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Shannon Lowell Frady
Visual Content Producer

CLIENT: IBM / OGILVY ASIA-PACIFIC



On this 5-day shoot, organized by Ogilvy in Sydney for their 2004 IBM Asia campaign -- Mainland China, Taiwan, Hong Kong, Malaysia and Singapore -- I worked not only as photographer but also as producer on the ground in Beijing. This entailed the finding and hiring of 14 talent, makeup and hair stylist, scouting and contracting of 3 locations, hiring and contracting of workers to build a set from raw materials based on the art director's specifications, and budgeting. The entire shoot from start to finish cost 19,000 USD.

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CLIENT: DLA / PRODUCT TEST CENTER, PHILADELPHIA

COLORS THAT NEVER RUN

In the shade room, all uniform materials are tested under different lighting conditions for not only conformity and stability, but visibility in UV light as well.

The campaign to develop clear advantages for the American warfighter is a constant move forward.

NEVER RUN



GOOD OLD SHOE

It's been stretched, ripped, drowned, burned, sliced, even electrocuted -- but it's still here.

For the military to get its perfect boot is no easy task.



Philadelphia's DLA Troop Support needed a full-scale production for a wall exhibit for site visitors that would integrate images from the Center's history with up-to-date visuals that convey the various processes utilized by the PTC to improve uniforms and equipment, and how this translates in the field -- all without disclosing any classified information in the process. This required days of scheduled photography, copy and copy editing, graphic design and layout, printing and mounting on firm Gatorboard, with constant liaison with PTC personnel throughout the process and site director for approval. The Center also received a new logo in the process. Estimated total cost savings in avoiding outside hire: \$250,000.

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QUICK FACTS

- your **MOST LIKELY** disaster
- most occur during sleeping hours
- 84% are accidental

PREVENTION:

- Install **A-B-C extinguishers at home**
- Install **smoke alarms, CO2 detectors on each floor (but not in kitchen), replace every 10 years (batteries replaced once a year)**

BEFORE

DO NOT USE gasoline, kerosene or other flammable liquids indoors; store them in well-ventilated areas. **DISCARD** all materials soaked in flammable liquids outdoors in a metal container.

SMOKING: store matches and lighters safely away from children; never smoke in bed or when medicated; douse cigarette butts with water before disposal.

INSULATION: place heaters at least 3 feet away from flammable material. Inspect and correct exposed wiring; do not overload extensions or outlets; consider protective shutters or fire-resistant drapes, and fire tools (rake, shovel, chainsaw) if at risk for wildfires

PLAN: develop an escape plan, 2 ways to escape every room, practice blindfolded, buy a bell and flashlight for each bedroom, and a collapsible ladder if necessary.

DURING

STOP, DROP AND ROLL. Never run, this only makes the fire burn faster.

CHECK DOORS FOR HEAT before opening, using the back of your hand. Use a window to escape if necessary; if still unable to escape, hang a white or light-colored sheet outside the window to alert fire fighters to your presence.

CRAWL LOW; call 9-1-1 once safely outside.

AFTER

CHECK for injuries and provide first aid and CPR if trained to do so.

WATCH OUT for structural damage; do not open safes for several hours.

CALL your insurance agent.

TERRORISM

HIGH-RISK TARGETS:

- military, civilian government facilities
- international airports
- large cities
- high-profile landmarks
- large public gatherings
- water and food supplies
- utilities
- corporate centers

BEFORE

LEARN about the nature of terrorism

MAINTAIN situational awareness of your surroundings, and when traveling

LEAVE AN AREA if you feel uncomfortable or something does not seem right

PLAN AHEAD: assemble a disaster supply kit, evacuation plan and backup routes, determine a reliable contact if separated from family.

DURING

TAKE COVER IMMEDIATELY and stay low; **EVACUATE** if directed to do so.

LISTEN to local radio and TV for updates

AFTER

STAY AWAY from the event area, to avoid secondary devices.

HELP injured and trapped persons with CPR and first aid, if trained to do so

MAINTAIN situational awareness of your surroundings, and **LISTEN** for updates.

QUICK FACTS

- Terrorist goals: create public fear, uncertainty and doubt in government's ability to protect citizens; fast publicity for their causes.

- Terrorist acts: threats of terrorism; assassination; kidnapping; hijacking; bomb scares and bombings; cyber attacks (computer-based); use of chemical, biological, radiological, and nuclear weapons.



af BEFORE THEY WERE STARS

Clooney, Pitt, DeNiro, Kidman. Everyone has to start somewhere, and the "Before They Were Stars" collection is a great place to glimpse today's superstars as they were still cutting their teeth.

Before she was all the rage on the runway and in makeup ads, and even before **BLUE LAGOON**, Brooke Shields debuted in Alfred Sole's 1976 thriller **ALICE, SWEET ALICE**. Kurt Russell, before he donned an eyepatch as Snake Plissken to rescue the President, went on a search across the Wild West to rescue his sister in Lee H. Katzin's **THE LONGEST DRIVE**. And what did Mad Max look like at 19? Find out in Michael Pate's **TIM**, which has a young Mel Gibson as a mentally challenged gardener in shorts seduced by a much older woman.

We've also got Brad Pitt as a short-fused teenage rebel in Sandy Tung's **ACROSS THE TRACKS** (with Rick Schroeder), a teenage Nicole Kidman in Tarantino favorite **BMX BANDITS**, and pre-**DOGS OF WAR** Christopher Walken in **THE DEMON WITHIN**, as a soldier who discovers secret Army mind-control experimentation.

Before they were eventually cast together in **GRAVITY**, George Clooney portrayed a surfer making drug runs in H. Gordon Boos' **RED SURF** (1990), while Sandra Bullock starred in Robert Brooks' 1989 film **WHO SHOT PAT?** — about students caught in a cycle of violence in 1950s Brooklyn.

There's even more inspiration watching a budding, young Jack Nicholson in Irving Lerner's 1960 film **STUDS LONIGAN**, Tim Robbins and John Turturro appearing with Jodie Foster in Tony Bill's 1987 drama **FIVE CORNERS**, or Robert DeNiro in **HI MOM!**, a 1970 light thriller directed by Brian De Palma.

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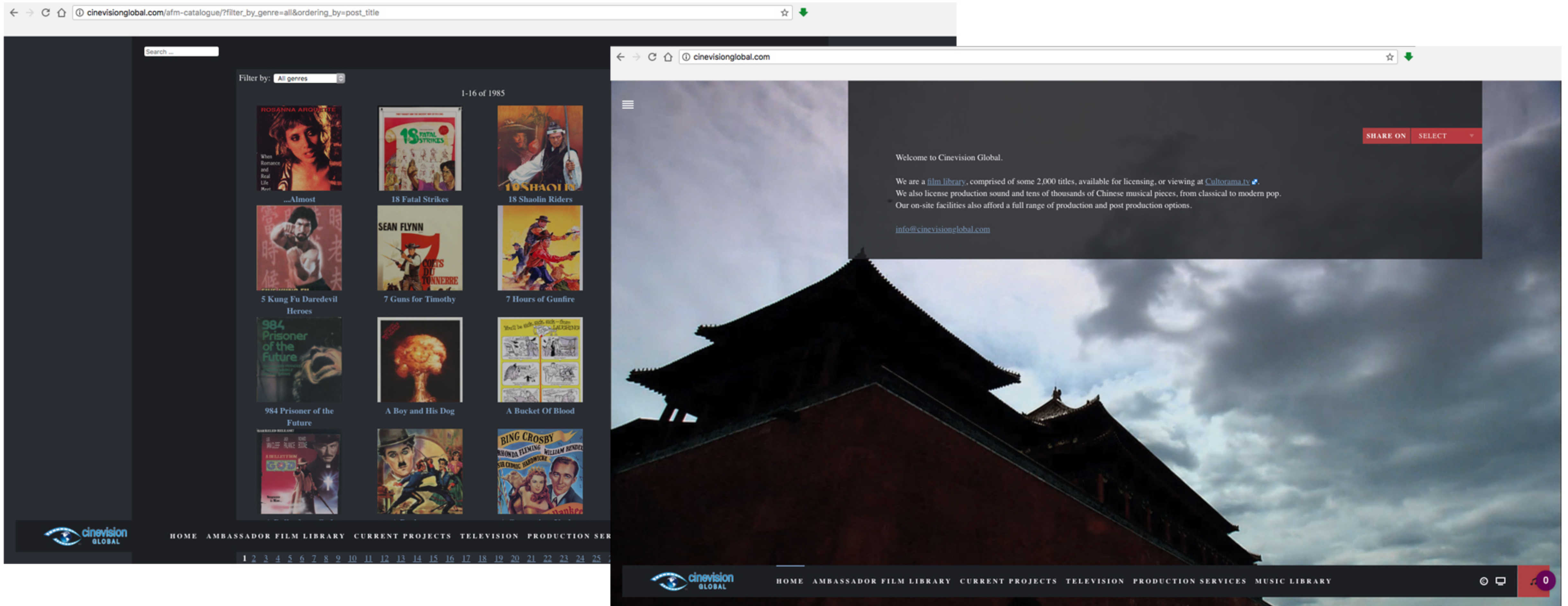
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In Los Angeles, Cinevision Global's extensive film library necessitated (1) a catalogue that could effectively market the films to potential buyers both online and at industry events like AFM, and (2) a B2C portal where avid film viewers could pay to see their favorite cult classics of any genre. The marketing effort extended to both print and online extensions, with merchandising in tow. The massive two-year effort required detailed breakdowns of all 2000 films including year, director, cast, runtimes and synopses. The resulting raw data index could then be used to populate the catalogues, which then required everything from logo design, clip editing, artwork management, rich media web design (including WordPress and hosting management), and printing.

CLIENT: CINEVISION GLOBAL / CULTORAMA.TV



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CLIENT: INDEPENDENTS



Other clients have ranged from a small Spanish jewelry company (left) and a Japanese brand importer (right). Both large and small, the range has extended to individual headshots for business and talent agencies to large-scale regional ad campaigns for global multinationals.

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CLIENT: SOUTH BEAUTY / INDEPENDENT



One of the most prestigious restaurant chains in China, South Beauty, requisitioned a complete range of visual collateral covering each of their locations across the country. Since each location employed a different designer — including Philippe Starck, one of the world's foremost designers, for a unique look, this also required a different visual approach for each interior.

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CLIENT: [SELECTED CLIENTS, 2001-]

Getty Images Global Assignment Cosmopolitan

The Economist Harper's Bazaar Elle Esquire

IBM Microsoft Malaysia Airlines Shell Oil

Coca Cola Nestlé Olay/Edelman PR U.S. Army

CLIENT: SHELL OIL / GETTY IMAGES ASSIGNMENTS

gettyimages

Photo Assignments Your image through our lens

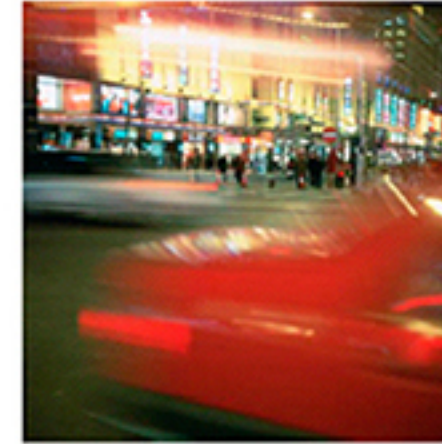
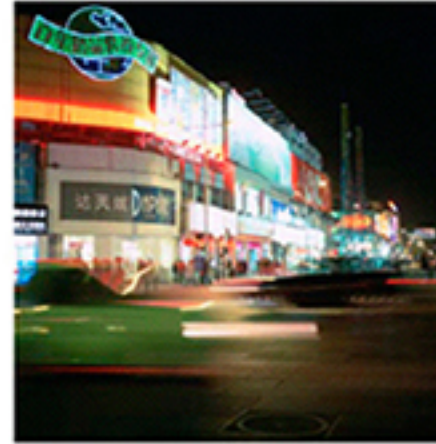
Case Study of the Week:

Images for Shell's Annual Report 2005 shot by Shannon L Frady in Beijing, China.

Shell approached PA UK with the photography requirement for their Annual Report.

They wanted images taken at their head office in Beijing and of various street scenes in the vicinity in order to add local colour. Sales Associate Nolan Browne sourced and collaborated with the photographer Shannon L Frady.

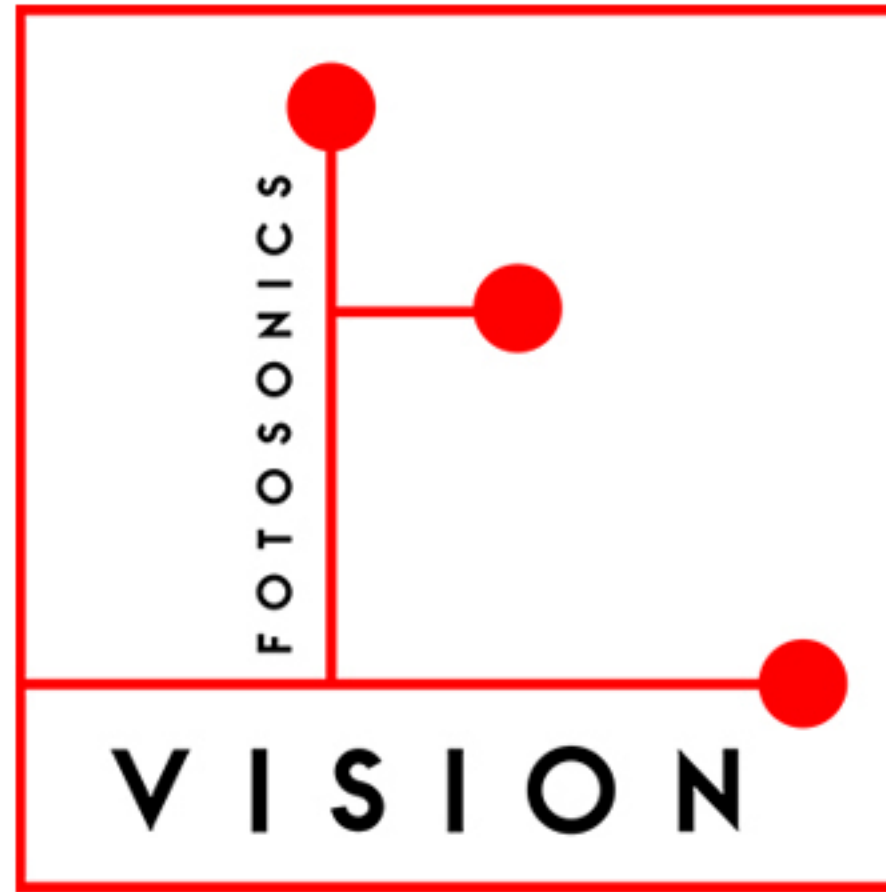
The shoot involved model casting, location sourcing, styling and prop sourcing all coordinated from the London office.



VIDEO



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