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ONLINE NEWS

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MUSIC NOTES

Tony Shimkin of **Face The Music > NY** composed the original main title for *Driven*, VH1's series exploring the career paths of popular music icons. Shimkin's score-with a techno flavor-builds to a dramatic conclusion and evokes a contemporary style complimentary to work of the artists profiled in the show (Jennifer Lopez, Motley Crue, Christina Aguilera). Adam Joseph was executive producer on the project for Face The Music.

Austin, Texas, produced a :10 Gatorade ad for Grey, Mexico City. "Mango" introduces a new flavor of the beverage, and features a mango-laced up like a football-which is kicked off the screen by a Gatorade bottle which sweats from the exertion. Match Frame animator Jeff Stoyer used Softimage XSI on an NT workstation for both the pre-viz and animation for the spot.