

smoke-mirrors.com

SMOKE & MIRRORS NY RECREATES MEDITERRANIAN PARADISE FOR MARTINI

The Brief:

SMNY helps **George Clooney** channel his inner Clark Gable while dodging his competitor actress **Shannyn Sossamon** in *A Beautiful Race*, a stylish new romp for **Bacardi's Martini** brand, via **Momentum, NY** and director **François Girard**.



In gorgeous black and white, the spot opens at a chic cocktail party in a villa on the incredibly photogenic Italian island of Amalfi. It's where the elite meet and drink. Mr. Clooney, empty Martini glass in hand, sees the bartender pouring another refreshing Martini Bianco. The tinkling of the ice cubes beckons him. It calls out to another equally thirsty and beautiful



guest, as well. When she spots the drink and Clooney's intention, she makes a dash for it before he can. As Clooney dodges throngs of idle rich and paparazzi, our stunning competitor slips out of her shoes, taking a short cut through a bubbling fountain to get to the bar first. Wet but victorious, she

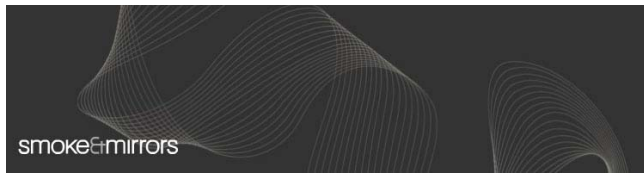
decides to concede her prized drink to Mr. Clooney, who in taking the iced Martini, hands her a napkin and utters his approval with one word, "Bellissima!"

From SMNY:

The Martini account has a special place in our heart along with the creative team at Momentum (Ty Baker and Alonso Davila) along with EP Akash Khokha, Editor Trish Fuller of the Whitehouse and director François Girard. Shot on location in LA, the Amalfi coast was always going to be dropped in later. To this end, Janusz Kaminski (recently Spielberg's DP on *Indiana Jones* and double Oscar winner) shot everything against green screen, some 80 feet of it, and SMNY creative director Sean Broughton supervised the shoot over two days.



As per the last campaign, everything was to be B&W except the product. Sam Caine and Stephanie Isaacson rotoscoped every shot the product entered, for three sets of films over two



smoke-mirrors.com

days while Dan Kelly and Phil Akka composited sky plates, delicately balancing every scene and finally Sean Broughton created the opening shot and title design.

With over 20 shots in 3 days including title design and execution, it was necessary to have 3 flame suites and 2 roto suites on hand at all times. Multiple takes of Clooney were composited and the client was able to pick their favorite from fully finished offerings.

Lastly, every product shot was then colorized and bottles and labels replaced in post to create a Martini Rosato version.

The Creds:

Client: Bacardi Global Brands/Martini
Spot Title: A Beautiful Race
Air Date: July 2008

Agency: Momentum
WWCD: Jeff Weiss
CD(s): Ty Baker, Alonso Davila
Producer: Akash Khokha

Prod Company: Independent Media, Inc.
Director: Francois Girard
DP: Janusz Kaminski
EP: Susanne Preissler
Head of Production: Leslie Evers
Line Producer: Lindsay Skutch

Post/Effects: Smoke & Mirrors/NY
Lead VFX Artist: Sean Broughton
Flame Artists: Phil Akka, Dan Kelly
VFX Support Artists: Sam Caine, Stephanie Isaacson
EP: Celest Gilbert
Managing Director: Jo Morgan
VFX Producer: Paul O'Beirne

Editorial: The Whitehouse, NY
Editor: Trish Fuller
EP: Corina Dennison
Producer: Melanie Klein

Telecine: Nice Shoes
Colorist: Lez Rudge

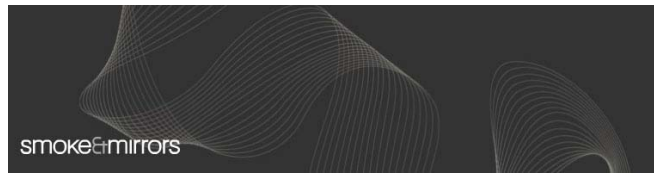
Sound Design: Sound Lounge Music & Sound Design, NY
Sound Designer: Marshall Grupp

Music: Mutato Muzika

Shoot Location: Beverly Hills, CA

About Smoke & Mirrors NY:

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



smoke-mirrors.com

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