Tree transformation

Grace & Wild hits jackpot for lottery

Grace & Wild Studios of Farmington Hills has transformed its "A Stage" into a forest for a Michigan Lotter, TV commercial.

The "forest" has a 15-by-30-foot point and live trees standing as high as 20 feet. The 70-by-100-foot landscape took two days to create as the backdrop for a Michigan Lottery spot what by August Preductions for Yaffee & Co.

"You need a very accommodating stage and talented crew to pull something off like this, and that's just what Grace & Wild has," said Shannon Crafin, line producer for August Productions.

"We got immediate feedback on our pre-light test shot before going ahead with the shoot because Grace & Wild had everything we needed to view the test. We tested the lighting, shot the

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spot and color corrected the film in just two days."

Alded Joe Parise, Grace & Wild's state manager, "Because our studio is so large, we work on a grand scale. We faced another challenge once this shoot ended. We had to remove the forest and trepaint the stage in four hours to accommedate another client."

August Productions also turned to Grace & Wild to correct subtle variations in color.

Grace & Wild coloris Tom Martin helped the producer create a natural mosnlit seene around a blaing campfire with a da Vinic color correction system that desacturated blue shadows which would have ruined the mood.

Grace & Wild senior editor Jeff Fleck, editor, and Ken Mitchell, assistant director, four Carleton, assist

raphy. August Productions is a full-service film production company with three directors whose collective talents include specializing in portrait, automotive and comesly productions.

Vaffee & Co.'s team include Mike Albert, producer, and Bob Jablonski, director of broadcast production.

Grace & Wild is the Midwest's largest full-service teleproduction facility offering studio and remote production, film animation, film transfer, computer graphics and video editing to commercial, cor-porate and industrial clients.

The company is in the final stages of development of a new post-production facility in the Studio Center Communications Park in Farmington Hills.



Ah, wilderness: A Grace & Wild studio was turned into a forest to film a Lottery commercial.

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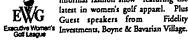
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