



CLICK3X

click3x.com

## CLICK 3X GIVES JAMIE LIDELL *ANOTHER DAY*

### The Brief:

New York-based **Click 3X** recently helped create an imaginative music video for *Another Day*,

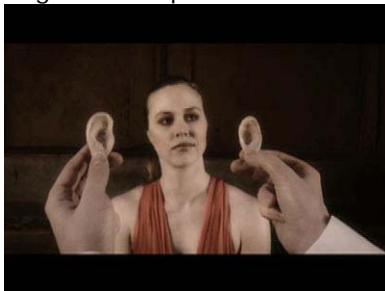


the first single off British soul singer **Jamie Lidell's** new album *Jim*. In the highly-conceptual, visually-rich, and performance-based video, Jamie and his mime-like henchmen deliver light with illuminated cubes, helping characters "regain their senses" by literally handing out mouths, eyes, and ears. The grateful recipients then join the action, dancing behind the procession. The video has rapidly

made its way across online platforms and was already put into heavy rotation in Europe with 100 plays-a-week per MTV Channel.

### The Project:

Click 3X Sr. Flame Artist Mark Szumski again collaborated with Director Tim Saccenti, having previously worked together on Animal Collective's *Peacebone* video. Tim, noted for creating fantastic visual imagery, incorporated a brilliantly twisted edge into his surreal interpretation of the song, working with Szumski and Animator/Illustrator Gabriel Tick to develop intricate storyboards and really refine the



original concept. Before shooting, the Click artists mapped out the unique look of the effects and then worked with Tim to integrate the vision throughout the entire process. Initially proposing a hybrid approach of makeup and post effects for the body part removal, they ultimately used work done entirely in post to deliver the desired look and effect. In fact, they went so far as

to incorporate an additional effects shoot, directed by Click's Tom Hurlburt, to construct the briefcase full of lips.



In fact, they went so far as



VFX Supervisor Mark Szumski elaborates, "To parallel the core concept, we contributed extensive VFX work—we actually cranked out and used over 50 effects shots in a week. In

addition to producing the scenes with the body parts and illuminated boxes, we also did sky replacements, rig removal, and quite a bit of color grading and treatment in Flame to strengthen and polish the final product.” The collaboration really underscores the talent and imagination of both Saccenti and the Click team, as they were able to visually depict the song’s story in a fresh and interesting way.

By pushing the limits of creative possibility, Click 3X remains at the forefront of cutting-edge integrated media production across platforms. Their talented and growing creative team continues to deliver innovative visual solutions, recently working on projects for brands including Motorola, Ford, Verizon, Coca-Cola, and Time Warner.

### **The Creds:**

Artist: Jamie Lidell  
 Song: Another Day  
 Label: Warp Records Limited

Prod Company: Zooma Zooma  
 Director: Tim Saccenti  
 DP: Ivan Abel  
 Executive Producer: Joseph Mantegna  
 Producer: Dorothy Williams  
 Production Designer: Jeff Shepard

**Post/Effects: Click 3X**  
**Sr. Flame Artist/Visual Effects Supervisor: Mark Szumski**  
**Sr Flame Artist: John Budion**  
**CG: Thomas Hurlburt**  
**Design: Gabriel Tick**  
**Producer: Emily Gleicher**  
**Assistant Flame Artist: Sarah Cargiulo**

Editor: Ryan McKenna

Telecine: The Mill NYC  
 Colorist: Damien Van Der Cruyseen

### **About Click 3X:**

New York-based **Click 3X** produces cutting-edge visual solutions for commercials, feature films, television, music videos and broadcast clients around the globe. Founded in 1993, Click 3X has become the preeminent digital studio led by artists, yet supported by one of the most technologically advanced studios in the industry. With award-winning design, powerful visual effects, and a visionary animation team, Click 3X has worked on such diverse projects as Jonathan Demme’s unconventional feature documentary on Jimmy Carter entitled, *Man From Plains*; Animal Collective’s *Peacebone* video directed by Tim Saccenti; and Time Warner’s video instillation, *Home Of The Future* which was showcased on the Time Warner building in NYC.

Additionally, Click 3X recently launched an interactive design studio titled ClickFire Media. CFM is an interactive design studio specializing in multi-platform, media-rich creative campaigns. CFM partners with agencies and entertainment industry clients in the conceptualization, design and development of fully-integrated, consistently branded experiences. Through insight and innovation, CFM combines that latest interactive technologies with the best design, video, animation and live action skills from Click 3x to deliver integrated solutions in the ever-developing media landscape.

For additional information, please contact: [xtrainfo@trustcollective.com](mailto:xtrainfo@trustcollective.com)

