



phoenix edit.effects.design

Media Contact:  
Karen Raz, Raz Public Relations  
(310) 450-1482  
karen@razpr.com

## FOR IMMEDIATE RELEASE

### PHOENIX EDIT, EFFECTS & DESIGN COMPLETES SPOT FOR HP

San Francisco, CA (January 12, 2005)— Bay Area creative shop Phoenix Edit, Effects & Design announces the completion of “Chairs,” a 30-second TV spot for the HP 42-inch Plasma TV and HP Digital Entertainment Center. Veteran editor Bob Frisk cut the spot with longtime collaborator, director Bob Kerstetter of Chelsea Pictures, for ad agency Publicis & Hal Riney, San Francisco. Phoenix’s Matt Silverman and John Crossley provided effects. The spot broke January 10.

“My first time working with Bob Frisk and Phoenix was a very positive experience,” said Allen Raulet, Art Director, Publicis & Hal Riney. “They run a really tight ship over there. Normally with a project like this, we would have four or five days to complete the job, but we had to turn ‘Chairs’ around in half the time. Bob and Phoenix rose to the challenge, and delivered to us a really funny, quirky little spot that tells a great story.”

Something is amiss in suburbia. “Chairs” opens in various sunny, domestic settings, as a montage of hapless—and chairless—people sit back to eat dinner, put on their shoes, play the cello, or surf the web—not realizing their seats have disappeared from under them as they fall back onto the floor. A pull-out shot reveals that every chair, stool, lounge and rocking-chair in the house has been relocated in front of the beautifully designed plasma TV. The voiceover, “The HP Digital Entertainment Center and new 42-inch Plasma TV make every seat the best seat in the house” and end graphics, close out the spot.

Editor Bob Frisk, who, in his career, has cut over 20 spots for Bob Kerstetter, was grateful the director had the foresight to shoot such an extensive amount of set-ups. Said Frisk, “Bob thought of every scenario possible, so I had a wealth of shots to tell the story. Another great thing about working with Bob is that we think a lot alike and share a similar sense of humor and approach to spotmaking. We’re not overly gimmicky, but rely instead, on straightforward, simple storytelling.”

Matt Silverman and John Crossley of Phoenix provided extensive visual effects and the compositing of TV footage into the HP plasma screen. Silverman and Crossley seamlessly rotoscoped out the padded safety mats that cushioned the

actors' falls and designed the spot's end graphics animation using discreet flame and smoke. Frisk edited the spot on an Avid Media Composer.

### **About Phoenix Edit, Effects & Design**

Phoenix Edit, Effects & Design has been a mainstay in the San Francisco creative post-production community since 1991. With a roster of award-winning editors and effects artists, Phoenix works with creative-driven advertising agencies including Venables, Bell & Partners, Goodby Silverstein & Partners, Publicis & Hal Riney, Black Rocket Euro RSCG, Hoffman / Lewis, and DDB, producing spots for Yahoo, McDonald's, Palm, Sega, Sprint, Toyota, Hewlett Packard, Saturn, Comcast and the Got Milk campaign, among others. For more information about Phoenix Edit, Effects & Design, contact executive producer Jonathan Hinman at (415) 394-7777 or visit [www.phoenixedit.com](http://www.phoenixedit.com).

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### **COMMERCIAL PRODUCTION CREDIT LIST:**

Company: Phoenix Edit, Effects & Design / San Francisco, CA  
Client: HP  
Title(s): "Chairs"  
Airdate: Jan 10, 2005

Advertising Agency: Publicis & Hal Riney / San Francisco, CA  
Creative Directors: Jon Soto, Jae Goodman  
Producer: Cathleen Kisich  
Art Director: Allen Raulet  
Copywriter: Patrick Condo

Production Company: Chelsea Pictures / Los Angeles, CA  
Director: Bob Kerstetter  
DP: Wally Pfister  
Exec. Producer: Katy Greene  
Head of Production: Sam Penfield  
Location: The Gillis Residence, Altadena, CA 91011  
Shoot Dates: December 7, 2004

Editorial Company: Phoenix Edit, Effects & Design / San Francisco, CA  
Off-Line Editor(s): Bob Frisk  
Executive Producer: Jonathan Hinman  
Producer: Julie Morrander  
Graphics Designer: Matt Silverman  
Visual Effects: Matt Silverman & John Crossley  
Online Editor: John Crossley

Telecine Company: Encore Post / Hollywood, CA  
Colorist: Mike Cosola

Audio Mix Company: Crescendo / San Francisco, CA  
Engineer: Craig Helmholtz

Music Company: Ripe Sound / Berkeley, CA  
Composer: Andy Newell