



Delta Wraps a Year in Paper Boarding Passes
DigitasLbi Charters Director Ciaramitaro for 2014-Year End Campaign

Delta, “Amazing Year: #Delta2014”: <http://vimeo.com/115512891>



CHICAGO (January 11, 15) – Delta and DigitasLbi save one of their best campaigns for last in this stunning project directed by Sam Ciaramitaro. Expressing gratitude to 165 million customers for, “An Amazing Year,” Delta’s latest online campaign takes viewers on a marvelous visual journey, narrated by Donald Sutherland, that transforms 2000 paper boarding passes into an impressive art installation. For 50 hours, five people folded and shaped the paper airplanes to create a magnificent masterpiece. Chicago-based Ciaramitaro united with local hometown favorite, Utopic for post; and Executive Producer Craig Leffel and his newly found, Big Spoon Industries for the company’s first major production.

The scenes show Delta employees carefully hanging the intricately folded airplanes one-by-one. Using a stop-motion technique, the camera slowly pulls back to reveal a spectacular exhibit hanging across a beautiful backdrop of airy light. Lending the perfect amount of drama, at three stories tall, the original space still hosts huge windows where artists once hand-painted billboard artwork. DP Drew Wehde and crew made excellent use of the new [Ronin stabilized control system](#) making it very quick to setup remote control jib shots and hand held stabilized shots.

“Our goal was to shoot an elegant, tasteful and restrained visual narrative while creating a sophisticated art installation - something that might actually belong in a museum setting,” says Ciaramitaro. “Handheld, close-up shots that focus on the sincere and honest performances of the real-life Delta employees, combined with the

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strength of Donald Sutherland's narration resulted in a very warm piece.”

Everything came together in an outstanding fashion due to meticulous pre-production and editing for the remarkable project. With two weeks built-in to design and install the work of art, there was only one day of prep for a two-day shoot, on location in what used to be a billboard and advertising shop in the 1930's.

It was a welcome collaboration and reunion between Ciaramitaro and Leffel, “Sam and I have known each and worked together on and off for a very long time. At one point in our careers I was his DP, and as a colorist countless times on his national broadcast spots. His talent has always been unmistakable. He's completely invested and dedicated to his projects. I'm incredibly proud of him for what he's accomplished as a director.”

The Delta, “Amazing Year” campaign is punctuated by inviting customers to share their experiences with #Delta2014.

View/ download director's cut for Delta “Amazing Year: #Delta2014”: <http://vimeo.com/115512891> (click [download], then right click on format.)

View on YouTube: <https://www.youtube.com/watch?v=gEOwFpkaUH4>

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ABOUT SAM CIARAMITARO: As an award-winning director and producer, Sam Ciaramitaro has simultaneously made a significant impact within the advertising and production industries. He's developed a strong background in national television commercials, episodic documentaries, sports documentaries, and integrated content.

As a director, Ciaramitaro is credited for several broadcast commercials and content that includes Morgan Stanley, Nationwide, and Dasani. He recently directed the short film, *Take Me OUT to the Ballpark*, endorsing the Chicago White Sox LGBT Pride Night. He also directed two of the largest and earliest TV/Web integrated campaigns for the US Army garnering a Cannes Cyber Lion and Gold Effie awards. Through his own independent venture with Shoot and Move Media, as a writer, director, and executive producer, he's partnered with high profile companies such as: Al Roker Entertainment, Creative Artist Agency, Lifetime Television, and FOX Sports. Through this endeavor, he also secured an exclusive co-production agreement with Major League Baseball to produce an original documentary TV series titled, "The Show."

Ciaramitaro's production experience began with a substantial amount of time at Leo Burnett as one of the agency's Senior Producers, moving on to leader and executive roles with Foote, Cone & Belding, Alberto Culver, and Publicis Groupe. His production work spans brands including the History Channel, General Motors, Hallmark, Keebler, Nintendo, Procter & Gamble, United Airlines, S.C. Johnson, NASCAR, Coca-Cola, and Porsche.

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ABOUT BIG SPOON INDUSTRIES: Based in Chicago, IL, Big Spoon Industries is a virtual collective of directors, digital/ CGI artists, editors, and creatives who come together to tell stories by creating tangible broadcast, online media and content experiences. Under the direction and guidance of Founder/ Executive Producer Craig Leffel, each project brings together a core group of these individual talents involved in the production process from start to finish, or briefly, or complete turnkey, or for ala carte services such as editorial and color correction.

Known for his work as an image creator and image manipulator, Leffel has collaborated with creatives, and notable brands on a national broadcast level with Fortune 500 and other high-ranking companies. He is also recognized as a former partner at Optimus, and Director of Production from One at Optimus.

Leffel's broad experience as a Chicago industry resource has imparted a diverse skill set, and a unique POV outside of traditional production. This sense of understanding has led Big Spoon Industries thru national projects, while the company continues branching out into international territories.

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