

Commercials honored for cinematography at 2007 AICP Show

Commercials by Joaquín Baca-Asay and Jan Velicky, ACK took top honors in the cinematography category at the 16th annual AICP Show, The Art & Technique of the American Commercial. The Show reel premiered in June at The Museum of Modern Art in New York City, and became part of the museum's permanent film archives, preserved for future generations. In addition, the AICP Show goes on tour, screening at museums and cultural institutions in major cities within the United States and other parts of the world. These exhibitions reach over 15,000 creative leaders worldwide.

Baca-Asay directed as well as photographed the Nike Air Max *Defy* spot, which comprises slow-motion photography and shots that are displayed upside-down. *Defy* shows a series

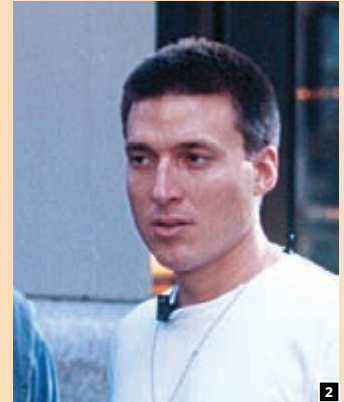
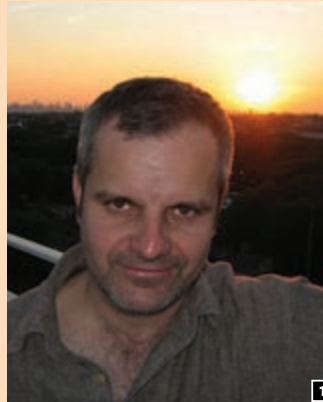
of athletes caught in mid-air as they pursue their respective sports. His credits include the features *Ratchet*, *Super Troopers*, *Roger Dodger*, *P.S., Thumbsucker* and the upcoming *We Own the Night*. He has also photographed many other high-end commercials.

Velicky's *Sea of Skin* spot, sponsored by Vaseline, was shot on location in Iceland and Spain. The commercial begins with landscapes and close-ups of human skin juxtaposed just before revealing hundreds of naked bodies. His other commercial credits include spots for Stella Artois, Smirnoff, Honda, Adidas, Heineken, Coca-Cola and most recently for Seat.

Kodak has been a corporate sponsor of the AICP Show since its inception. For more information about AICP, visit www.aicp.com.

1 Jan Velicky

2 Joaquin Baca-Asay



ASC dedicates 2008 heritage award to memory of Laszlo Kovacs

The American Society of Cinematographers (ASC) has dedicated the 2008 Heritage Award competition for film school seniors and recent graduates in the United States to the memory of Laszlo Kovacs, ASC, who died on July 22. The Laszlo Kovacs Heritage Award will be presented to one or more recipients during the 22nd Annual ASC Outstanding Achievement Awards on January 26 in Los Angeles.

"Laszlo Kovacs was both an extraordinary artist and human being," says ASC President Daryn Okada. "He was chairman of the ASC Education Committee for many years, and was tireless in his efforts to support students and other young filmmakers."

His star ascended after *Easy Rider* became an instant classic in 1969. Kovacs compiled more than 70 narrative credits.

Kovacs never forgot his roots. He stayed in touch with his mentors in Hungary, and he and fellow political refugee, Vilmos Zsigmond, ASC organized and taught students at a bi-annual master class at their alma mater in Budapest after the Cold War ended.

"Laszlo was a great filmmaker, and an even better friend," Zsigmond says. "But, his greatest achievement was his incredible generosity with students. He taught master classes during summers in Hungary, and mentored students in countless seminars at US film schools, festivals and at the ASC clubhouse. No matter how late it got, he always made time to listen to and answer their questions."

To read more about Laszlo Kovacs' inspiring life and contributions to the art of cinematography, go to www.kodak.com/go/motion. For more information on the Heritage Award, visit www.theasc.com.

CFP-E and Kodak honor Young Commercial Directors at Cannes Lions

The Young Director Awards (YDA) were presented by the Commercial Film Producers of Europe (CFP-E) on June 20 during the Cannes Lions International Advertising Festival.

"The CFP-E competition is a fantastic opportunity to celebrate the new creative talents of the international advertising industry," says Thierry Perronnet, marketing director for Kodak's Entertainment Imaging in Europe, the Middle East and Africa. "Commercial filmmakers are faced with the challenge of grabbing and holding the attention of the audience with compelling images that reflect favorably on the character of the sponsor. We welcome the opportunity to recognize these artists who have excelled in this intricate and demanding genre."

The Young Director Award was established by CFP-E in 1999. All entries must be among the first four commercials made by the director. The competition now has five overall categories: Broadcast, Test Commercials, Film Students, Viral Commercials and Short Films. Each category is divided into European and non-European segments. More than 300 entries were received for this year.

Prizes included 2,000 meters (more than 6,500 feet) of Kodak 35mm film for each winning director in the Broadcast and Test Commercial categories, and 1,000 meters (approximately 3,200 feet) of Kodak 35mm film for each winner in the Film Student category. This is the eighth consecutive year that Kodak has sponsored the competition.

For a complete list of this year's winners, visit www.cfp-e.com.

