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### ***BUCK CREATES “TOWER OF GRANTVILLE” FOR ATTIK AND SCION***

#### ***Dark Short Film Fairy Tale Demonstrates Breadth of Buck’s Writing, Directing, Design Skills***

**NEW YORK, NY – March 5, 2007** – In what could be described as a dark dream, **BUCK** ([www.buck.tv](http://www.buck.tv)) recently completed “Tower of Grantville,” a fantastically imaginative two minute short subject animation for **Scion** automobiles, via global creative and brand engineering agency **ATTIK**. Showcasing BUCK’s complete set of writing, directing and artistic skills, the dark fable features a square-headed protagonist, his stuffed chess partner, and a race of rat like groundhogs as its principal players. The spot and a second one created by the company entitled “Three Years” appear online at [www.want2Bsquare.com](http://www.want2Bsquare.com), which went live in February in support of the release of the 2008 Scion xB this May.

“These two films from Buck are extremely creative and wonderfully on-the-money in terms of what we wanted to present to our target audience as part of the pre-launch campaign for the 2008 Scion xB,” said Simon Needham, **ATTIK** Co-Founder and Group Creative Director.

”Character development, back story, and art direction became especially important in this kind of short-form narrative,” said Ryan Honey, Creative Director at BUCK. “We really pushed it and were determined to convey an emotional richness and depth to the story, and those are all in the details we created.”

Opening amidst the tall weeds of a dilapidated hill in Grantville, “Tower of Grantville” employs a Karloff-like voiceover and fairytale verse to tell the story of Gumpton, a lonely, tyrannical, square-headed tower dweller; Sleffer, Gumpton’s sole (and stuffed) companion; and the noisy beasties who dwell on his lands and torture his nights with their wailing. As revealed in a 2D flashback sequence, the animals were once round-bellied and happy, but Gumpton didn’t care for their happy noises. He drained the water and killed the fish, hoping they’d go away. However, much to Gumpton’s dismay, the beasties stayed.

“For their clients at Scion, ATTIK’s creative team came looking for original short subject content, anywhere from 10 seconds to four minutes long,” Honey continued. “We were ecstatic as this was an amazing opportunity to do something very creative and different. There was no requirement to include the Scion logo or the car; ATTIK’s only stipulation was that if there was a character, he had a square head, and that the website address would be the conclusion. Other than that it was up to us to build a whole new world from the ground up. We eventually developed nine concepts, and they took two of the most unusual.”

Heavily influenced by the works of Dr. Seuss, “Tower of Grantville” employs digital matte paintings and extensive 3D and 2D animation to evoke a unique style within a smoothly told story. BUCK was determined to use matte paintings and 2D elements to evoke an eerie depth within the story, and not rely on their considerable 3D talents:

“We’re used to working in a pretty much all 3D environment,” said Honey. “This time, we wanted to do something really different that would showcase more of the talents of our staff. Thus, we decided to try and incorporate more digital paintings, and 2D animation that would complement the 3D character work. A big part of our creative challenge came with figuring out how to marry these techniques so that they worked visually and complimented the narrative. Creating the appropriate furry look for the animals and integrating them into the scene also proved a challenge for BUCK:

“We used the Shave and a Haircut plug-in to get the right look for the fur,” explains Honey. “We spent a great deal of time on lighting and texturing to get it just the way we wanted. This is truly a showpiece for BUCK, and we wanted an amazing look.”

Technologies used: Autodesk Maya, after effects, cinema 4D, Autodesk Flame

#### **ABOUT BUCK**

Specializing in design driven creative, Buck's directors and artists use animation, visual effects and live action to collaborate with clients, from concept to delivery, producing work that is visceral, innovative, and diverse.

From offices in New York and Los Angeles, Buck works with a broad range of clients in the advertising, broadcast, retail and entertainment industries.

For more information please visit: [www.buck.tv](http://www.buck.tv).

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