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Lucasfilm and Autodesk “Transform” Asia’s Motion Picture Industry

Artists in Singapore use Autodesk Digital Entertainment Creation Software to make blockbuster *Transformers: Dark of the Moon*

We are very proud of what our Singapore team has achieved with *Transformers 3*. By nurturing creative talent and using Autodesk’s Digital Entertainment Creation software, we’ve raised the bar for motion-picture production in Singapore.

—Xavier Nicolas
General Manager
Lucasfilm Singapore



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Introduction

In a world where motion picture production is becoming an increasingly complex art, Lucasfilm and Autodesk are breaking new ground in Singapore. Using Autodesk Digital Entertainment Creation (DEC) software, Lucasfilm Singapore is creating films with animation and visual effects that are thrilling audiences across the globe.

Digital artists must deliver increasingly immersive entertainment experiences for moviegoers, and this means creating more sophisticated and realistic visual sequences. The last five years have seen industry standards being redefined, from the resurgence of stereoscopic 3D to the breakthrough virtual moviemaking methods used by the team who made *Avatar*. To remain competitive in a global motion picture production landscape, staying ahead of the curve is key.

Once-in-a-lifetime opportunities for digital artists in Asia

For aspiring digital artists in Asia, being equipped with the right tools and skills to compete on a global playing field is essential, especially with international motion picture production outfits like Lucasfilm setting up shop in Asia and bringing in blockbuster projects.

The third installment in the *Transformers* franchise, *Dark of the Moon*, provided a rare opportunity for digital artists to create the “money shots” in one of this year’s most anticipated releases. The project was Lucasfilm Singapore’s largest to date, involving an international team of 156 people.

After working on the first movie in the *Transformers* franchise, Industrial Light & Magic (ILM) Singapore, Lucasfilm’s motion picture production arm, was able to take on a large share of the work in the third installment. Of the 575 shots ILM produced, 235 were done in Singapore, with local artists creating 19 of 36 sequences that made it into the movie – and they were delivered in stereoscopic 3D.

Many of the most memorable scenes from the film, including the stunning transformations of the Autobots from everyday automobiles into towering robotic marvels, as well as the detailed facial animations of the robots, were created by Singapore artists using Autodesk® Maya® software. One of the locally produced scenes, where Bumblebee flips to save Sam in the alley, even made it into the movie trailer.

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Enabling blockbuster production in Asia

"Here at Lucasfilm, it is very important for our artists to be equipped with the necessary tools and training to spearhead blockbuster film production in Asia, so that they can produce visual effects that are the gold-standard in the industry," said Xavier Nicolas, general manager of Lucasfilm Singapore.

With viewers around the world seeking more realistic and immersive entertainment, capabilities in 3D production are necessary for any serious industry player to be part of large Hollywood projects. Equipping the Lucasfilm production teams with the skills and the tools to lead the field helps local artists leapfrog the competition, so they can take on larger and more complex projects in future.

"We are very proud of what our Singapore team has achieved with *Transformers 3*. By nurturing creative talent and using Autodesk's Digital Entertainment Creation software, we've raised the bar for motion-picture production in Singapore," concluded Nicolas.

About Lucasfilm

Founded by George Lucas in 1971, Lucasfilm is the world's premier film and entertainment company, specializing in motion picture, television and multi-platform game production. Lucasfilm's work has thrilled audiences worldwide year after year. Their motion picture productions include three of the 20 biggest box office hits of all time, and have received 19 Oscars and over 60 Academy Award nominations, while their television projects have

won 12 Emmy Awards. Lucasfilm Singapore is the company's only office outside of the United States.

For more information about Autodesk Maya, visit www.autodesk.com/maya.

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