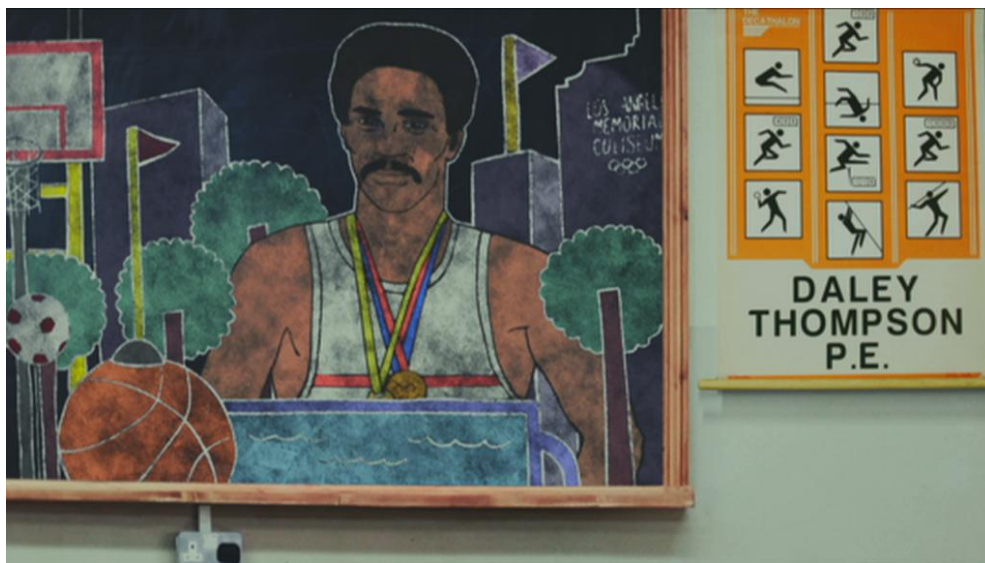




CHANNEL 4: JAMIE'S DREAM SCHOOL

RUSHES SOHO SHORTS 2011

THE BROADCAST DESIGN CATEGORY



Country: UK

Running Time: 1m

Director: Keith McCarthy (4 Creative) & Marc Reisbig (Passion Pictures)

Producer: Geraldine McCarthy

Production Company: 4 Creative & Passion Pictures

Short Synopsis: Marc Reisbig brings Hanne Berkaak's illustrations alive for Jamie's Dream School.

Long Synopsis: Passion Pictures has created the animation for an on-air trailer for the new Channel 4 series Jamie's Dream School. The live action trailer was written and directed by Keith McCarthy from 4 Creative with animated sequences in the style of chalk drawings on a blackboard directed by Passion's Marc Reisbig. The design of the animation was by illustrator Hanne Berkaak. In the series Jamie Oliver brings together some of Britain's most inspirational individuals to see if they can persuade 20 kids to give education a second chance. The experts include scientist Professor Robert Winston, historian David Starkey, actor Simon Callow and Olympic gold medallist Daley Thompson.

www.4creative.co.uk / www.passion-pictures.com

www.sohoshorts.com