For Cmpozr Inc.
Sound design/composer:
Mark Roumelis