

BREAKING NEWS

Mikros image

**Creation of Digital Visual Effects
for Madonna's new music video clip
«~4 mn to Save the World~»**

Paris, April 8th 2008 – **Mikros image**, a studio specialised in digital visual effects, has created in close collaboration with **75** and **Jonas & François**, the two Directors, the new music video clip for the Queen of pop music. To accomodate this International project, **Mikros image** developed a self-sufficient studio dedicated to ensure the artistic cohesion of Madonna's new opus : «~4 mn to Save the World~».

The studio supervised and created all the visual effects in this clip, conceptual and inventive. Julien Meesters, Benoît Holl and Guillaume Pondard, the 3 VFX supervisors from **Mikros image**, were involved with Jonas & François from the genesis of the script, through the shoot and to the end of post-production. More than 25 image professionals were part of this project.

The challenge imposed on the **Mikros image** team was to first and foremost give life to the vision of the Directors. **Mikros image** succeeded in this creative and artistic challenge by generating for one "The Wall of Nothing", created in full 3D. **Mikros image** has also conceived the «~motion design~» of all the visual effects in this clip.

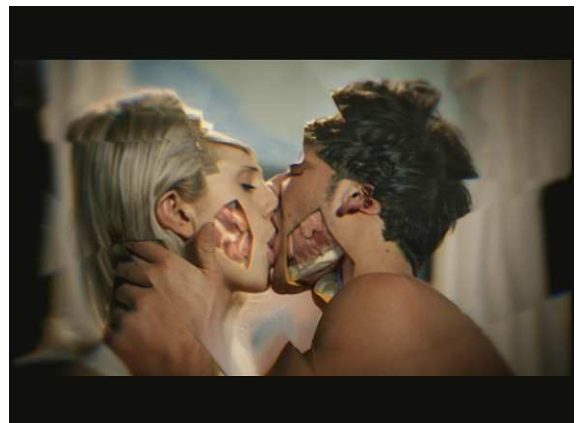
More than 60 shots of 2D/3D effects were necessary to respond to the constraints, with technical innovations in the visual effects~: the «~cut-out-objects~» (bath tub, human bodies...).

Responding to the pressure and the confidentiality of a worldwide launch, **Mikros image** delivered this surprising and captivating clip in less than 2 months!

Title~: 4mn to save the world
Album: Hard Candy
Artist: Madonna featuring Justin Timberlake & Timbaland
Production: 75
Directors: Jonas & François

Mikros Image Team

Director of Production : Fabrice Damolini
Project Manager~: Sarah Cauchois
Lead Supervisor~: Julien Meesters
3D supervisor~: Benoît Holl
2D supervisor~: Guillaume Pondard
Assistant 2D~: Nicolas Martinez
AfterFX lead~: Jean-Yves Parent
Development 3D software ~: Fabrice Macagno



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