



A52, Go Film and TBWA/Chiat/Day Spotlight Love Affair Between New Nissan Altima and "Ticketcam"

LA commercial and music video visual effects and design company A52 today announced new details of their visual effects and design work for Go Film and director Rad-ish for TBWA/Chiat/Day's 2002 Nissan Altima advertising campaign. The spot, entitled "Ticketcam," illustrates just how sexy the new Altima really is.

([PRWEB](#)) May 1, 2002 -- Visual effects and design company A52 today announced new details of their visual effects and design work for Go Film and director Rad-ish (Austrians Christoph Chrudimak and Mortiz Friedel) for TBWA/Chiat/Day's new 2002 Nissan Altima advertising campaign. Nine spots of the campaign's ten involve A52's visual effects artistry, and the newest of those, "Ticketcam," debuted on Apr. 1.

"Of all the campaign's spots, TBWA/Chiat/Day's campaign art director Jason Stinsmuehlen explained, "I was actually most pleased with Ticketcam, and I'm a fan of what Simon brought to that spot," referring to A52 visual effects supervisor, Inferno artist and creative director Simon Brewster.

After seeing the first edit of the spot, Stinsmuehlen mentioned his lack of initial enthusiasm, stating that the spot hadn't yet come to life. As Brewster related, "The idea was to give a real point of view to the camera when it sees this car. I got the sequence from the Avid and brought it into Inferno, and then we built-up graphics on top of that and actually put in some extra zooms and bumps that give the ticketcam some personality. Then we got a 2k high-res transfer from Company 3 and brought that in, then we applied the effects and wound-up with something that really does convey a sense of emotion."

"Simon created a visual identity for this device, which didn't have much going for it before that," Stinsmuehlen said. "Usually I don't hold up aesthetics to be as important as I did in that case, but he ended up helping the concept as well; I think his efforts made it more clear.

"Also," Stinsmuehlen concluded, "he just made it feel sort of special and cool to look at, which ended up being the difference between good and great."

In addition to Jason Stinsmuehlen, the creative team for TBWA/Chiat/Day also included creative director Chris Graves, copywriters Neal Hughlett and Chris Lisick and producer Anh-Thu Le.

A52's project team was led by former executive producer Liz Roewe and producers Darcy Leslie Parsons and Leighton Greer, and also included visual effects supervisors and Inferno artists Simon Brewster, Mark Alan Loso and Patrick Murphy, on-set visual effects supervisor Ed Chapman and Henry artist and online editor Scott Johnson.

Production was overseen by Go Film's executive producers Robert Wherry, Jonathan Weinstein and head of production Lisa Tauscher and also included producer Steve Frederickzs, production supervisor Caroline Kousidonis and production manager Sandy Schwartz.

The team from Rock Paper Scissors was led by executive producer and managing director Linda Carlson and included producer Romi Hoffman, editor Adam Pertofsky and assistant editor Lawrence Thrush.



Brand New School provided graphic design of the campaign's on-screen prescription labels, and music and sound design were handled by Stimmung in Santa Monica. Stimmung's credits include executive producer Gulla Petursdottir and sound designer Reinhard Denke.

About A52

Established in 1997 as a home for the very latest high-end computer graphics technologies and the world's most talented graphic design artists, West Hollywood visual effects and design company A52 creates award-winning imagery for the world's most visually ambitious commercial and music video projects. Recent commercial projects include Nike "Move" (Shoot Magazine Top Spot of the Week, among AdWeek Best Spots of February), Nike "Freestyle" (Shoot Magazine Top Spot of the Week, 2001 London International Advertising Award winner and one of AdWeek's Best Spots of 2001), Experience Music Project (2001 BDA Gold Award), Audi "Rain" (AICP 2001 Visual Style honoree), Jeep "Hand" (Gold World Medalist at The 2000 New York Festivals Television & Cinema Advertising Awards and AICP 2000 Visual Style honoree), Toyota (winner of two Clios plus 2000 International Monitor Award for Best 3D Animation) and Levi's (Shoot Magazine Top Spot of the Week), as well as music videos for the Wallflowers, A Perfect Circle, Macy Gray, "N Sync, No Doubt and Mick Jagger. For more information, please call 310.385.0851.

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