

SEVENTHART

MULTI-DISCIPLINARY PRODUCTION HOUSE - FILM | 3D | WEB

REPRESENTED BY

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SEVENTHART

ABOUT:

A Group of talented artists specializing in 3D, Film production, special FX and web integration. The Seventh Art has been in Business for more than 10 years, with offices in New York, Dubai, London with all the production work coming from New York. This production company has worked very efficiently with multiple Marketing and Ad agencies.

CATEGORY:

- * FILM PRODUCTION
- * PRE-PRODUCTION
- * STORYBOARDS + ANIMATICS
- * PRODUCTION
- * POST-PRODUCTION

CATEGORY:

- * 3D PRODUCTION
- * SPECIAL FX
- * TRACKING
- * ROTOSCOPING
- * COMPOSITING

CATEGORY:

- * WEB PRODUCTION
- * FLASH PROGRAMMING

CLIENTS & BRANDS:

2 WEEKS NOTICE
AGENCY RX
AMAN RESORTS
AUDI
BIG FILM DESIGN
BURN AFTER READING
ELEMENT
ETHOS
ELAD
EXTELL

SEVENTHART

FOSTER
JWT
KARL LAGERFELD
LISSONI
LUCENT TECHNOLOGY
MERCEDEZ-BENZ
NIKE
NUCLEUS IMAGING
NAKHEEL
THE PLAZA
THE PALM
PHILIPS MEDICAL SYSTEMS
ROYAL PAINS
SYNAPSE
SEDCO CAPITAL
SETAI
SEX IN THE CITY
ST REGIS
SOM
TASHEN
TRUMP
RELATED
VISUAL ALCHEMY
W
WIEDEN and KENNEDY

TALENT: SEVENTH ART / FILM
AGENCY: SEVENTH ART GROUP
LAUNCH DATE: AUG. 08

TRUMP UAE CAMPAIGN

TRUMP DUBAI FILM + WEBSITE

Client: Nakheel / Dubai
Creative Director: Michel Mein
3d creative: Dan Southgate
Production: Seventh Art
Director: Gabriel Winer /D Williams
Photographer: Matthew Barnes
Producer: Heidi Tannenbaum
Post Production: Trevor Murphy
Editor: Murphy / Mein



OBJECTIVE

To create a " BOND " like movie to highlight not only the new proposed Trump project in the middle-East but to show it into its Lifestyle context. Palm Jumeirah, Dubai.
Access to excess! The premier residential and hospitality resort at the heart of The Palm places hotel guests and residents minutes away from boutique shopping, marinas, beaches and the Cirque de Soleil. The developer used this piece to promote the building and brand its own company with a fresh approach to selling real estate. That objective was reached.

PROCESS

Working very closely with the development team, marketing team, ad agency, this Group created a storyboard that was closely followed during a production that took place in Dubai and Miami simultaneously. Our 3d team worked very closely with the Atkins Group of London to recreate all necessary elements for the film. These included exterior tower, interiors, all of the Palm projects and part of Dubai city itself. Tracking, rotoscoping and compositing were done in-house

RESULT

Contributed to the most famous real estate campaign ever seen in the UAE for the launch of such landmark building. The print campaign included the DVD distribution though newspapers, in the US , the kit -with DVD- was given at promotional events in New York and Los



TALENT: SEVENTH ART/ 3D
AGENCY: SEVENTH ART GROUP
LAUNCH DATE: JAN. 05

NIKE TATTOO

3D
Client: JWT / impact digital
Creative: Wieden and Kennedy
3d creative: Dan Southgate
Production: Seventh Art



OBJECTIVE

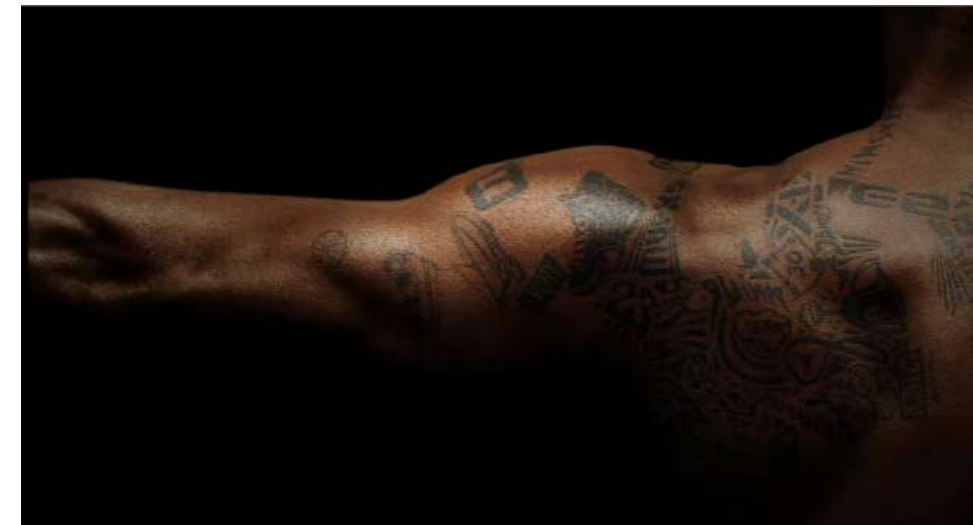
To add a tattoo designed by Spike Lee to Michael Jordan body replicating his first ever shoe campaign. This was the 20th and final campaign.

PROCESS

Working from film files given to the 3d department, a 3d model duplicate of the body, face, hands and feet were recreated in order to map the "growing -animated" tattoos. Collaborating with Impact Digital, they retouched the photography. The composite animations were done in-house.

RESULT

Was put on billboards, magazine ads, commercial TV.



TALENT: SEVENTH ART/ 3D
AGENCY: SEVENTH ART GROUP
LAUNCH DATE: MARCH 09

AUDI : The new FACE of AUDI

30 sec. Animatic

| | |
|--------------------|---------------------------|
| Client: | Nakheel / Dubai |
| Creative Director: | Michel Mein |
| 3d creative | Dan Southgate |
| Production: | Seventh Art |
| Director: | Gabriel Winer /D Williams |
| Producer: | Heidi Tannenbaum |
| Post Production: | Trevor Murphy |
| Editor: | Murphy / Mein |



OBJECTIVE

Sample animatic created in-house to show capabilities.

PROCESS

Starting from storyboard, 3d dept created five of the latest 2009 Audi models animated them and passed it on to editing where it was matched by eyelashes and opening eyes.

RESULT

Proved concept that fully animated animatics can be affordable, allowing for full pre-viz of motions, cadence in the edit, etc . Perfect for Focus Groups.



TALENT: TALENT NAME

AGENCY: THE SEVENTH ART

LAUNCH DATE: 07 - 09

SPECIAL EFFECTS

Various films / TV shows

Client: Big Film Design
Creative Director: Michel Mein
3d creative: Dan Southgate
Production: Seventh Art
Post Production: Trevor Murphy
Editor: Murphy / Mein



OBJECTIVE

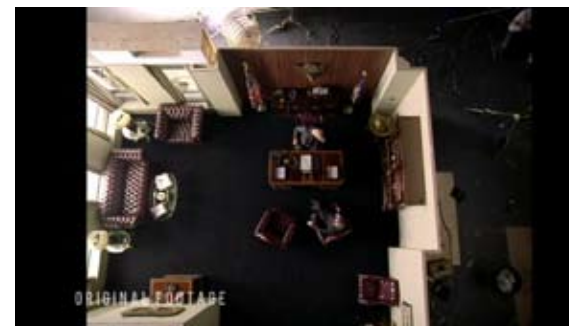
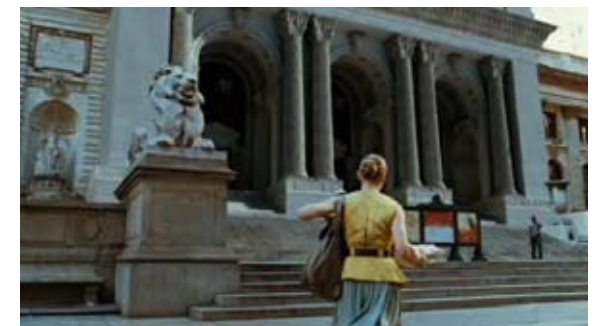
Projects often evolve tracking, blue screen rotoscoping. As examples, from top, the helicopter video passing over the Trump west side Riverpark for Extell, a scene from Sex in the city replacing background of the Metropolitan, CGI set extension for the intro and finale of Burn after Reading for Big Film Design.

PROCESS

Working very closely with these various Groups, the Seventh Art special FX and 3D department have been able to accommodate the request in a timely manner and on budget.

RESULTS

Reliable affordable source of production services specializing in the architectural, set extension environments.

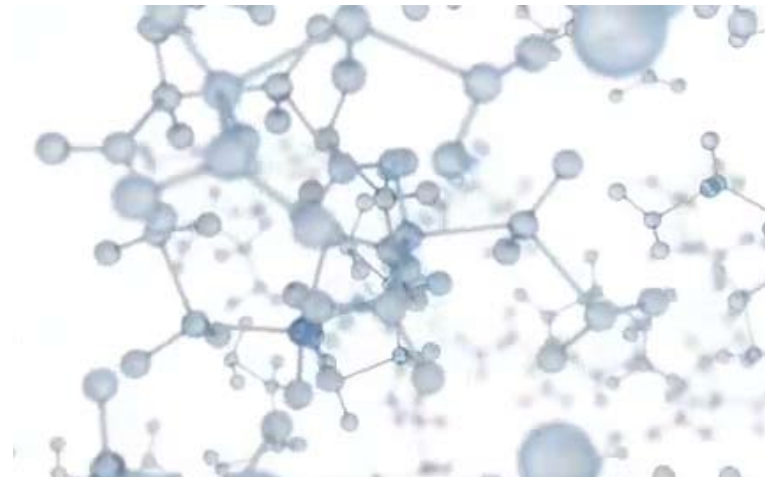


TALENT: SEVENTH ART / 3D
AGENCY: SEVENTH ART GROUP
LAUNCH DATE: JUNE-09

PTN Animations / Pharma

Various films / TV shows

Client: Visual Alchemy
Creative Director: Michel Mein
3d creative: Dan Southgate
Production: Seventh Art
Post Production: Trevor Murphy
Editor: Murphy / Mein



OBJECTIVE

To create a comprehensive video for WebMd focusing on Her 2 positive cancer and its cure by Herceptin. A 45 min. interview with two doctors, supplemented by 3d animations and graphics.

PROCESS

Interviews with doctors on sound stage by the Seventh Art. Work in 3d and editing direct with client in the office.

RESULTS

Affordable long piece with a new look for such pharma info commercials.

