

# Video pumps life into hot dogs, dollars

By Joanne Mallazewski  
staff writer

In dimly lit rooms on the edge of Farmington Hills, hot dogs are pumped and the breath of life is pumped into a furiously growing stockpile of cold, hard cash.

Most recognize the scenes from TV commercials — and most likely take them for granted. But it's the job of a special few to spend their days making these lifeless objects move and breathe.

Technicians at the relatively new Grace & Wild Studios on Industrial Drive combine imagination with sophisticated digital video equipment to create some of local TV's best-known commercial wonders.

"We're strictly video," said Mary Cleary, director of marketing and advertising. "TV deals exclusively in video, not film."

That's why other production companies and advertising agencies, which put their commercials on 16 mm film, for instance, have to seek out a company such as Grace & Wild to transfer their creativity onto videotape.

Producers and directors swear by the use of film for commercials because of the aesthetic quality it cap-

tures. But video is needed for TV use and for special effects and editing.

"Agencies shoot commercials on film. That then needs to be put on video," said Mary Petryshyn, director of sales. "The film is processed at a lab and then we take the negatives and transfer it to one-inch tape."

"IT'S FASTER and easier to edit on tape," Petryshyn said. "Once it's on tape, we can edit it and do the special effects. It's a lot less expensive to do on tape."

Grace & Wild provides the behind-the-scenes technical end of a creative production. In the business, Grace & Wild is known as a full-service video facility specializing in film transfers, slugs and remote services as well as editing and special effects.

"We are strictly a facility for video

production and post production," Petryshyn said. "We don't do the creative, the writing. We simply supply the technical support people."

Housed in two buildings on a seven-acre site, the company was born out of the CBS/Fox Co. which moved from the Hills to Livonia in search of more space for expansion.

When CBS/Fox decided to move, Steven Wild, a former director of studio operations for the company, and Harvey Grace, chairman of the board of Grace Broadcasting, bought the Farmington Hills production facilities.

Although Grace & Wild's premier client is CBS/Fox, it is expanding to include corporate and industrial work as well as commercials.

The company is trying to lead the way in special effects with the help of a

sophisticated digital video effects system.

"WITH THIS computerized wonder, technicians such as Mark Nowicki sit in front of a panel of knobs and buttons staring at an overhead screen while instilling life and breath into a pile of money displayed in a commercial for the state lottery."

"It's a take-off of 'Close Encounters' (of the Third Kind)," said Bob Dyke, producer and owner of the Farmington Hills production company, Magic Lantern.

Dyke is producing the lottery commercial for ad agency W.B. Doner of Southfield.

Grace & Wild's function in the commercial production includes transfer-

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staff photos by RANDY BORST

Bob Dyke (left), owner of the Magic Lantern production company in Farmington Hills, watches as Mark Nowicki of Grace and Wild adds special

effects to Dyke's commercial about Michigan Lotto.



Vicki Hollis, assistant editor, helps editor Gary Shifflet work his magic at one of the editing salons at Grace and Wild Studios.

## Farmington Observer

(USPS 187-840)

Published every Monday and Thursday by Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia, MI 48150. Second-class postage paid at Livonia, MI 48151. Address all mail (subscription, change of address, Form 3559) to P.O. Box 2428, Livonia, MI 48151. Telephone 591-0500.

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## Counseling agency moves

The Walled Lake Field Services Office of the Oakland Livingston Human Service Agency has been relocated to the Walled Lake Western High School, Room A-125, at 600 Beck Road, Walled Lake. The phone number has remained the same, 624-5520.

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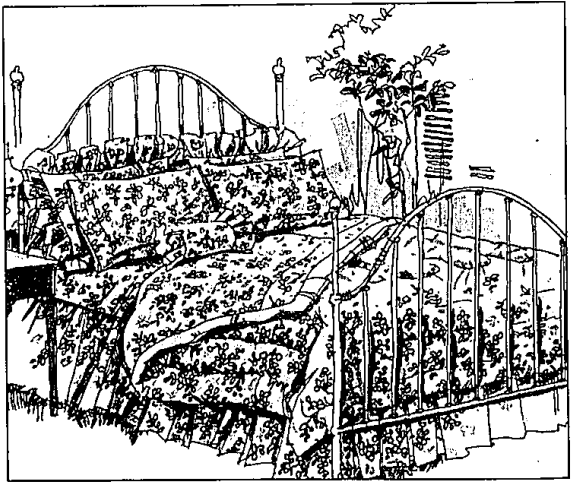
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