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DVD MAGAZINE

Animation, VFX and motion graphics for design and advertising

**FONterra "WHOLE 30"
TVC :30**

**Agency:
SUGAR**

**Director:
LINDS REDDING**

**Animation/VFX:
FUSION CI STUDIOS
DEPARTMENT OF MOTION
GRAPHICS**

www.fusioncis.com
<http://dmgltd.co.nz>

"We knew this was going to be one of the most challenging projects we'd ever undertaken," recalls Linds Redding, CD at Department of Motion Graphics in Auckland. "From the outset, we realized we were going to need some specialist help." Enter Fusion CI Studios in Santa Monica, the secret weapon of many A-list commercial and feature film studios who need complex fluid and particle effects.

Fusion CI CG super Mark Stasiuk: "Creating the illusion of fluid without destroying the details of the geometry is tricky. Fluid looks most realistic when it's in natural forms. As it transforms toward a detailed shape, you have to sculpt the motion so its behavior looks



and performs naturally. You also have to make sure only the exact quantity of fluid that will fit on the surface of the geometry is used – add too much fluid or distribute it badly and it will turn into a giant glob. Once it's on the shape, you don't want it to look like an ice-sculpture so you have to develop ways of making the fluid continue to move even as a still object."

**Watch Behind the Scenes on
the DVD.**

For Sugar

Producer: Pat Cox
Writer: Nigel Corbett
AD: Marc Chetcuti
For Department of Motion
Graphics
Director: Linds Redding
Producer: Kiri Hay
3D modeling/lighting/rendering:
Linds Redding
Compositing: Dan Short
Grading/finishing: Dan Short
Additional 3D: David Downes
Intern: Mell Tuskia

For Fusion CI Studios

CG super: Mark Stasiuk
EP: Lauren Millar
RealFlow: Max Daniels, Victor
Luba

Toolkit
RealFlow