

## News &amp; Features



Director/photographer Tim Damon has launched Square Planet.

## Damon Productions and Damon Live Action Merge to Form Square Planet

Director and photographer **Tim Damon** has combined his L.A.-based live action production company and print studio and is re-launching the combined entity as **Square Planet**. "Combining Damon Live Action and Damon Productions makes sense, as they've been providing integrated production to the advertising community for almost a decade," Damon explains.

Damon is joined on the Square Planet roster by fellow directors, cinematographers, and photographers **Scott McCullough**, Toshi Oku and **Doug Taub**. Both Oku and Taub have collaborated with Damon for more than fifteen years; McCullough is new to the fold, and brings to the company a collection of work for Budweiser, Coke, GMC, Nascar, Banana Republic, Porsche, and more.

The Square Planet moniker is derived from an understanding of today's marketplace, says Executive Producer **Caroline von Weyher**. "Whether it's TV, web or mobile, it's a four-cornered window. We bring tremendous resources to the integrated production of content for every screen."

Damon started shooting print, broadcast and web content nearly a decade ago for clients such as Boeing, Goodyear, Toyota, GM, **Nissan** and Honda. With his photographer's eye for framing, lensing and lighting, and a staggering collection of customized gear, Damon pioneered this integrated approach with clients long before it became the hot topic it is today.

"We're not the only company simplifying the process," von Weyher is quick to point out. "What distinguishes Square Planet is the actual experience we've had shooting multi-platform work over the past several years, and the fact that our artists are part of the company—they're here every day, not as part of the 'non-exclusive' relationships everyone is forming these days."

Square Planet recently wrapped a multi-platform **Chevy** project which included live action and CG for broadcast and web, as well as print executions, which Damon shot in-tandem with the live action. VFX studio Speedshape was brought in to help execute the CGI portion of the assignment.

"The Chevy project is a perfect example of the Square Planet dynamic," says von Weyher, who adds that it was Damon's fourth package for the brand in the past two years.

"I can't imagine that it's going to take long for new clients to appreciate the scope, value and turnkey capabilities Square Planet brings to the party," says Damon, who's currently shooting a multi-platform music video project for Tori Amos.