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## SMNY EXPANDS ADDING VFX SPECIALIST NICHOLAS SERESIN

**Smoke & Mirrors New York** is pleased to announce the addition of award-winning **VFX Supervisor/Flame Artist Nicholas Seresin** to its growing roster of talented artists. Most recently, Nic was a VFX supervisor/flame and inferno artist at London-based The Moving Picture Company. Prior to MPC, Nic operated the flame for film, TV and commercials projects at The Mill. Nic has worked in various VFX capacities over the past few years on notable commercial projects for brands such as T-Mobile, Stella Artois, Miller, Nike, MasterCard, Lexus, and Motorola for agencies Fallon, Saatchi, Publicis, Leo Burnett, Y&R and Lowe to name a few. In addition to spotwork, Nic has contributed to films such as *Sweeny Todd*, *Harry Potter*, *My Life So Far* and *GI Jane*.



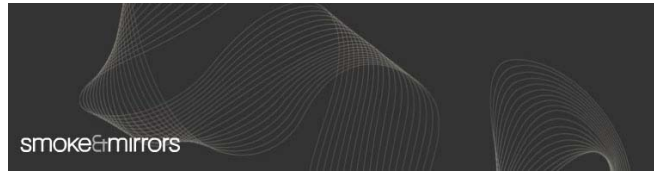
SMNY's recent hire Executive Producer Celest Gilbert adds, "I am thrilled to have Nic join our talented and ever expanding roster of artists. The outstanding commercial and film experience he brings with him is an incredible asset to the Smoke & Mirrors VFX team."

Nic has won several awards for his commercial work including the 2008 BTAA Award Gold for Best :60/:90 Commercial for his work on Sony Walkman, a 2007 BTAA Award Silver for Best :60 Commercial and a Cannes Lion for his work on *Pot Noodles*, a 2005 Screen Star Awards for Best Commercial for work on Blockbuster, and a 2005 D&AD Award Bronze for Best TV Commercial for Tango. Throughout his illustrious career, Nic has worked with such distinguished directors as Nic Gordon, Ulf Johansson, Tim Burton, Rupert Saunders, Gerrard De Thame, Traktor and Tony Kaye to name a few.

Founder/CD Sean Broughton notes, "Nic's ability is second to none. His artistic achievements bring a huge wealth of knowledge to the company making him a great addition to SMNY."

### **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.



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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](mailto:xtrainfo@trustcollective.com)