

curious?ictures

Curious Pictures Names Kofsky Partner

Studio's director of computer graphics and visual effects plays key role in expanding roster of entertainment projects

New York, NY – March 10, 2008 – Lewis Kofsky, Director of Computer Graphics and Visual Effects at Curious Pictures, the animation and mixed media production studio, has been made a partner in the company. The announcement was made by Steve Oakes, one of Curious Pictures' founding partners and a top director of TV spots, branded content and programs at the shop.

In his role as head of CG/VFX, Kofsky, 36, guides all digital production at the company, whose work encompasses advertising, TV programming, feature films, branded content for marketers and computer games. Kofsky has played a key role in many of the studio's rapidly-expanding roster of high profile projects. This list includes creating the motion capture work for the release of the hit Harmonix' video game *Rock Band*, as well as the opening title sequence and additional mixed-media animation segments for director Morgan Spurlock's *Where in the World is Osama bin Laden?*, which will be released domestically by The Weinstein Company.

The studio is also working on an animated feature that will be co-directed by Michel Gondry (*Be Kind Rewind*, *Eternal Sunshine of the Spotless Mind*), and has recently announced a joint venture with James Patterson Entertainment to produce original feature films, TV series and games based on stories and characters created by the best-selling author.

"I'm very excited about the future of Curious Pictures," says Kofsky. "We're producing some of the best work we've ever done and have expanded into new areas of production. At the same time, our core business of commercial and TV series production continues to win awards get great reviews. The seeds are planted, and I expect to see more of the unexpected from Curious going forward."

"Lewis represents much more than just the visionary behind our well-run digital department," says Oakes. "He gets the fluid future of mixed media production, and consistently delivers brilliant technical solutions with visual wit and innovation. He's assembled a deep and versatile staff, and his expanded leadership role in the overall direction of Curious Pictures will be a boost to the regular reinvention of our eclectic studio."

In addition to the studio's recent work for Harmonix and Spurlock, Kofsky also led the Curious Pictures team that produced close to thirty minutes of motion capture

animation for *Chicago 10*, the controversial new documentary from director Brett Morgen (*The Kid Stays in the Picture*, *Nimrod Nation*) that mixes animation with archival footage. The film, which opened the 2007 Sundance Festival, rolls out nationally on February 29, 2008, released by Roadside Attractions.

Originally joining Curious in 1998 from R/GA, Kofsky started with the company as a computer graphics artist and visual effects supervisor. In 2003 he interrupted his career at Curious to join PDI/Dreamworks, where he worked as a digital animator specializing in water and fluid effects on *Shrek 2* and *Madagascar*. He returned to Curious in 2004. During his tenure at the company, he's worked on films, ads, TV series and pilots, music videos and short-form content for a wide range of clients.

Kofsky, who is self-taught in the field of computer graphics, holds a bachelor's degree in design from Stanford University. Outside of his work at Curious, he created a popular class at NYU's Tisch School of the Arts in title design and digital effects. He can often be spotted in his natural habitats, tapping his Blackberry on chair lifts at ski resorts throughout the West, planting trees in the rain forests of South America or behind the wheel of his mutant vehicle at Burning Man.

"As a director, I've benefitted from having Lewis as a creative partner in dozens of my commercial productions," says Oakes. "To have him join us as a business partner gives me total confidence of more great work to come."

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About Curious Pictures

Curious Pictures (www.curiouspictures.com) is the largest animation studio in New York and home to award-winning creators of animated TV series, commercials, casual games and celebrated characters in picture books. Curious currently produces the top-rated pre-school series *Little Einsteins* for Playhouse Disney, and has produced such hit shows as *Codename: Kids Next Door* and *Sheep in the Big City* for Cartoon Network, *A Little Curious* for HBO and *Avenue Amy* for Oxygen TV. Most recently, the studio provided extensive motion capture work for the release of Harmonix's hit video game *Rock Band*, and designed and produced the opening title sequence for *Where in the World is Osama Bin Laden?*, which will be distributed by The Weinstein Company. It also produced thirty minutes of innovative motion-capture animation for the documentary *Chicago 10*, which opened the 2007 Sundance Festival and will be distributed in 2008 by Roadside Attractions, and launched its first game, *Out of Your Mind*, produced in collaboration with Gamelab. The work of Curious Pictures' directors has been recognized by numerous competitions and festivals, including the Academy Awards, the Emmy Awards, BAFTA, the Webby Awards, The One Show Interactive awards, the Cannes Lions Festival, the AICP Show, the International Animated Film Festival in France and the Ottawa International Animation Festival. Leveraging its multiple strengths in animation, design, production and brand strategy, Curious has created successful branded entertainment for Mattel and AOL, as well as commercials for hundreds of global marketers. Its roster of award winning live-action and animation directors includes Rohitash Rao, Stefan Nadelman, Steve Oakes, Saul Blinkoff and Greg Ramsey. Founded in 1993, it is managed by partners Susan Holden, Steve Oakes, Richard Winkler, Jonathan Paley and Lewis Kofsky.

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