



COCA COLA: SIEGE

RUSHES SOHO SHORTS 2011

THE BROADCAST DESIGN CATEGORY

Country: UK

Running Time: 60s

Director: Fx & Mat

Producer: Isobel Conroy

Production Company: Nexus Productions

Short Synopsis: Nexus directors Fx & Mat teamed with top VFX house Framestore to create a cinematic story of the clash of two cultures. Set in an icy fantasy world, the spot sees an army of fearsome fire warriors poised to descend upon a peaceful community of ice-dwelling creatures. Accompanying the warriors is a huge fire-breathing dragon, which leaves a burning path of destruction in its wake and little doubt as to the outcome for the defenceless villagers. With an extremely fast turnaround to create a 60 second full CG spot, FX & Mat began by developing all character and environment designs with a team of concept artists. Nexus then began collaborating with the team at Framestore, reaching a crew of sixty artists at one point, all taken from their core commercials crew, film VFX team, Icelandic office and freelancers. The spot originally aired on Sunday 6 Feb to around 85 million people at the Super Bowl XLV.

Long Synopsis: N/A

www.nexusproductions.com

www.sohoshorts.com