

YOUNG PURVEYORS OF CREATIVE EXCELLENCE

By Ruksana Hussain

There is no denying metro Atlanta has seen a surge in film and television productions over the last few years. Reports of road closures for shooting or spotting celebrities at restaurants are common these days. Thanks to tax incentives, Georgia is among the top five states nationwide in investment and number of film projects. Television networks and film studios calling Atlanta home are on the rise, and the good news doesn't stop there. New businesses are launched every day, and more corporate giants are marking the city's skyline than ever before. The local creative industry is booming, and these young, up and coming talents are ample proof that good things are in store for the future of Atlanta's entertainment industry.

FILMMAKING SUCCESS

Matthew and Jared Young

Directors/Executive Producers
Brothers Young Productions
BroYoPro.com

A lot of exciting work is in progress at the Brothers Young Productions, established by twins Matthew and Jared Young in 2006. This year has witnessed the fruition of their efforts—being hired to produce and direct a family film titled *Hamlet and Hutch* starring Burt Reynolds, and being hired to produce all second unit filming for award winning director Patrick-Ian Polk's latest indie feature project, *Blackbird*, starring Oscar winner Mo'Nique.

But that's just scratching the surface. They have an in-house writers group developing several feature film scripts, four of which they plan to produce over the next 18 months—three of the family genre and one a sci-fi action/horror flick. They will also produce a TV commercial for Atlanta ad agency Leverage Branding for their client Goodwill of North Georgia. And they recently roped in Mac Maguire, a seasoned business professional, to head up the company.

"We plan to continue honing our craft while pushing ourselves to be successful independent filmmakers. We have the team in place to carry out both the creative and business side needed to grow the company. We are proud of the ever-expanding network of industry professionals we've been fortunate enough to work with. We remain committed to collaborate with as many local filmmakers and artists as we can," shares Matthew.

Both Jared and Matthew played supporting characters on School of Humans Science Channel sitcom, *Stuff You Should Know*. Jared is currently playing the lead in Atlanta-based Praise Pictures' newest film, *Love Covers All*. Their oldest brother, Travis Young, can be seen this fall on ABC's *Resurrection* in a recurring role as Ray Dawson alongside Omar Epps and Kurtwood Smith. They also teamed up with White Flame Studios (Chance White) and Bug-Out Bag Productions (AFX Studios owner Andre Freitas) to produce a short film, *Devil at the Door*, based on the book, "Lights Out," by David Crawford.

In all, Brothers Young Productions has produced or co-produced four feature films and five children's DVD series as well as countless short films. What

started in 2007 with acquiring their first studio space in Marietta has culminated in several milestones. In 2011, along with White Flame Studio, they won the 48-hour film festival for *The Prince's Perfect Party* which went on to screen at the Cannes International Film Festival. In 2012, they combined forces with Bug-Out Bag Productions to win the 24-hour film race, placing fifth for their short *The Boy and The Bard*. They also co-wrote Whisper Production's *The Core of Cassidy*, which won best picture in the 72-hour film competition.



The Brothers Young

HIGH PERFORMANCE

SCRIPTED FOR TELEVISION

Benjamin Tincher

Producer, Editor, Co-Founder, Creative Technician—C-Mont Productions
C-MontProductions.com



See Ben Shoot

"I'm really excited about the direction of the industry here in Atlanta. It seems to be growing very rapidly; not only on the film and television front, but also the amount of digital media being produced in Georgia is incredible. I trust that I'm in the right place at the right time to partner with amazing artists and creators, to build a vibrant and profitable business." Exciting words from Benjamin Tincher, currently pursuing his Bachelor's in Television Producing at SCAD-Atlanta, a degree very few people even know exists because it's such a new program, and most other college programs are either focused on technical curriculum or communication degrees.

With a job at the Weather Channel to boot, this Portland native is happy to have found his place in the universe in the industry of digital media production with the founding of C-Mont Productions, LLC. Tincher has previously worked with and volunteered for quite a few different productions, from live events like TedxPeachtree where he was invited to be a cameraman, to shooting a few music videos and live concerts.

Tincher has also worked on the post production of a television drama with a young writer, Nakia Caesh, and

the project has already gained interest from a network. Currently, C-Mont Productions works with "Vintage IN" to produce their fashion show video and interviews. Tincher is in talks with some local clients for video and archiving work and also considering project ideas. The company provides pre- through post-production services for corporate videos, live events and sports as well as production management and digital documentary services.

Building the digital workstations has been a personal highlight for him. "The second workstation is in the works, a Pro Tools-HD workstation, for audio recording (vocals and instruments) as well as ADR, for dialogue replacement. However, lately I have heard some really fascinating ideas for either comedy webisodes or dramatic digital cinema!" Tincher enjoys helping people tell their stories in compelling ways through visual mediums, coupled with his technological expertise and creativity.

A technically-minded television production aficionado, he focuses on how all elements of television, be it cameras or lights, work in conjunction with each other to bring together a wholesome viewing experience. Tincher prides himself on maintaining a knowledge base on a wide variety of technologies ranging from microphones to editing software and computer hardware and knowing about upcoming technology in the industry. His passion has developed and thrived at SCAD.

"I'm really excited to be free of school and those requirements so I can focus on some more humbling pursuits with some of the amazing connections I've made over my years at SCAD," he notes.

VIDEO GAME MOGUL

Marshall Seese, Jr.

Founder/CEO
Mowgli Games
MowgliGames.com

The first and only collaborative music creation game on Facebook, Songster, has been made possible by none other than Atlanta's own Mowgli Games. Founded by lawyer/musician turned technology entrepreneur Marshall Seese Jr., the company aims to connect people through social creation. With Songster, players have the unique ability to create something real with their friends, something that has value, by building songs with layers of instrument and vocal loops, and even creating their own melodies with just a flick of their fingers. Songster's unique game play experience not only keeps players engaged for the long term – a major issue in social gaming – but also encourages them to spread the word to their friends just as they would a new hit song.

"Songster proved that people who had no prior musical training could fall in love with making music. But what we didn't expect was to see users gravitate to more 'real world' game mechanics than the virtual world mechanics we had focused on. So after over a quarter-million songs made, we are porting our Songster users to our new product, MashupDJ, which focuses more heavily on making the music creation aspect even more fun and providing users with real-world game mechanics (i.e. plays, likes, followers, etc.) to drive user competition," comments Seese, who, in addition to his legal career, has launched a number of small busi-

nesses and is an experienced musician with a recording agreement through Backspace Records.

Mowgli has raised over \$4,000,000 in investment funding, making the company one of the most well-funded consumer technology start-ups in Atlanta. Mowgli is also the only remix app company with partnerships in place with all major record labels and music publishers. "We have focused heavily on building partnerships with all the major record labels and music partners. The folks at Warner, Sony and Universal have been incredibly supportive of us, and we look forward to helping them pioneer the social music revolution," Seese adds.

Along with colleagues Adam Kunz and Mike VanBeneden, Seese launched Mowgli in 2010 and raised \$550,000 from angel investors. The company is named after the protagonist in Rudyard Kipling's *The Jungle Book*. Plans going forward include promoting MashupDJ and building a core base of creators and consumers for community engagement. Seese points out, "Our core focus is MashupDJ. Available initially on iPad and web, it is a social music platform that allows fans to engage with their favorite artists and emerging musicians in an entirely new way." This unique creative bond forged between fans and artists inspires 'mashup DJs' to enthusiastically share and promote their mixes.

Driven by Mowgli Games' proprietary MASHER audio engine (used to power Songster), MashupDJ harmonically analyzes and syncs music to ensure that anyone can create professional quality mashups and mixes. "What I am most proud of at Mowgli is our bleeding-edge MASHER Audio Engine which makes incredibly complex music

creation simple. We're excited to see where our users will take MashupDJ—after all, we built it for them."

GAME DEVELOPMENT GURU

Burton Posey

Interactive and Game Designer and Developer—Addo Games
AddoGames.com



Fascination with computers and graphics from a young age lead to a love for Flash and the ability to quickly turn ideas into an interactive visual experience.

That romance has served Burton Posey well, presenting opportunities to grow in the interactive and games industry. Armed with a Bachelor's in Visual and Game Programming from the Art Institute of Atlanta, and a passion to entertain and inspire, Posey founded his independent game company, Addo Games, and developed his first title for the iPad—Robots Love Ice Cream (RLIC).

Addo is a Latin word that means to add. "I chose it because I hope that through our work we can add something to people's lives that's pretty positive and entertaining," says Posey. "It's got to be about the player having a great time and providing them opportunities to get lost in all that we've made for them. My aim is to build Addo Games into a company of character where our players know that they'll get something genuine, sincere and with a lot of heart in it."

In RLIC, users play the role of an ice cream truck driver defending the galaxy from robotic invaders by stuff-

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ing them with delicious weaponized ice cream treats until they explode with joy...because Robots Love Ice Cream! An original independent Unity 3D game, RLIC is defined by beautiful effects and exciting battles that make the player feel adventurous and heroic. The game is designed to be approachable for all ages with a focus on compelling and graphically rich experiences. "Using simple elements to evoke an emotional connection with the player is top priority," he points out.

An interactive and game developer for the past few years, Posey has worked on projects for television networks and major brands like Coca-Cola, Ford, Clorox and Yahoo. Currently, he is working on refining the game play mechanics of RLIC after feedback observed at PAX, a large game convention in Seattle. "Any work that isn't around RLIC is just me serving as a lone gun-for-hire developer, so I have been very fortunate to have a great network of friends and colleagues that have passed me work," he mentions. "The game engine we use, Unity, has a great marketplace for creative and programming assets—a good potential revenue stream to consider."

A successful Kickstarter effort in July 2011 raised more than \$18,000 in 30 days providing 105% funding for RLIC! This allowed Posey and his wife, Becca, to take the summer off from their consulting/independent contracting practices to bring RLIC to life. The funds helped get all the creative professionals required and to invest in software and other production tools for the creation of the game at the level of quality intended. A nine-member team comprising a creative director/production designer, three artists, two composers, and a sound designer are helping bring

RLIC to the gaming masses.

For the rest of 2013, Posey is focused on wrapping up the initial iPad release of the game before pursuing potential discussions with some of the leading industry platform holders (Google Play, Microsoft, Sony, and Nintendo) he had the opportunity to meet at PAX. "I regularly look to Nintendo and what they've done with Mario for how I'd like to see what we're doing grow and evolve."

APP DEVELOPER

Sean T. Williams

President
SEMADevelopment
SemaDevelopment.com

Who knew social good in the mobile world could be ignited with apps? Nonprofit SEMADevelopment is doing just that by creating entertaining mobile apps to raise funds for partnering 501(c)(3) organizations. The brainchild behind this effort is Sean T. Williams, a 2012 graduate in International Affairs from Georgia Tech. As a student, Williams collaborated with multiple professors to investigate global problems and was recognized for his research efforts with a first-place prize at the annual Undergraduate Research Symposium. "I learned how to dissect complex problems as a student of international affairs and communicate with people from radically different backgrounds to work towards a solution. This mirrors closely with my job as president of SEMADevelopment. Charities just don't have the resources to utilize mobile apps for fundraising."

SEMADevelopment establishes partnerships with student and amateur mobile app developers at hack-



Sean Williams

athons and universities across the country. Partners select the mobile app they wish to develop and the nonprofit they wish to benefit. SEMADevelopment invests in partner developers to promote the construction of quality mobile apps. Apps are launched on iTunes and Google Play from SEMADevelopment developer accounts and money raised. SEMADevelopment uses revenue generated from the sale of mobile apps to make monthly donations to partnering nonprofits. "I'm a big believer in advice from Joy Buolamwini, a fellow Georgia Tech entrepreneur, that success never happens in isolation," states Williams. "We value the support of Big Nerd Ranch and their generous donation to our mission early on. They gave us access to their Highgroove Offices in Atlanta to host our first Development Volunteer Day."

Currently, SEMADevelopment is working on StoryTap, a new story telling app where users can choose the chapter they want to go to next by solving puzzles, tapping phones, getting friends to send text messages, etc. This benefits youthSpark, Inc., formerly known as the Juvenile Justice Fund, a pioneer in the arena of combating child sex trafficking for more than ten years based at the Fulton County Juvenile Court in Atlanta. Another app, S.N.A.L.E., features a suite of assistive learning games for children with learning disabilities. SEMADevelopment is also working with some Georgia Tech senior computer science students to develop a charitable mobile app for

their Georgia Tech senior design course, as well as partnering with two Georgia Tech student organizations, GITMAD! and Humanitech to create mobile apps to raise funds for the charity of their choice.

Having recruited volunteers to partner with, SEMADevelopment is now focused on providing them with the resources needed to successfully develop quality mobile apps that can compete in the iTunes and Google Play markets. This means identifying the challenges each team faces; typically marketing, graphic design, legal questions, etc., and finding a way to deliver each team a solution to their challenges by hosting Developer Volunteer Days and recruiting help from the Atlanta community of amateurs and professionals who possess the skills their mobile app developers need. "I work with a team of staff members, all Georgia Tech students/alumni, some awesome mentors, and a great board of directors...I am only one small piece in what has made SEMADevelopment successful!"

ADVERTISING

Eric Foster

Associate Creative Director
Engauge
PhaseCreative.com

Eric Foster has called Atlanta home for a decade, the last year of which has witnessed his move to Engauge—one of the leading full-service marketing agencies for digital and social media, located in Midtown. As associate creative director here since October 2012, Foster specializes in print, branding and full-service, overseeing creative for UPS, Cisco, AMC Theatres and Global

Franchise Group, which includes brands like Great American Cookies and Marble Slab Creamery. For their digital advertising campaign for Calphalon, a 2013 Atlanta ADDY Award was in store with Foster working as the associate design director on that team.

"I like the people I work with," he says. "The culture at Engauge is great, makes my work worth it. I don't regret getting up in the morning." Originally from Michigan, Foster moved to Atlanta in 2003 after a brief stint in London circa 2000 where he studied, married and worked. On his personal design website PhaseCreative, his specializations are in web and print, having started out his career as a print designer, then shifting to advertising and eventually moving to digital, which has been his forte for 8-9 years now.

Earlier work includes three years doing design and development on all Turner Sports digital campaigns like NBA, PGA, NASCAR and even winning a Platinum Max Award as senior art director on an overall integrated marketing campaign, all digital, for the NCAA. He has won several other awards for his work but does not tout much of his accolades and recognition online. Foster undertakes consulting, freelancing and art direction for clients.

He notes, "Atlanta was already a powerhouse in digital work and now the advertising and marketing presence is continuing to grow. More Fortune 500 and 100 companies are here and getting local agencies to do their ad business. As a result, even big names in advertising have offices in Atlanta now, so there is lots of local involvement, and that's a good trend!"

article design—Randy Davis



LOW MILEAGE