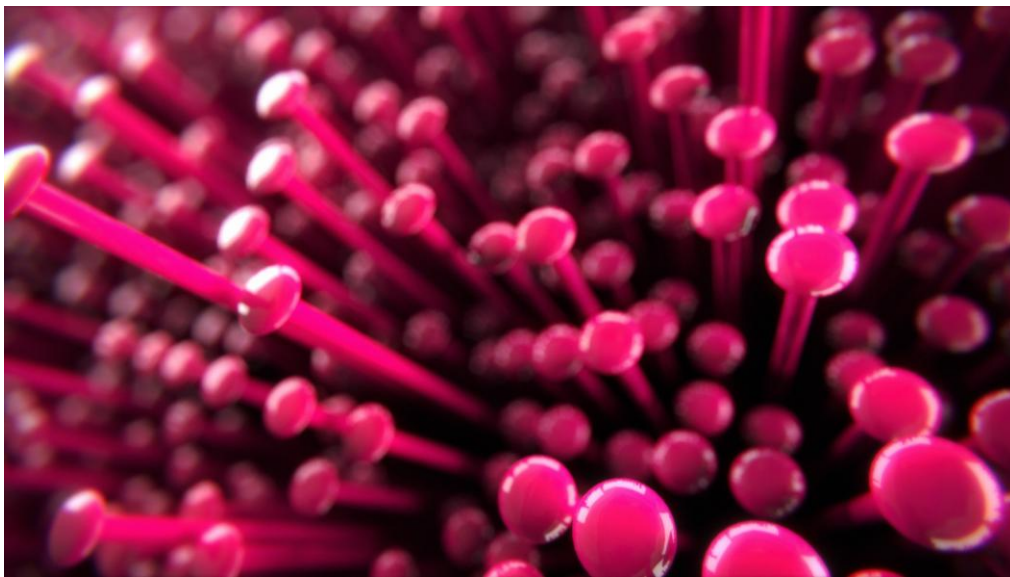




## MTV: PUSH

RUSHES SOHO SHORTS 2011

THE BROADCAST DESIGN CATEGORY



**Country:** UK

**Running Time:** 1m 55s

**Director:** Nick Scott

**Producer:** Dan Verrier

**Production Company:** Nick Scott Studio Ltd

**Short Synopsis:** Push is committed to delivering the next generation of artists who will create the future of music, shape cultures and touch the hearts and souls of audiences.

**Long Synopsis:** Push is a global property from MTV dedicated to new music. Push is committed to delivering the next generation of artists who will create the future of music, shape cultures and touch the hearts and souls of audiences. Push is ambitious in its scope, it is global in nature but also remains accessible to MTV's core audience. The style is bold and ambitious (in alignment with the new artists it promotes). The central theme of 'Pin Art' was developed based around the premise that emergent stars of music are a force of nature - unstoppable in their drive and sheer talent. They ultimately leave an indelible cultural impression upon the world. This Pin Art idea also serves as a conceptual bridge between the execution and the properties title 'Push'.

[www.nickscottstudio.com](http://www.nickscottstudio.com)

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