

AICE

Embargoed until 12:01 AM, Friday, May 21, 2010

2010 AICE Awards Recognizes Creative Excellence in Editorial and Post Production

***Jeff Ferruzzo of Outside Edit + Design, Jason Grebski of
Rooster Post Production and Andrea MacArthur of Peep Show
top list of winners at 9th annual awards competition.***

Chicago, IL – May 20, 2010 – The 2010 AICE Awards were presented tonight at the gala awards ceremony held at the Field Museum in Chicago. Honors were presented for outstanding creative editorial and design work in a variety of categories, as judged by panels of AICE editors and designers, ad agency creatives and producers and production company producers and directors.

Editor Jeff Ferruzzo of New York-based Outside Edit + Design won two awards for his work on Dos Equis in the Comedy and National Campaign categories. Also winning two AICE awards were editors Jason Grebski of Rooster Post Production in Toronto, who won in the New/Emerging/Alternative Media and Best of Toronto categories for his work on Mini, and Andrea MacArthur of Peep Show in New York, whose work on a Pepsi spot took top honors in both the Music/Sound and Best of New York categories.

Overall, four entries from editors and artists associated with Outside Edit + Design earned AICE statuettes. In addition to the two presented to Ferruzzo, designer/ animator Jacques Levet won the Design category for his work on Jaguar and editor Scott Gibney won the Spec Spot category for his Doritos spot.

Editors and artists from Rooster Post Production took home three statuettes. In addition to the honors presented to Grebski, editor Dave DeCarlo of Rooster won the Music Video category for "Games for Days" by recording artist Julian Plenti.

Antti Kulmala of Relish in Toronto won the Public Service category for his work on Environmental Defence, and Alison Gordon of Relish won the Under \$50,000 category for her Pucker Up Lemonade spot.

The statuette in the Dialogue category went to Chris Franklin at Big Sky Editorial in New York for his work on Progresso. Franklin holds the distinction of being the most-awarded editor in the nine-year history of the AICE Awards.

Other single winners include Mark Morton of School in the Montage category for Pfizer; Kelly Vander Linda of Collective in the Storytelling category for Washington's Lottery; and Maury Loeb of P.S. 260 in the Visual Effects category for Starz!

In addition to the 13 general categories, the AICE Awards also recognizes outstanding work by individuals in each of the association's nine regional chapters. Best of Boston honors went to Peter Bartsis at EditBar for Eastern Bank; Best of Chicago to Craig Lewandowski of Optimus for Cricket; Best of Dallas to Quan Tran of Radium/Reel FX for Dickies Apparel; Best of Detroit to Rich Smith of Beast Detroit for Bud Light Lime; Best of Los Angeles to Kirk Baxter of Rock Paper Scissors for U.S. Cellular; Best of Minneapolis to Charles Gerszewski of Channel Z for Rapala Fishing Lures; Best of New York to Andrea MacArthur of Peep Show for Pepsi, which also won the Music/Sound category; Best of San Francisco to Tim Fender of Beast San Francisco for U.S. Cellular; and Best of Toronto to Jason Grebski of Rooster Post Production for Mini, which also took top honors in the New/Emerging/Alternative Media category.

A full list of winners, including agency and production credits, is attached. Winners are also posted on the AICE Awards Show site at www.aiceawards.org.

The theme of this year's event, "The Revolution Will Be Edited," was the work of Steve Stein of Cutters in Chicago and refers to the ongoing revolution of information, entertainment, and communication. As noted in the AICE Awards program, "All content has to be edited, and the message ultimately concise and clear which, of course, exists in the power and art of editorial no matter the tool, medium, or frame rate."

The 2010 AICE Show graphic and identity package was the work of Jack Danger of Protokulture, a Chicago-based design and visual effects studio and a new member of AICE.

"Given the fact that 2009 was a difficult and challenging year, we were thrilled with the number of entries and quality of work," says AICE Executive Director Burke Moody. "Our members are very aware of the changing nature of their businesses. And they know there is nothing more important than the creative impact post production has on the finished product--precisely what the AICE Awards were designed to honor and recognize."

Adds Tom Duff, President of Optimus in Chicago and President of the International Board of AICE, "Our industry continues to evolve, and the introduction this year of an award in the Design category—as well as expanding our membership to include motion graphics and design firms—is an example of that. The results of tonight's gala underscore the fact that AICE members are uniquely positioned to help agencies and advertisers find the right way to craft their messages for a new era in brand communication."

In addition to presenting the awards, AICE also inducted the late James "Yamus" Mudra into the AICE Hall of Fame. A legend in the Chicago post production community, Yamus' award was accepted on his family's behalf by Bob Carr of Red Car, a longtime friend and colleague, and Jimmy Smyth, founder of Optimus, where Yamus worked for almost two decades.

A long list of AICE member companies, ad agencies and vendors provided support for the 2010 AICE Awards. Platinum sponsors for the event included Ascent Media, Comma Music/Particle Audio, mcgarrybowen, Ogilvy & Mather/Chicago and Particle Audio. Gold sponsors included Filmworkers Club, Hootenanny, Midwest Media Group, Optimus, Sol Design Group/Another Country, Sony and The Whitehouse/Chicago. Silver sponsors included Element79, Leo Burnett, Midwest Mechanical and The Tape Company/Maxell. Bronze sponsors included Airstream Audio, Beacon Street Studios, HUM Music, Mophonics, Riis-Borg, ROSCOR, Sarofsky, SourceEcreative and Xytech.

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About AICE

AICE is an international trade association whose members are independent creative editorial, design and visual effects companies and their editors, designers and artists. The organization includes 117 editorial and post production companies in nine regional chapters across North America, along with a growing number of associate member companies which provide goods and services to the post production industry. AICE's core mission is to advance and promote the editorial and post production industry and to emphasize the vital role editors, designers and artists play in the ever-changing media creation process. To this end, AICE undertakes a diverse range of activities, including representing the creative post production community within the advertising industry, managing and conducting important exchanges with industry organizations whose members include advertisers, ad agencies, broadcasters and production companies and regularly disseminating information on all aspects of editorial and post production for the professional development of its members and other stakeholders. AICE also develops industry standards and best practices, and educates its membership, advertisers and ad agencies on all aspects of editorial and post production. It's annual AICE Awards, presented each spring, and recognizes the creative achievements of AICE's editors, designers and artists. AICE's members represent a significant segment of the advertising and marketing communications industry, and the organization is leading its members through a period of unprecedented change and opportunity. For more information on AICE, its programs and its sponsorship opportunities, contact Burke Moody at 212-665-2679 or at burke@alice.org, or visit www.alice.org.

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