

Producing the audiovisual goods for Loeries

A recommendation by Velocity Films executive producer, Peter Carr, saw Be Phat Motel Film Company approached early in 2008 to produce a series of visuals for this year's 30th anniversary Loerie Awards ceremony, specifically the six musical performances. Be Phat Motel is an up-and-coming collaboration between a number of young South African industry professionals.



Sunday night Loeries 2008: The Durban Philharmonic Orchestra with background visuals by Be Phat Motel. For more pics, go to gallery [\[Loeries\] Be Phat Motel produces the goods for Loeries 2008](#). Photo: Simone Puterman.

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The team jumped at the opportunity to experiment with a number of styles and techniques, enthused by the challenge of creating arresting visuals for the three massive on-stage screens (one of which was almost 25m wide), not to mention an audience with refined and particular tastes. Each video had completely different treatments and concepts.

"The Loeries pretty much consumed the first half of the year for us. It was a long production, but as a young company we learnt a lot, met a lot of great people, and in the end had a f*cking great time," Sean Drummond of Be Phat Motel told Bizcommunity.com.

"We were really happy with how it turned out, and couldn't have done it without the support of our partners. They deserve most of the credit for coming on board to support our vision. Thanks guys, and thanks Loeries for the opportunity."

Calibre and scale

Budgetary restraints were set aside in order to create something in line with the calibre and scale of the event. Partnerships were struck up with industry stalwarts Condor Post Production, Waterfront Studios, Media Film Services and Annie's Wardrobe to facilitate the sizeable affair, the resultant product reflecting far, far more than the modest budget allocated.

Spanning five days, the production took the Be Phat Motel team from a vacant West Coast desert location to the cosy confines of Waterfront's Stage 2, and culminated in an all-out dusk till dawn shoot in the heart of Parow Industria. Production was swiftly followed up by a post schedule which would have given any hardened editor a nose bleed.

Putting together six, three-screen, four-minute music videos was no small feat; thankfully, Condor's Grant Aerts was with the team every step of the way, putting the finishing touches on the job in Condor's new Flint Online suite. The six performances were:

- Ready D, featuring cheerleaders and break dancers
- The Parlotones
- Sonja Herholdt, remixed by Ready D
- The Durban Philharmonic Orchestra performing Beethoven's Ode to Joy [*not Die Stem* - editor]
- DJ Oskido featuring Tina
- The Tons, along with amazing trapeze artists and acrobats

Future projects

Following the completion of the Loeries job, Be Phat Motel has returned to development on its flagship international feature The Lambda Child, to which a top international actor has just been attached, as well as putting the finishing touches on a big budget music video project - on the low down for now.

Go to www.bephatmotel.com for [details](#), updates and other projects in the pipeline. See the [24.com video](#) as well.

For more:

- Gallery: [\[Loeries\] Be Phat Motel produces the goods for Loeries 2008](#)

For more, visit: <https://www.bizcommunity.com>