

CG Commercial: Dubai Metro

Made by the Reputed Production Company Shilo

October 03, 2009 - 14:10

The ambitious Dubai Metro is the flagship project of the Roads and Transport Authority of the Government of Dubai and we recently had the opportunity to collaborate with Saatchi & Saatchi Dubai on a new film to announce its arrival. Saatchi & Saatchi came to us with a really solid idea, and it was always clear that they wanted to make something really great together. Collaborating with them and having them onboard with our creative vision helped this film come out as well as it did. The new Metro transportation system, a major engineering and technological feat, just opened the first of two lines to address the needs of world's fastest growing city. The resulting 45 secs. film entitled "Metro" was screened at the official inauguration of the new system on Sept. 10, which was televised in Dubai, and the film also began airing throughout the region that day.

CREDITS

Title: Dubai "Metro"

Length: 45 secs.

Date Aired: 9/10/09

Client: Dubai RTA

RTA Director of Marketing and Corporate Communications: Peyman Younes Parham

Advertising Agency: Saatchi Dubai

Agency Producer: Mark Hanrahan

Agency Executive Creative Director: Danny Higgins

Agency Creative: Hussain Moloobhoy and Andy Johns

Account Director: Sasha Orr

Director: Shilo

Production Company: Shilo

Creative Director: Andr Stringer

Associate Creative Director: Evan Owen Dennis

3D Lead: Christopher Fung

3D Modeling and Animation: Cedrick Gousse, Richard Cayton

Editor: Cassidy Gearhart

Assistant Editor: Hedia Maron

Producer: Jeremy Yaches

Executive Producer: Tracy Chandler

Compositing: Smoke & Mirrors

Flame Artists: Philip Akka and Nic Seresin

CG Team: Mike Donovan, Steven Parrish, Wei Louie, Serkan Eterkin, Greg Calas

Producer: Lauren Shawe

Music Company:

Composer: Q Department

Sound Design: Gavin Little, echolab

More Information at www.shilo.tv. Image and Video Courtesy of Shilo