



A group of commercial production industry veterans recently combined forces to form **Light of Day** (lightofday.tv). Seasoned Managing Director **Amy Taylor**, along with renowned Flame Artist **Colin Stackpole**, Smoke Artist **Josh Williams** and up-and-comer Managing Director **Charles Nordeen**, form the core of the visual effects company. Each are co-principals / founders of the studio.

Located in Manhattan's SoHo neighborhood, Light of Day's vision is to unleash a fresh and original aesthetic to the world of manipulated imagery. Amy Taylor comments,

"We are genre-agnostic and aim to bring sophisticated visual effects to any media endeavor, whether it's feature films, music videos, web projects or advertising campaigns. Our vision is to usher in a new 'light of day' on any project we engage, pushing traditional VFX aesthetics in new and groundbreaking ways."

Light of Day is off to a soaring start: the company recently generated VFX for a collaboration between pop star Justin Bieber and the charity organization Give Back Brands. Light of Day is also in the process of completing campaigns for Hugo Boss, UNICEF, John Varvatos, Comcast, Arby's, Miller Light, NY Lotto, Bank of America, and a new web series "The Ropes" Produce and Directed by Vin Diesel.

Charles Nordeen comments, "Our creative goal is to push the tradition of high-end VFX and animation work and create 'looks' that no one has ever seen before. Our arsenal of tools – which is second-to-none in the world – allows us to achieve that and includes Flame, Smoke, Softimage, Maya, PF Track, Lustre, Da Vinci, and Adobe Suite. With a true understanding of these, both technically and artistically, we will continue to create film that feels more like a piece of art instead of just another project off the assembly line."

Light of Day also features Ex-Pro Skateboarder / GFX / 3D artist and Lead Designer, Justin Barnes.

ABOUT LIGHT OF DAY

Founded in 2011, Light of Day is based in Manhattan, New York. A visual effects and animation studio serving the advertising, broadcast, music video and feature film industries, Light of Day specifically focuses on the advertising business. Light of Day creates a seamless workflow between high-end compositing and 3D, and generates photo-real and stylized looks for films, online media and TV commercials.