

Processed

Logline

Processed: a gripping story of sex, death and salad

Synopsis

A small frog is struck by love, then struck by a truck. His adventure continues in this amphibian odyssey, as he is borne into the depths of a subterranean salad-processing factory.

Determined not to end up sliced and diced along with the rest of the salad, our plucky hero battles his way through a myriad of menacing machines, narrowly escaping death at every turn. Will he ever be re-united with his new-found love?

Will he pass quality control? Or will the newest ingredient in salad be frog?



Key Information

Producers: Andrew Parkhouse, Claire Hickman

Directors: Matt Smith, Phil Webster

Running time: 4 min 34s

Territories available: all

Exhibition formats: PAL Digi-Beta, Beta-SP, DVD, Quicktime

Aspect Ratio: 16:9

Year of production: 2005

Produced in Bristol, UK with support from SE3D, HP, Alias, South West Screen, South West Regional Development Agency and Watershed.

A co-production between rubberductions, Submerge and Fixel.

Contacts

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A film made by real people (and some computers)

Matt Smith - Director

Matt is a talented director working in live action drama, commercials, and animation. A founding member of indie production boutique Rubberductions through which he makes his own films and commercial projects, Matt is also part of the comedy writing/directing collective Rong, and is represented for commercials in London by Stink subsidiary Rokkit.

Phil Webster - Director

A CGI animation director with over 5 years experience. Phil studied a hybrid science/art degree at the University of Plymouth, designing a major CGI installation for Hong Kong airport as part of his degree. Since entering the industry Phil has undertaken a wide range of character design and visual effects production. Phil now specialises in CGI animation and lists commercial clients such as Sony and Camelot among his credits.

Andrew Parkhouse & Claire Hickman - Producers

Andy is a founding partner of provocative independent film production house rubberductions, and has produced a string of award-winning shorts and commercial work.

Claire is a founder of Submerge - the unique graduate showcase - and has also worked on independent short films as well as co-ordinating festivals and media events.

Andy & Claire have a vision for a UK-based CGI animation studio - with a distinctive style and a strong element of training and talent development. They are currently developing innovative projects to work towards this goal, presented under the label Rubber Sub.

Broadway Project/Dan Berridge/Julie Sharp - Music Composition & Recording

Hailing from Bristol UK, Broadway Project is the work of Dan Berridge and his network of fellow musicians. Dan's film and television credits include commissions for Channel 4 and the BBC amongst others. Dan is also a successful recording artist.

Currently working with Manchester legends Grand Central Records, the project has previously released two albums ("Compassion" 2001 and "The Vessel" 2003) and numerous EP's on London label Memphis Industries to critical acclaim.

QSoundDesign - Sound design

QSoundDesign are one of the UK's leading new sound design studios, fusing the creative talents of compulsive audio addicts Dan Blore and Jan Meinema.

Dan's previous work at Peter Gabriel's Realworld studio was multi-award winning, whilst Jan has worked as a live session musician, studio engineer, and music producer, and is now a visiting lecturer at Bath Spa University College in Creative Music Technology.

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A threesome doing the biz...

Processed is a unique collaboration between 3 creative companies, all based in Bristol - the leading location for animation in Europe.

rubberductions

Created in 2001, rubberductions have become one of the UK's most distinctive and successful independent production companies. Working in both live action and animation, they strive to produce original provocative films that are sexier than your sister.

rubberductions films have been internationally broadcast, distributed theatrically, released on DVD, the internet and projected at high-profile conferences and events. Commercial clients include Sony, ITV, IBM and the UK Film Council, as well as government bodies and charities.

rubberductions is part of the Team Rubber group, a creative boutique based in Bristol and London, working across film & digital media.

www.rubberductions.com

www.TeamRubber.com

Submerge

The Submerge group have a 6 year proven track record of supporting, nurturing and promoting new talent. The annual Submerge exhibition showcases and promotes work from the South West's up and coming digital talent. The Submerge Awards recognise and reward projects across the spectrum of digital media production which push the boundaries forward either by technical innovation or through creative excellence.

Submerge is also the chosen platform for Academia to prepare graduates emerging into the creative industries through networking, advice and employment opportunities.

Supporting the future digital producers in the UK, Submerge encourages collaboration and knowledge transfer between academia, research and industry, through networking and consultancy with a strategy focussed on the creative industries.

www.submerge.org.uk

Fixel

Bespoke digital media production house Fixel set about dominating the Bristol scene over 3 years ago. With a talented dynamic young team they have produced a wide range of interactive projects for a variety of clients, from blue-chip corporates to government agencies.

Focussing on 3D animation and interactive flash, Fixel work is output in all formats from online, CD/DVD to print and audio. In addition to Processed they have recently done work for Camelot, Coca-Cola and Cendent among others.

www.fixel.co.uk

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An Innovative Research & Development Project - With a Great Story

Processed was conceived as a research & development project - to explore how 3 'boutique' creative companies - rubberductions, Fixel, and Submerge - could collaborate to produce an award-winning CGI short to compete with the likes of Pixar and Dreamworks.

Key support for the project came from the unique SE3D initiative, led by HP Labs, who made their innovative utility rendering service available, significantly reducing the cost and time required to render CGI animation. Meanwhile Alias provided Maya animation software, and South West Screen & South West Regional Development Agency provided match-funding alongside Bristol's Watershed media centre.

The result is a world-class CGI short, animated in just 6 weeks by a tightly-integrated team. Using the cutting edge technologies made available to the project by HP and Alias, the production was completed within budget and on time. This reflects the advances in CGI technology that are lowering the cost of animation and making it easier to enter the market with both short and feature-length films.

Technology aside, the project has reinforced for the team the importance of having strong creative processes which deliver a great story from start to finish. This is vital to the creative success and audience appeal of any length of film, and in future productions the team will continue to focus on story as the single most important element of any film.

Rat Infested Crack Addicts

From a standing start in January 2005, with a deadline of 19 April, the team moved into a hastily-procured rat-infested ex-rave venue in Bristol's infamous Stokes Croft district, armed at this point with only a plot outline and some basic concept art.

Once the computers were chained to the walls, floor, and each other, the team set about first writing and storyboarding, then constructing the characters, sequences and shots that make up the film. After three hectic months, many long days, weekends, and a self-imposed alcohol ban, the team turned over a finished piece just before the deadline, squeezing in with 2 days to spare.

During the production the team battled creative differences, rats, and the lack of heating, running water and sleep. Having learnt invaluable lessons along the way, the Processed team are now looking forward to their next project, which will be produced under the Rubber Sub label.

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Rubber Sub - Innovation in Animation

Rubber Sub is a speciality film label seeking interesting & distinctive animation opportunities with training, research and development outcomes.

Based in Bristol, UK, and drawing on the animation and innovation talent pool in the region, Rubber Sub is a joint venture between provocative independent production house rubberductions, and the eclectic Submerge group.

Rubber Sub aims to connect people and organisations working with animation in the fields of technology, creative and training.

For more information, contact Andrew Parkhouse or Claire Hickman

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SEX, DEATH AND SALAD, AND OTHER INTERESTING THREESOMES

Bristol based world animation festival provides the showcase platform for a team of talented new animators. A film company, digital media agency and graduate development organisation have put together a short film with help from industry giants.

Under the banner of the SE3D project, Rubberductions, Submerge and Fixel have come together to render a world-class digital short, 'Processed'. Access to revolutionary technology is allowing the Processed team to fulfil their ambitions and produce an engaging piece which will captivate audiences.

With a sneak preview today at Animated Encounters 2005, 'Processed' is a gripping story of sex, death and salad. A small frog is struck by love, then struck by a truck. His adventure continues in this amphibian odyssey, as he is borne into the depths of a subterranean salad-processing factory.

Determined not to end up sliced and diced along with the rest of the salad, our plucky hero battles his way through a myriad of menacing machines, narrowly escaping death at every turn. Will he ever be re-united with his new-found love? Will he pass quality control? Or will the latest ingredient in our salad be frog?

Andy Parkhouse from award winning production house Rubberductions and Claire Hickman from Submerge have a big vision for the future; a UK-based CGI animation studio - with a distinctive style and a strong element of training and talent development. They are currently developing innovative projects to work towards this goal, presented under the label Rubber Sub.

Take a tongue in cheek look at the latest craze to hit the nation - food. How will our hero fare against carrot trimming lasers, lettuce choppers, sorting machines and quality control? Make sure you are at the SE3D showcase, Cinema 1, Watershed at 5.45pm to find out.

/Ends

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Editors Notes

1. For stills, photography, company profiles and team profiles see <http://www.rubberductions.com/processed>
2. Company websites are
Submerge <http://www.submerge.org.uk>
Rubberductions <http://www.rubberductions.com>
Fixel <http://www.fixel.co.uk>
3. For more information on the SE3D project see <http://www.dshed.net/SE3D/> or <http://www.hpl.hp.com/SE3D/> The SE3D project is supported by HP, Alias, Dreamworks and Watershed.
4. The Processed Team are funded by the South-West Regional Development Agency through South West Screen, the development agency for film, television, and digital content in the South West of England. For more information see <http://swscreen.co.uk>