

bda



2008 Beijing Olympics



2008 Beijing Olympics

Official Opener

Client
Beijing Olympics
Broadcasting Pte Ltd

By Bruce Dunlop & Associates Singapore

Executive Producer/Business Director: Lilian Chow

Film Director/Creative Director: James Chung

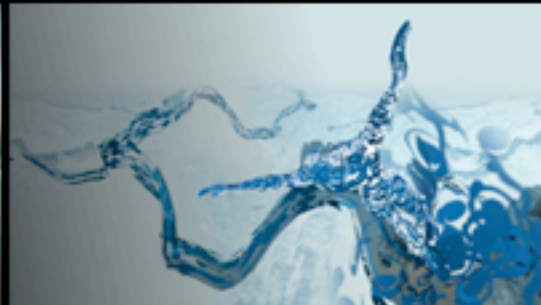
Senior Designer/Animator: Haibo Huang

Line Producer: Felicia Tan

Writer: Liyen Yeo

Toolkit
Maya, After Effects, Final Cut Pro

Style Frames.





Conceptualization.

BDA Singapore won the bid to produce the opening sequence in late 2007, after several intense rounds of pitching to the Beijing Olympic Broadcasting Committee.



The winning concept integrated the five elements of Metal, Wood, Water, Earth and Fire – according to Chinese philosophy, the universal and essential elements of nature.

Encompassing 14 sports representing each of the Olympic categories, the opener captures the competition, triumph and epic spirit of the Games in 30 heart-pounding seconds – and typifies the highest quality creative concepts of BDA Singapore.



Production.



BDA Singapore's fully in-house production capability was put to the test. After assembling a cast of international athletes over nearly three months, the sequence was shot in high speed on 35mm film.





The shoot was completed over four grueling days, with the BDA Singapore team shooting almost entirely against a green screen at the National University of Singapore's Sheares Hall, as well as at a public pool and the Saddle Club.



Post-Production.

Leveraging its in-house post-production facilities and expertise, BDA Singapore composited 2D and 3D graphics with live action footage, breaking new ground with full HD format and Dolby Digital 5.1 surround sound design.



Visit www.brucedunlop.com to see more of our works.
Contact: lilian@brucedunlop.com.sg. Tel: +65 6732 3300