

Anderson, Gambogi Launch Production, VFX, Integrated Services Shop Creative Monster

WEST HOLLYWOOD, Calif., September 25, 2009, --- VFX supervisor/digital artist Grant Anderson and finance vet Bryan Gambogi have launched [Creative Monster Productions](#), billed as a full service house offering production, VFX and online integration services, with offices in West Hollywood and San Francisco.

The new venture already has turned out back-to-back broadcast projects for regional McDonald's via [Stern Advertising](#), Cleveland, and a three-spot viral campaign for WET, the new game developed by A2M for the Xbox 360 and PS3 platforms, out of agency [Ayzenberg](#), Pasadena, Calif. Jamie Sterba directed the McDonald's and WET fare.

Sterba, who had previously been repped by Toronto-based [Sparks](#), is now part of a Creative Monster directorial roster that also includes: Mike Goedecke, formerly of the now closed [Belief](#); Harry McCoy who comes over from [Picture Park](#), Boston; George Weiser, an accomplished DP who is moving into directing; and Peter Fuszard, formerly of [November Films](#), Pacific Palisades, Calif.

Goedecke is known as a visual storyteller who integrates VFX into many of his projects, including endeavors for Budweiser, Sony and Lexus. McCoy is a lifestyle director with a reel marked by real people and kids' performances. Wieser recently directed a spot for Hoover/Target. Fuszard has a reputation as an automotive and extreme sports director..

Instrumental in assembling the company roster was Creative Monster exec producer Scott Flor whose experience includes tenures at production houses Headquarters and Propaganda Films.

To offer additional resources as needed in production, VFX and web interactivity, respectively, Creative Monster has entered into non-exclusive partnerships with [Evil Eye Pictures](#) in San Francisco, [Identity FX](#) in L.A., and interactive production outfit [C3i3](#), also in S.F. Anderson, who will manage the process when dovetailing with these firms, recently served as stereoscopic DFX supervisor on *Cloudy With A Chance of Meatballs*, and CG supervisor on *Beowulf 3D*. He has also been a CG supervisor and digital artist on movies featuring VFX from [Sony Pictures Imageworks](#), including the *Spider-Man* trilogy, *The Matrix 2: Reloaded*, and *The Aviator*.

