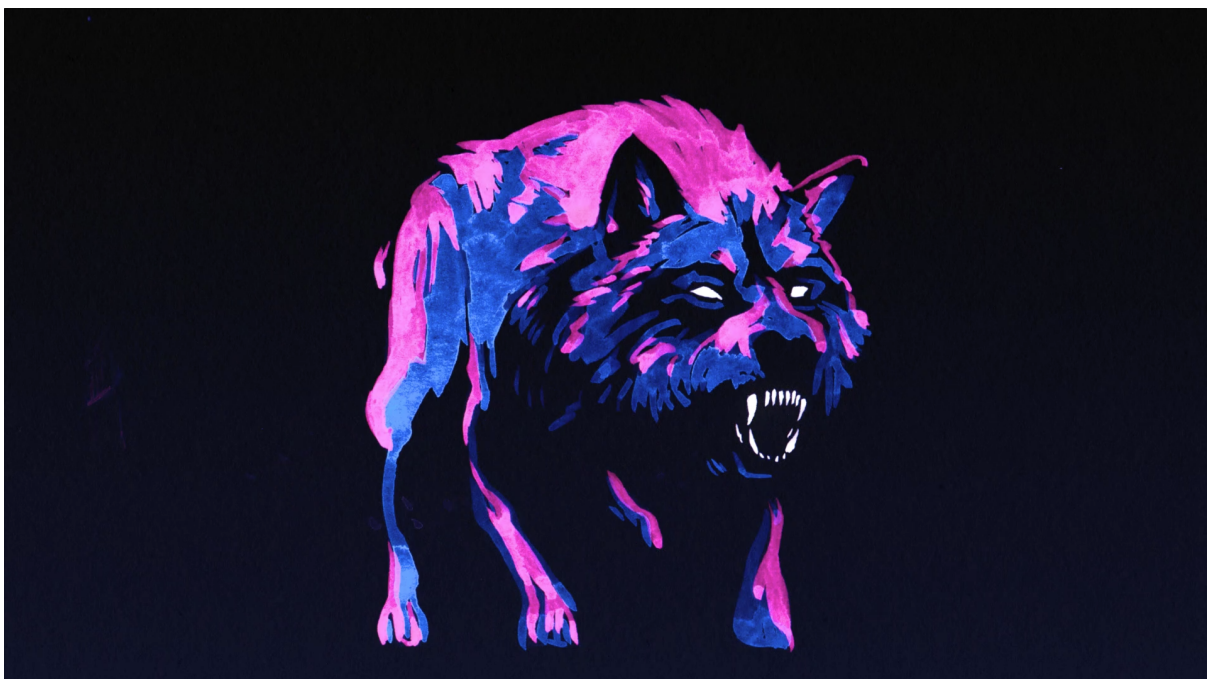


A Trilogy For Fnac!



Eddy collaborated with the Marcel agency to create the “J’ai fait la Fnac” campaign that focuses on notable celebrities who found inspiration at the French retail chain that specialises in cultural and electronic products. In-house director, Hugo Ramirez, took the helm for all three films applying his unique vision to create lively and varied aesthetics with Brunch Studio bringing the trilogy to life with advanced and refined animation techniques.

Hugo Ramirez developed a rich neon world for the film that celebrates French rapper Nekfeu’s discovery of literature. Ramirez filmed and assembled footage through a series of shoots that were then developed for a team of artists to rotoscope each frame by hand in watercolour.



The final result is a striking spectacle of colour that marries a distinctive street style with literature from War & Peace to White Fang.

In tribute to celebrated photographer Stephane Lavoué, Hugo Ramirez ventured into the unknown. A universe that blends rich geometry with lush wilderness through Théo Guignard's illustrations, Stephane's is a more contemplative journey that reflects his travelled and learned perspective.



Hugo Ramirez teamed up to with renowned cartoonist and comic author, Christophe Blain, to co-direct with him in creating a wild universe bursting with imagination.



Featuring his distinctive pencil strokes and wacky characters, Blain's film is immersed in the colourful treatment that can be seen in his most celebrated works such as Gus & His Gang.

About Hugo Ramirez

Hugo Ramirez is a director, artistic director and illustrator who graduated from Pennighen. With certain flair, he experiments with a wide variety of animation techniques from stop motion to traditional animation as well mixing live action to create a vibrant and rich atmosphere.

About Eddy

EDDY is an award winning Production Company founded by Jean-François Bourrel and Nicolas de Rosanbo. We represent a roster of multidisciplinary directors with strong and unique visual identities.

Through the years we've built a strong experience mixing live-action design and animation. We develop our director's personal projects including music videos, digital and short films, continuously striving to push their creative boundaries.

Links:

Eddy Homepage: eddy.tv

Hugo Ramirez's Page: eddy.tv/director/49/hugo-ramirez

Film Links:

Site:

Nekfeu Film: eddy.tv/work/674/j-ai-fait-la-fnac-nekfeu

Stephane Lavoué Film: eddy.tv/work/673/j-ai-fait-la-fnac-christophe-blain

Christophe Blain Film: eddy.tv/work/672/j-ai-fait-la-fnac-stephane-lavoue

Vimeo:

Nekfeu Film: vimeo.com/147340074

Stephane Lavoué Film: vimeo.com/147340073

Christophe Blain Film: vimeo.com/147340075

Link to download stills and Behind the Scenes images: we.tl/flfossz3Ni

Credits:

Client: Fnac
Agency: Marcel
TV Producer: Elodie Jonquille

Director: Hugo Ramirez
Illustrations: Théo Guignard

Production Company: www.Eddy.tv
Executive Producer: Jean-François Bourrel
Production Assistant: Céline Da Cunha-Vanlint

Animation Studio: Brunch Studio
Post-Producer: Vincent Leroy
Post-Producer: Julie Bellemare

Voice Recording: Clemens Hourrière

For detailed credits specific to each film, please refer to the above links.