

## KEY TEAM MEMBERS

### Michela Ledwidge (Film-maker)

Michela Ledwidge is the artist directing this project and the originator of the idea. She is a film-maker with a unique background in technical architecture. She has been an interactive media producer since writing games for the Commodore 64 in the mid 80s. In January 1993 she set up the first web site in New South Wales, Australia and later that year set up the production company, thequality.com, now headquartered in London.

Michela has extensive experience directing projects encompassing film-making, publishing, broadcasting, commerce, music, and IT. Her work has included award-winning web sites such as the National Library of Australia, short films like the award-winning web3D short "Horses for Courses", and live performance. She is a singer and multi-instrumentalist. Her next gig will be on New Year's Eve 2003/2004 as a VJ at the Sydney Superdome (Olympic Stadium).

She is a member of the Web3D Consortium (setting standards for lightweight 3D graphics), the UK Cabinet Office's Special Interest Group on Open Source Software, and the BAFTA Interactive Entertainment Committee.

[michela@thequality.com](mailto:michela@thequality.com)

<http://thequality.com/people/michela/resume.html>

<http://www.google.com/search?hl=en&ie=UTF-8&oe=UTF-8&q=michela+ledwidge>

## REFERENCES

Lizzie Jackson

BBCi Communities Manager

+44 (0) 20 7557 3269

[lizzie.jackson@bbc.co.uk](mailto:lizzie.jackson@bbc.co.uk)

Frank Tiddeman

Technical Design Authority, Department of Trade and Industry

+44 (0) 7951 313 082

[francis.tiddeman@sbs.gsi.gov.uk](mailto:francis.tiddeman@sbs.gsi.gov.uk)

### **Damon O'Connell (Art Director)**

Damon O'Connell is a much-sought-after independent visual artist working in film and television ("Lost in Space", Bjork promo "Pagan Poetry", television graphics). His work has been shown on BBC, Channel 4, ITV, and Channel 5. He has also had work exhibited in the London Science Museum.

He started up Reelthing Animation in 1997 and has won various awards for his work including Design and Advertising (DNAD), YELL, and Web3D Art Prize at SIGGRAPH (Golden Lasso). He has created real-time 3D animation for thequality.com (Art Director on "Horses for Courses") and Toshiba.

Originally trained as a fine artist at Chelsea College of Art, Damon started Reelthing Animation in 1997. He has a reputation for bringing a different perspective to visual projects.

Damon is planning the re-mixable film production/post-production processes for achieving a cinema-quality aesthetic while retaining flexibility in the pipeline normally associated with games.

[damon@reelthing.org](mailto:damon@reelthing.org)  
<http://www.reelthing.org>

### **REFERENCES**

Mandy Cohen  
Production Manager  
Oxford Scientific Films  
45-49 Mortimer St London  
W1W 8HX  
+44 (0) 207 470 1329

Anthony Gambier-Parry  
Creative Director  
Denman Productions  
60 Mallard Place Strawberry Vale  
Twickenham  
TW1 4FR  
+44 (0) 208 913 461

### **Mike Roberts (Console Architect)**

Dr. Mike Roberts is a leading expert on next-generation entertainment systems, a key advisor to several Hollywood entertainment companies. His last role was working at Qube Software (founded by the creator of Microsoft DirectX) on content and optimisation for a new 3D graphics engine.

Dr. Roberts will be responsible for the console demo codebase broken down into the GROOVER (rhythm game), SWITCH (real-time audio/video/3D player) and FEEDER (input/output) modules of the DVD. He is currently responsible for prototyping GROOVER.

[mike@swirl.com](mailto:mike@swirl.com)

<http://swirl.com/>

### **REFEREES:**

Chenoa Smith  
President/CEO  
AestheticScience USA  
+1 310 309 3754  
[chenoa@aestheticscience.com](mailto:chenoa@aestheticscience.com)

Servan Keodjian  
CEO  
Qubesoft Inc  
[servan@qubesoft.com](mailto:servan@qubesoft.com)

### **Ann-Kristin Glenster (Script Editor/Producer)**

Ann Kristin is an award winning screenwriter who received the Geneva-Europe Prize for television in 2001. The same year she was also short-listed for the Euroscript competition. Ann Kristin has experience as a writer and script editor and has worked on projects for Filmhuset in Oslo, Norway, and for Petrouchka Films in Paris, France.

She has experience in development from the Wind Dancer Production Group in New York and from Media Finance International in Paris, France. She has worked as a dramaturg for the Polo Ralph Lauren Film Festival in New York and for various theatre productions. In addition to her experience in cinema, she has also an extensive background in theatre and has directed five stage plays in New York.

Ann Kristin teaches screenwriting at the London branch of the New York Film Academy. Her recent writing credits include “A Christmas Story” (short film) for Looking Glass Films, London; and “It’s a Lulu” (feature film) for Lulu Films, London.

Ann Kristin will manage script and story development in the early phases of the project with input into asset design processes and the run-time (i.e. DVD) story architecture. She will then assist with overall production.

+44 (0) 796 791 2648  
[akglenster@hotmail.com](mailto:akglenster@hotmail.com)

### **REFERENCES**

Noel Qualter  
Film Director  
+44 (0) 796761 5494  
+44 (0) 207 359 7325

Dr. Charlotte Crofts Senior Lecturer, Video Production South Bank University +44  
+44 (0) 2078155803  
+44 (0) 7973444659

## **KEY ADVISORS AND SUPPLIERS IN THE RE-MIXABLE FILM COMMUNITY (MODFILMS.NET)**

### **Archie Maddan (Legal Counsel)**

Archie Maddan is a barrister with a London chambers (1 Plowden Buildings, Temple) who acts as general legal counsel to thequality.com, pinpointing legal issues to consider for this project. Archie's background is general civil litigation and public law but increasingly he is involved with media and film finance law and has been working on several media capitalisation projects to that end.

[archiemaddan@oneplowden.fsnet.co.uk](mailto:archiemaddan@oneplowden.fsnet.co.uk)

### **Christine Coorey (Project Accountant)**

Christine Coorey is a qualified chartered accountant with over five years experience in the music industry. Christine recently left the independent label Cooking Vinyl to become a consultant. She is also the manager of UK punk band, The Dilaters. Christine's previous clients include Reuters and Credit Suisse First Boston.

[c\\_coorey@hotmail.com](mailto:c_coorey@hotmail.com)

### **Dorothy Crouch (Licensed publishing advisor)**

Dorothy Crouch was until recently the Warner Brothers Vice-President of Licensed Publishing, and manager director of DC Comics and MAD magazine. Dorothy first came into contact with the project in 1999 when BDE gave her the script for consideration (BDE was working with DC on a Superman series). Since leaving Warner, Dorothy is able to provide independent advice and leads for the project through her consultancy Dorothy Crouch International.

Dorothy has world-beating experience of the graphic novel, comics and interactive publishing industries. Her advice will be instrumental in securing a favourable deal for a graphic novel.

[drc@crouchintl.com](mailto:drc@crouchintl.com)

**Grant Dean (Games industry advisor)**

Grant Dean was recently appointed as Director of International Product Development for Midway Games, one of the world's leading interactive entertainment software publishers. Prior to joining Midway, Grant was Director of European Development for THQ and Executive Producer, Eidos Interactive. Grant has managed some of the most successful interactive brands of recent years including MotoGP, Who Wants to be a Millionaire?, Commandos and Deus Ex from developers as geographically diverse as Spain, USA and China. Despite his experience in entertainment software, Grant's roots were in television at the BBC. Grant is also Chair of the BAFTA Interactive Entertainment Committee and a member of the BAFTA Council.

He has contributed advice on the games publishing business, provided leads and contacts, and helped to validate the premise upon which this project is based.

[gmrdean@aol.com](mailto:gmrdean@aol.com)

**John Broomhall (Audio Producer)**

John Broomhall is the UK's leading audio producer for computer games with credits on over fifty released titles. His advice has been sought to ensure that the project takes full account of game industry developments, including the Pop Idol computer game, for which he is Audio Producer. It is likely that as the top audio consultant in the UK he will have other commitments at intermittent intervals for the duration of the project.

[john@johnbroomhall.co.uk](mailto:john@johnbroomhall.co.uk)  
<http://www.johnbroomhall.co.uk>

**Kam Memarzia (Graphics supervisor)**

Kam Memarzia is a trained architect and 3D visualisation consultant who most recently has been the graphics supervisor on the BBC2 series, Time Commanders, making headlines for its use of a real-time 3D graphics engine to re-enact historic battle scenes live in the studio.

[kam@memarzia.com](mailto:kam@memarzia.com)  
<http://kam.memarzia.com>

**Ken Thompson Marchesi (Assistant Director/Producer)**

Ken Thompson Marchesi has for the last three years been working in the film industry as an Assistant Director. Ken has worked on shoots in England, Spain and the US. His films have gone to the Cannes Film Festival, the New York Film Festival and other festivals.

**Klaude Thomas (Games producer)**

Klaude Thomas works for the leading games publisher SCi. Klaude was the co-author of a role-playing adventure "Goblins" (Steve Jackson Games, 1996) and most recently produced the "Futurama" game based on the hit TV show by Matt Groening.

Klaude has been advising on the mechanics of commercial games design and helping me to position the project for future games industry funding.

**Michael Eleftheriades (Panorama Consultant)**

Michael is the director of Media Synthesis – a media design, software development and systems integration company. Michael makes regular contributions to the design and computer press, has lectured on architecture and multimedia in Europe and the United State, and is a visiting critic at CUMIS, the Architectural Association and the NFTS.

While still in architectural training Michael pioneered a 3-D modelling program. He has taught at the National Film and Television School's production design department, working specifically with virtual sets. He is one of the UK's leading authorities on virtual and captured panoramic environments.

Michael will be our key advisor for the panoramic element of the core product.

### **Robert Bowerman (Technical Architect)**

Robert Bowerman is a highly experienced technical architect and project manager. He will be advising on the overall architecture of the project and contributing specialist AI expertise for the console product. His past clients include DTI, Deutsch Bank AG, British Airways, QXL, NatWest and Reuters.

Robert will also play a key role in building the online community as a vibrant personality and well-respected academic. He is currently completing a PhD in Artificial Intelligence at University College London on a leading-edge topic that is complementary to the re-mixable film experience (e.g. reasoning constructs for non-player characters).

Robert has published three computer textbooks, "Putting Expert Systems into Practice", "Engineering Workstations" and "The Software Revolution" and written over 20 published articles in MIS Week, Datamation, Machine Design, CAE, Interface Age and IEEE C G & A.

[robert\\_bowerman@yahoo.co.uk](mailto:robert_bowerman@yahoo.co.uk)

### **REFERENCES**

Kathy Bailey

[kathy.bailey@sbs.gsi.gov.uk](mailto:kathy.bailey@sbs.gsi.gov.uk)

Gareth Pearce

[Gareth.Pearce@db.com](mailto:Gareth.Pearce@db.com)

### **Simon Millgate (Artist)**

Simon Millgate is a classically trained oil painter, photographer and digital artist working predominantly with Photoshop, Illustrator and Flash. Simon will be producing concept art for the development phase and be a key contributor to the online community of re-mixing artists.

<http://www.simonmillgate.com>

<http://www.luminal.net>