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## SMOKE & MIRRORS NEW YORK HIRED 3D GENERALIST WEI LOUIE

**Smoke & Mirrors New York** in an on-going expansionary effort is pleased to announce the addition of 3D Generalist Wei Louie to their CG department. Prior to joining SMNY, Wei Louie worked as a staff artist at Spontaneous for four years. While there Wei collaborated on a multitude of music videos including *Original of the Species* by U2 and *Hustlers* by Nas. Also contributing to the commercial industry, Wei's credits include AT&T, The Neiman Group, and Yu-Gi-Oh. Wei was offered his first freelance 3D job fresh out of college, at Super-Fi, where he worked on graphics for VH1 Classics. Noted as a gifted artist along the 3D pipeline, Wei is also a traditional artist, loving to draw and paint. Wei has an A.A.S degree in Illustration and B.F.A. degree in Computer Animation from the prestigious Fashion Institute of Technology in New York City.



SMNY Executive Producer, Celest Gilbert comments on the addition, "Wei has an impeccable talent and I admire his willingness to push boundaries." Founder/CD Sean Broughton shares Celest's exuberance and notes, "Wei brings a cutting edge 3D perspective that's rather refreshing. His work is innovative and we're enthusiastic to see him grow with SMNY."

### **About SMNY:**

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.



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