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SMOKE & MIRRORS NEW YORK HIRES PRODUCER LAUREN SHAWE

Smoke & Mirrors New York is pleased to announce the addition of producer Lauren Shawe to their ever-growing roster. Prior to joining SMNY, Shawe produced at several top post houses including Transistor Studios, Final Cut NY, and Lost Planet NY.

"With her extensive knowledge of production and her years of experience in feature film and commercial post production, Lauren's a dynamic and welcome addition to the Smoke & Mirrors team," noted SMNY Executive Producer Celest Gilbert.



Shawe's eclectic background includes co-producing the provocative documentary *Unrecognizable*, a daring glimpse into the lives of people struggling with body image issues. Her web experience includes managing interactive projects for Orbitz.com, Black Dog, Trace Magazine, and the Nike Tech Lab in NYC, an online event that featured artists Jamel Shabazz, WK Interact, Lee Quinones and Alicia Keyes.

"It's exciting to be part of the SMNY family," Shawe commented. "Smoke & Mirrors is doing some the most innovative work out there and consistently collaborating with top notch talent. I'm looking forward to becoming a n integral part of the production team."

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.



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