



For Immediate Release

Media Contact:

Johanna Burlingham

Visual Effects Society

310-822-9181 office / 310-498-7530 cell

Johanna@visualeffectssociety.com

VISUAL EFFECTS SOCIETY (VES) STARTS NEW YEAR WITH NEW LOGO

LOS ANGELES, Calif., January 3, 2005 – The Visual Effects Society has adopted a new logo, according to Eric Roth, VES Executive Director. Because VES has recently grown from approximately 900 members a year and half ago to almost 1,350 members today in 16 countries, the organization wanted to update its look to reflect the changing world it works in. "The goal was to create a dynamic and classic logo that shows the Visual Effects Society as continuously projecting new ideas out into the world," Roth said.

The VES Board of Directors mandated that a new logo be graphically clean, possess a timeless quality, look professional and be a mark that would be instantly recognizable as the symbol of VES. "This new logo will stand the test of time because it successfully responds to those mandates and will also be something all of our members can be proud of," added Roth.

The logo was created by the New York City studio Campagna Design whose high-profile clients include ICM Artists, Neiman Marcus and Warner Bros. Principal John Campagna was given the difficult task of creating a logo for an organization composed of over a thousand members whose own work includes designing visual effects for film, television, commercials, internet and games. "It was a huge design challenge and I think it'll serve the interests of VES for a long time to come," said Campagna.

VISUAL EFFECTS SOCIETY

The Visual Effects Society (VES) is a professional, honorary society dedicated to advancing the arts, sciences, and applications of visual effects and to improving the welfare of its members by providing professional enrichment and education, fostering community, and promoting industry recognition. The VES is the entertainment industry's only organization representing the full breadth of visual effects practitioners including artists, technologists, model makers, educators, studio leaders, supervisors, PR/marketing specialists and producers in all areas of entertainment from film, television and commercials to music videos and games. The VES strives to enrich and educate its own members and members of the entertainment community at large through a multitude of domestic and international events, screenings and programs.

CAMPAGNA DESIGN

Founded in 1993, Campagna Design is a New York City based design studio known for creating cutting-edge design in the areas of music, fashion and the arts as well as sophisticated approaches for the luxury goods and high-tech industries. Principal designer John Campagna is a member of Graphic Artists Guild. A portfolio is available at www.campagnadesign.com.

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