



## RHINO FX AND CADILLAC MAKE FOR HOT SUMMER NIGHTS

### The Brief:

**Creative Director Vico Sharabani** of New York-based design, animation and VFX studio **rhinofx**, Boston based ad agency Modernista! and RSA's Joe Carnahan get synergetic with Cadillac in the latest spot for the Detroit automaker, featuring their 2008 CTS.

As we move through a slick and sizzling summer metropolis, the night comes alive behind the wheel of this drop dead sexy sedan. City lights become a blur in the stylish cockpit, as the CTS hugs the urban terrain with stunning precision. It's not hard to see why the Cadillac CTS is the perfect must have summer accessory.

### The Creds:

Client: Cadillac  
Spots Title: Fire Hydrant Floods  
Air Date: June 2008

Agency: Modernista!  
Executive CD(s): Gary Koepke, Lance Jensen  
CD(s): Shane Hutton, Will Uronis  
Art Director(s): Will Uronis, Joe Paganucci  
Copywriter(s): Shane Hutton, Kapil Kachru  
Director of Broadcast: Charles Wolford  
Senior Producer: Donna Lamar  
Asst. Producer: Mary Donington

Prod Company: RSA  
Director: Joe Carnahan  
DP: Paul Cameron  
EP: Marjorie Abrahams  
Line Producer: Mark Walejko

Editorial: The Whitehouse  
Editor: David Brixton  
Assistant Editor: Joanna Manning  
EP: Sue Dawson  
Producer: Joni Wright

Telecine: The Mill, NY  
Colorist: Fergus McCall

**Post/Effects: rhinofx**  
**VFX CD: Vico Sharabani**  
**Lead Flame Artist: Brad Scott**  
**Flame Artist: Julie Mai**



**Producer: Linda Gallagher**

Music: Black Iris  
Composer: Justin Bailey  
Producer(s): Daron Hollowell, Jonathan Fuller

Sound Design: Amber Music  
Sound Designer: Andy Brannan  
CD/EP: Michelle Curan

Audio Post: Sound Lounge  
Mixer: Rob DiFondi

**About rhinofx:**

Since its launch in 2000, **rhinofx** has created award-winning visual effects, design, and animation for commercials, VFX for feature films, episodic television, webisodic mini-series, and videogame cinematics. The company's principals and artists have also led the industry's exploration into the boundless potential of branded digital content. By cultivating extensive relationships with key brands, advertising agencies, and film/TV studios, rhinofx utilizes its creative directors and artists to develop and execute powerful branded entertainment to build both identity and awareness. The company's principals include: CD/Director Vico Sharabani, CD/Director Harry Dorrington, CD/Director Arman Matin, CD/Director Natasha Saenko, COO Camille Geier, Managing Director Rick Wagonheim and CEO North America Zviah Eldar.



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