

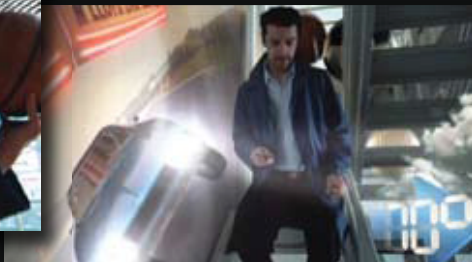
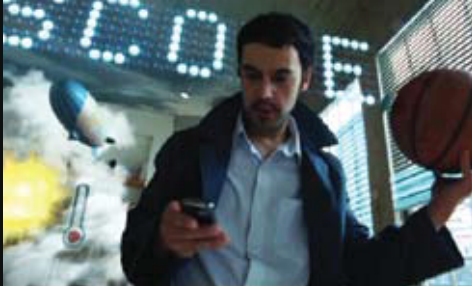
stash 45.22

**CELLULAR SOUTH**  
**"TAYLORS WORLD"**  
TVC :30

**Agency:**  
**MARTIN WILLIAMS**

**Director:**  
**ROB FENG. LUDOVIC**  
**SCHORNO**

**Animation:**  
**BRAND NEW SCHOOL**  
[www.brandnewschool.com](http://www.brandnewschool.com)



BNS directors Rob Feng, Ludovic Schorno: "The initial brief was extremely wide open but the main directive was to visualize a user's world within his cell phone. Exactly what that world was changed quite a bit throughout the process.

"The schedule was by far the biggest challenge. From start to finish, there was only five weeks, and the post end of it was less than two. Because of how open the brief was, the project was an exercise in restraint. I think the natural reaction is to cram as much as you can into a frame, but is that really the best solution? That approach runs the risk of technique and design overpowering the spot and it was our intention to try and find the best balance.

"One of our main goals was to keep the camera as active as possible. We knew we were going to add stuff around the talent, but because of the compressed schedule we were still designing well into the shoot. So we shot base plates that were as fun and exciting as the CG we were hoping to add after the fact. Tracking became the biggest hurdle. Working closely with our CG supervisor, we did everything we could to make that process as efficient as possible. Luckily, with the Spheron camera we were using for our light maps, we were also able to extract very accurate set measurements so everything pretty much snapped into place on the post end."

**For Brand New School**

Directors: Rob Feng,  
Ludovic Schorno  
DOP: Jeff Cronenweth  
Editor: Erik Barnes  
CG super: Stephen Sloan  
3D: John Sadler, Robin Kim,  
Vinh Chung, Max Keane,  
Mike Fisher, Andrew Soria  
Flame: Philip Ineno  
Compositors: Mark Kim, Kyu Kim  
Rotoscoping: Stephanie Tucker,  
Tiffany Germann  
Designers: Brian Gossett,  
Eli Carrico, Rob Bisi, Mark Kim,  
Andy Bernet  
Live action producer:  
Annie Johnson  
Post producer: Darren Jaffe

**Toolkit**

After Effects, Photoshop,  
Illustrator, Maya, Flame

