



Greg Ramsey Joins Curious Pictures

Noted tabletop director leaves Celsius Films to merge his skills with studio's digital and mixed-media capabilities

New York, NY – May 31, 2007 – Noted tabletop director Greg Ramsey has joined Curious Pictures. The announcement was made by Steve Oakes, one of the Curious Pictures directors and a partner and co-founder in the New York-based mixed media and animation production company. Ramsey leaves Celsius Films, where he was on the company's original directorial roster when it opened in 1996. Prior to that he was with Fahrenheit Films.

"More of what I'm doing now as a director involves the integration of digital effects and live action," says Ramsey. "Joining Curious, with its great digital and design capabilities, is the perfect next step for me, as it will allow me to become more deeply involved in the digital elements of my work."

"The seamless mix of live action and effects is a key element of some of Greg's best spots," adds Oakes. "Tabletop integrates digital techniques right from the start. Having all these tools at his disposal will really let him stretch his considerable design talents."

Ramsey's tabletop work runs the gamut from food and beverages to more design-driven projects that incorporate full-up live action. His current reel includes work for Dasani, Boars Head (a complex spot that used almost entirely in-camera effects), Splenda and Lance Armstrong's, Livestrong.org, as well as his original Fruitopia kaleidoscope work for Coca-Cola and Chiat/Day, New York. He has shot macro-photography segments for such feature films as *Blown Away* and *The Paper*, as well as for trailers for *Men in Black*, *X-Men* and *The Patriot*.

Ramsey says he was drawn to Curious for a number of reasons beyond just its digital and design resources. "There are so many other forms of media projects here, and I'm intrigued by the opportunity that presents," he comments. Curious is involved in a diverse range of media genres, including animation, web shorts, mobile content, TV series production and feature documentaries.

"The depth of resources Curious has to offer is amazing," Ramsey says. "It's a dream—a fully equipped stage, an in-house effects supervisor, an art and

design curator, teams of animators, the list goes on and on. It feels like a Hollywood studio with the personality of a boutique.”

Mary Knox, Curious Pictures’ executive producer for commercials, is thrilled to be working with Ramsey, and agrees that there’s a great synergy between the digital world of Curious and Ramsey’s tabletop universe. “We’re already bidding projects that involve Greg and our effects department,” she notes with a smile. The move also reunites Ramsey with Carolyn Hill, who represented him previously at Celsius. Hill now handles East Coast sales for Curious as an independent rep.

The studio’s head of production, Becky Friedman, is also a new addition to Curious Pictures. Friedman comes to Curious Pictures by way of BBDO, where she was a senior producer.

In addition, Ramsey’s signing comes on the heels of the studio’s recent agreement to represent noted British animator and mixed media filmmaker Osbert Parker for TV commercial assignments in the U.S.

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