



NEWS RELEASE

For Immediate Release April 20, 2000

3D Gold

Lost Boys Studios, in conjunction with 4 ½ Productions, received a Gold award for Best Computer Animation for "[The Light](#)" 60-sec spot at FIAP 2000, the Latin Advertising Festival in Buenos Aires, Argentina 2 weeks ago. Lost Boys' artistic creation of a half-crazed fully CG clown is earning them, through 4 ½ Productions, and Teran TBWA as creative agency, international status south of the border. Other winners at the festival included a variety of countries including Spain, Portugal and USA's Wieden & Kennedy for Latin-based Nike spots.

Technically, our clown project integrated all that most animators and animation houses hope comes their way, from design direction and hand drawn sketches to final output and creative freedom with intense, complex animation sequences.

Tools used by Lost Boy's artists included Discreet Logic's INFERNO, MAYA Hair, & MAYA Cloth. Even with the individual software utilization hand animation was put to use by all the artists. Erik Ellefsen, Allan Henderson and Eric Petey were the animators and Geoff Richardson and [Kevin Genzel](#) were digital compositors. On-set Digital Effects Supervisor was [Mark Benard](#).

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Founder and President Mark Benard formed Lost Boys Studios Inc. in 1997 for the production of 3D animation and digital effects for the film, television and videogame industry. For more information please visit our website at www.lostboys-studios.com