

## **AICE Extends Membership to Design, Motion Graphics and Visual Effects Companies**

### ***Changing definition of industry association better reflects existing post production workflow and service offerings.***

New York, NY – March 2, 2010 – In a major development, AICE, the international trade association for the independent creative editorial and post production industry, has updated its membership eligibility requirements to now include design, motion graphics and visual effects companies. The change was jointly announced by Tom Duff, President of Optimus in Chicago and President of the International Board of AICE, and by Burke Moody, AICE's Executive Director.

Eligible for membership will be motion graphics, design and visual effects companies, and the artists who work for them. These include independent firms as well as those related to or affiliated with existing post companies.

The shift is a reflection of the fact that AICE member companies have for some time been aggressively expanding the technology, services and talent they have to offer to the marketplace. The membership expansion gives a voice to the design, motion graphics and visual effects companies that now comprise a large part of the post production world.

"An association is the people," says Duff, who is also President of the AICE Chicago Chapter. "Editors have always been storytellers. When a designer creates a spot that is all animation or effects, they're editors and storytellers, too. Opening the membership to these companies will give the organization more perspective. We'll be better able to provide a more holistic set of programs and services to our members, and to the industry at large."

Moody explains that move is a reflection of the current state of post production. "This change more closely aligns our membership and its goals with the trends in the industry and the marketplace," he comments. "Design, motion graphics and visual effects companies tend to be post-production oriented. Since many of our member companies already have in-house graphics, VFX and design departments—or have standalone design divisions—the board felt opening the membership to these companies made sense."

Among the companies that fit the new criteria for AICE memberships and in fact are currently AICE members are firms like the New York office of [Superfad](#); the Chicago-based [Protokulture](#); [Pictures in a Row](#), based in L.A.; and [Ntropic](#), which is

based in San Francisco. All are independent design and production studios, in that they're not affiliated with or jointly owned by existing creative editorial studios.

The inclusion of these companies says more about the changing scope of AICE's mission than it does about how the world of post production has been redefined by new technologies and workflow processes, Moody explains. "This is not about redefining post production," he says. "Rather, what's being redefined are the segments of the post production market AICE serves, and who our members are. In the process, we're becoming a broad-based post production trade association, rather than just a creative editorial trade association. The result is that it opens the doors to more people in the same business."

A full list of membership requirements and benefits can be found on the AICE web site by clicking [here](#).

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**About AICE**

AICE is an international association which represents the interests of independent creative editorial, design, visual effects and post production companies and their editors, designers and artists. It is dedicated to the advancement and promotion of these companies and their creative artists, and of the significant role they play in the media creation process. With chapters in Boston, Chicago, Dallas, Detroit, Los Angeles, Minneapolis, New York, San Francisco and Toronto, AICE represents a significant segment of the vibrant post production sector, and will continue to maintain its strong collective voice in the commercial advertising and marketing industry. Among its signature initiatives and programs are the annual AICE Awards, which highlights creative excellence on behalf of its member companies; the regular publication of white papers and advisories on relevant trends and developments in post production; and active participation with other industry organizations on the establishment of standards and best practices for the post production process. As a trade organization, AICE will continue to represent the best interests of its members within the advertising and marketing industry as it disseminates information to ad agencies, advertisers and producers on all aspects of editorial, design, visual effects and post production. For more information, visit [www.aice.org](http://www.aice.org).

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