



THE CREATIVE EDGE IN COMMERCIAL PRODUCTION

AICE announces membership expansion

The trade organization will open its membership to mograph, design and visual effects companies

by: **Christine Clarke** | March 1, 2010

Association of Independent Creative Editors (AICE) executive director Burke Moody best captures the rapidly shifting state of the post-production world when he declares: "The old production paradigm is gone".

Editorial houses are no longer solely offering creative editorial work, rather they are expanding to offer production, design and visual effects services. In response to this shift, the AICE announced an expansion of its membership to include independent motion graphic, design and VFX studios, as well as those arms already affiliated with post houses. It's a move that will revolutionize the AICE's structure. Until now, it's been a trade association for creative editorial companies; the expansion will turn it into a broad-based post-production trade association.

"What's driving our inclusion of design shops is that designers and effects artists have become storytellers [in the vein of editors]," says AICE International board president Tom Duff, who is also president of post house Optimus, Chicago. "Whether they take elements from a live-action production, create content from scratch, or take it from a storyboard from the agency, when they're sitting at their computers they can create a TV spot that's all animation or visual effects and in the process they've just edited a commercial. That's where we're going – adding these kinds of storytellers to our association."

The announcement coincides with the addition of a new design category, open to work created by editors, digital artists and other design professionals, to the 9th annual AICE Awards Show gala, which will take place in Chicago on May 20th alongside the AICE's first-ever general membership meeting.

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