

## Chris Gotz to judge February's 'Best of Reel'

February sees the second release of the latest commercial spots in the easy-view monthly eReel, SA Film Reel.



Chris Gotz will judge this month's showcase, collated by [ididthatad.com](http://ididthatad.com), featuring the latest work by South African directors, editors, post-production crews, animators and sound studios.

He will be, "Looking, very simply, for stories well told. Simplicity trumps complexity every time for me. Craft needs to add to the idea in a significant way, not craft and beauty for its own sake, that's where we often fall down."

Following on from the success first monthly eReel, which came out in January 2014, Julie Maunder, founder of the SA film Reel and [Ididthatad.com](http://ididthatad.com) says, "We've had a positive response from the industry, which affirms our observation that this is the ideal moment to up-end the way we consume creativity. We're opening minds and putting the work into the hands of creatives, who are the ultimate decision-makers in our field."

For more information, go to [www.monthlyereel.com](http://www.monthlyereel.com).

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