

The Mill Trots Through History with Hovis

The Mill and Mcbd have Created a New Historical Commercial for Hovis. Directed by the Award-Winning Director Ringan Ledwidge.

October 11, 2008 - 21:25

Mill Lead Flame, Andrew Wood (Barnes) said: "This was a hugely enjoyable project to work on and we are really pleased with the finished film. The brief was to make it feel like no VFX had been used. From simple shots like removing yellow lines, PVC windows and satellite dishes through to removing whole modern buildings, adding to the numbers of the striking miners and suffragettes, through to adding Concorde footage, creating a CG spitfire to adding a colliery". He added: "The main VFX work was re-creating the Millennium Eve's firework display."

Mill colourist Mick Vincent who graded Hovis in the Baselight: "The grade for Hovis was all about keeping the look without being over worked. I had to make sure everything matched and progressed in time".

The Mill is proud to have completed this epic commercial for the country's most famous bakers who have been an integral part of British life for over 120 years.

More Information at www.themill.com