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SMOKE & MIRRORS NEW YORK CUT TO THE FUNNY FOR LENOVO

The Brief:

VFX Supervisor/Lead VFX Artist Nic Seresin of Smoke & Mirrors New York (SMNY) creates the stunning, yet purposefully retro VFX for two amusing :30 spots highlighting the Thinkpad and Ideapad of **Lenovo's** line of products.

Troll features two men seated in an airport lounge fixated on their laptops. Curiosity impels the older man to ask his neighbor if he's using a Lenovo Ideapad. The younger, more laid back man responds "yes" and demonstrates his one key recovery for lost work. Reluctantly, the older man presses a button producing an opening to another realm, beckoning a four foot troll. The grotesque figure offers condolences and a fruit basket for lost work.



Laser opens in a coffee shop where two men demonstrate their laptops and distinct defenses against liquids. The Lenovo Thinkpad is equipped with a spill resistant keyboard while the other sports a violent laser. The man becomes embarrassingly apologetic as the orange laser beam bursts a coffee pot, blasts a fish tank, and cremates a sweaty overweight man.



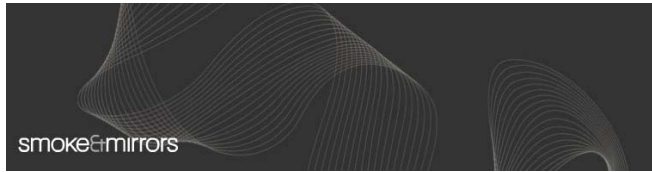
The Credits:

Client: Lenovo
Spot Title: Troll, Laser
Air Date: Olympics 2008

Agency: Ogilvy & Mather, New York
Creative Director(s): Jeff Curry, Aaron Griffiths
Copywriter: Tristan Kincaid
Art Director: Mervyn Rey
Producer: Bé Garrett
Assistant Producer: Kristen Ettinger

Prod Company: Uber Content
Director: Dave Laden
Exec Producer/ Partner: Preston Lee
Exec Producer/Partner: Phyllis Koenig
Head Of Production: Steve Wi
Producer: Andy Grasheim

Post/Effects: Smoke & Mirrors/NY



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VFX Supervisor/Lead VFX Artist: Nic Seresin
Creative Director: Sean Broughton
Managing Director: Jo Morgan
Exec. Producer: Celest Gilbert
Producer: Lauren Shawe
Assistant Flame Artist: Sam Caine

Editorial: Uber Content
Editor: Christjan Jordan
Exec. Producer: Maura Woodward
Producer: Heather Richardson
Assistant Editor: Colleen McKay

Telecine: The Mill
Sr. Colorist: Damien Van Der Cruyssen
Assist Colorist: Alex Maxwell
Producer: Claudia Guevara

About Smoke & Mirrors:

New York and London-based design, animation and VFX studio, Smoke & Mirrors was founded by Creative Director/VFX Artist Sean Broughton (NY), Penny Verbe (UK) and Mark Wildig (UK). A creative and artist-driven company synonymous with vision and originality since its inception, Smoke & Mirrors has consistently succeeded because of its collaborative approach and ability to build lasting creative relationships with directors, producers, agencies and clients alike.

Production in the New York office is lead by Managing Director Jo Morgan and Executive Producer Celest Gilbert. Diverse projects range from work on the Harry Potter and Bond film series, to commercials campaigns for Mercedes, Burger King, Miller Lite and Sirius. Recent music vid clips include Feist's *1 2 3 4*, and *I feel It All*. Each office is fully networked together with complementary systems allowing the companies to share resources, expanding local capacity. Close involvement with hardware and software manufacturers and developers has kept Smoke & Mirrors at the forefront of innovation and technology.



For additional information, please contact: xtrainfo@trustcollective.com