

# curious pictures

## **Michael Wright Joins Curious Pictures**

***Former Aardman, Rhythm + Hues talent brings live action and animation expertise to mixed media work in commercials and short films***

New York, NY – Feb. 6, 2008 – Director Michael Wright has joined the roster at New York-based mixed media and animation production company Curious Pictures. The announcement was made by Executive Producer Mary Knox.

Based in the U.K., Wright has been involved in television programming, TV commercials, short films and music videos for more than twenty years, first as a production designer, then as an acclaimed commercial director for such companies as Aardman, Partizan (which continues to represent him in the U.K. and Paris) and Rhythm + Hues.

To view his work, go to:

[http://www.curiouspictures.com/commercials/directors\\_wright.html](http://www.curiouspictures.com/commercials/directors_wright.html)

Wright's role as production designer on such groundbreaking work as the Academy Award-winning short film "Creature Comforts" and the highly acclaimed Peter Gabriel music video "Sledgehammer" brought his unique vision to a worldwide audience. Subsequent work directing commercials for such clients as Serta (the highly acclaimed "Sheep" series from W.B. Doner), Chevron and Kraft have kept his directing work highly visible in the U.S.

In addition to his commercials, Wright has directed a number of well-received short films which have screened at multiple film festivals, including Cannes. He is also a screenwriter, with three feature scripts in development.

"Michael's short film work, which is live action and was both written as well as directed by him, is a fabulous counterpart to his animation, which covers a range of styles," says Knox. "He is a true filmmaker in every sense of the word."

Joining Curious Pictures gives Wright the opportunity to continue directing commercials, as well as to keep his hand in a variety of media and genres ranging from short films to web shorts to broadcast promotion. These opportunities that Curious presents are what attracted him to the company.

"I think Curious is a natural fit for me," Wright comments. "Ultimately, I am a director, and that's true whether it means directing actors or a team of

animators, or working in live action exclusively or with various animation elements. A director's job is to interpret something creatively, and Curious is well-equipped to handle that task in a variety of media."

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**About Curious Pictures**

Curious Pictures ([www.curiouspictures.com](http://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' 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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