

For immediate release:

**Justin Timberlake stars in Sauza 901 *Premium Remastered*, directed by Piccadilly Curtains**

**Strange Beast** director and animator, **Piccadilly Curtains**, has teamed up with Miami-based creative advertising agency La Comunidad and actor/musician Justin Timberlake to create an [online promo](#) using in-camera visual effects via projections for the new Sauza 901 Tequila.

La Comunidad came to Strange Beast with a brief to tell the story of the meeting of minds between Don Sauza, the founder of the brand, and Justin Timberlake, the creator of the new Sauza 901 Tequila. The overarching concept for the brief was 'Premium Remastered' - to bring the expertise and values of Sauza up to the present day - and the narrative centres on the conceit of Timberlake reading from Don Sauza's diary. La Comunidad asked for a fusion of the illustrative aesthetic of the 1800s and a modern twist, using in-camera projections to immerse Timberlake into this world.

Director Piccadilly Curtains was enthusiastic about the prospect from the outset: "Projections, illustration, alcohol and a superstar - what's not to like about a brief like that? I loved the idea of creating a very detailed, almost Victorian style of illustration and finding out how this would fit within a more modern aesthetic. By using traditional cel animation, but then projecting it in and around Justin during a live-action shoot, I feel we really nailed the theme of 'Premium Remastered'."

Piccadilly Curtains led a team of over 40 to create the content as a core group of animators toiled around the clock to prepare the material for projections on a tight schedule and the live-action department worked with the director to determine the best range of screen sizes and materials for the shoot. The final film captured almost everything in-camera. Of the working process Piccadilly Curtains says: "I wanted to create a single, installation-type space which was a real-world representation of an 'exploded' diary or book, with large screens representing the cover and an array of smaller page-like projection surfaces where Justin could literally become immersed in the knowledge and words contained within."

The collaborative process was one of the highlights of the production, explains Piccadilly Curtains: "Justin was instrumental in pulling this whole thing together on the day. He was a real joy to work with. Finding the right path both he and the camera should take around this world and hitting that balance between beautiful abstractions created by the projections and keeping the coherence of such a strong narrative script made for an exciting day."

You can view and download the film [here](#) and some stills are attached. Full credits can be found below.

**For press enquiries please contact [Joe Lancaster](#)**

**For [Strange Beast](#) enquiries, including new business, please contact [samok@strangebeast.tv](mailto:samok@strangebeast.tv) Tel: +44 (0)20 7462 0333**

**Credits**

PRODUCTION COMPANY	Strange Beast
DIRECTOR	Piccadilly Curtains
DESIGN / ILLUSTRATION	Barry Brunner, Sarah Orenstein
LIVE ACTION PRODUCER	Paul Middlemiss
POST PRODUCER	Mei-Ling Wong
EXECUTIVE PRODUCERS	Sam O'Keefe

## **La Comunidad**

CHIEF CREATIVE OFFICER	Jose Molla
CHIEF CREATIVE OFFICER	Joaquin Molla
MANAGING DIRECTOR	Luis Montero
VP OF INTEGRATED PRODUCTION	Laurie Malaga
GROUP CREATIVE DIRECTOR	Rodrigo Butori
SENIOR ART DIRECTOR	Chris Berry
ACCOUNT SUPERVISOR	Derek Channell

## **Post Production/ Animation Credits**

ART DIRECTION	Elliot Blanchard
DESIGN / ILLUSTRATION	Barry Brunner, Sarah Orenstein
ILLUSTRATION	Arthur Metcalf
CELL ANIMATION	Arthur Metcalf, Jules Guerin
2D ANIMATION	Paul Todero, Steven Lee, Arthur Metcalf
PREVIZ	Joshua Delaney
EDITOR	Maria Diakova
COLOUR CORRECTION	Matt Turner @ Absolute Post
FLAME	Dirk Greene
SOUND DESIGN / COMPOSITION	Cam Ballantyne @ Beatworms

## **Live-Action Credits**

PRODUCTION SUPERVISOR	Matthew Squires
ASST. PROD.SUPERVISOR	Kristi King
PRODUCTION ASSISTANTS	Whitney Jackson; Kyle Koromaldi; Glen Curtis; Patrick Quinn; Nick Portaro
DIRECTOR OF PHOTOGRAPHY	Tristan Sheridan
1st ASSISTANT CAMERA	Adam Cowan
STYLIST	Joseph Turla

## **About Piccadilly Curtains**

Piccadilly Curtains grew up amid the rolling underpasses of Stevenage, England. He creates work across interactive installations, live events, ceramics and sculptures, film and all manner of animation techniques.

As a director, his work is driven by beautiful design and bold concepts. As a creative director he has brought together teams of artists and led them to global success. Piccadilly Curtains partnered with UNKNOWN of Passion Raw in creating the launch of Burberry in Beijing.

Whether developing ideas with new technological techniques or directing the BBC One Christmas idents, he always brings creative excellence with a new perspective.

See more of Piccadilly Curtains' work [here](#)

## **About Strange Beast**

Strange Beast is a design-focused production company; a team of international directors and collaborators working across installation, live events, spatial design, animation and branding. We have a nimble and sophisticated approach to content creation; a perfect blend of experience and unseen talent combine to bring creative innovation to any project. We encourage our artists to explore their distinctive styles and inventiveness to offer you something unique. We're constantly evolving to stay ahead of our ever-changing surroundings, whether that be in the commercial, digital or art sectors.

The Strange Beast Studios are in London and we share studios with our Passion friends in New York & Paris. Strange Beast is led by Executive Producer Sam O'Keefe. Get in touch; we don't bite. Unless you want us to.

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