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SHOOT's New Cinematographers Showcase



Type: [News](#)

Category: [Feature Story](#)

Talent By The Dozen

December 15, 2006, ---

Great commercials are designed to capture and hold our attention with powerful imagery. The cinematographer plays a vital role, producing compelling and memorable images that can convey emotion and a message. Today's leading commercial DPs have mastered the visual language of cinematography and produce successful work with a combination of talent, skill, creativity and passion. With this in mind, SHOOT set out to help identify and cultivate the next generation of leading cinematographers. With its annual New Directors' Showcase firmly established, SHOOT launched its first [New Cinematographers' Showcase](#) this year to identify and showcase up-and-coming talent. The search began in early fall for cinematographers who have been shooting for fewer than three years and lensing commercials for fewer than two. Qualified participants were invited to submit their work for consideration. Submissions arrived from inspired individuals with a variety of backgrounds; some were students, others working professionals or photography enthusiasts. In its freshman year, SHOOT has selected a dozen aspiring DPs for its [2006 New Cinematographers' Showcase](#). The list includes Nelson Cragg, Max Goldman, Paul Good, **Adam David Meltzer**, Blake McClure, Bryan Newman, Michael Pescasio, Matthew Santo, Jonathan Sela, Jas Shelton, Noah David Smith and Mark Zibert. SHOOT applauds these artisans. The entries reflect the changing times, as several of these cinematographers have already experimented with new digital cinematography cameras, and some reveal that with new means of distribution and changing viewing habits, the advertising business is going through a significant transformation. When asked for some perspective, Richard Crudo, past president of the American Society of Cinematographers, says, "We have to be certain that working methods and disciplines endemic to shooting film are not lost in the transition to shooting digital. It's important for the present generation to imprint the value of this on the upcoming generation, whose responsibility it [will be] to carry it on." Submissions

consideration in SHOOT's New Cinematographers' Showcase included commercials, spec spots, cinema ads, branded content, music videos and features. SHOOT also invited aspiring cinematographers to enter alternate media fare including Webisodes, online spots, mobile content, in-game advertising and virals. Picture perfect work Highly prominent in the mix of selections this year were music videos, which displayed their DPs' creativity and range. Goldman's application included The Killers' clip "When You Were Young," directed by Anthony Mandler of Boxfresh, New York; and Sela was recognized on the strength of clips such as Christina Aguilera's "Ain't No Other Man," directed by Bryan Barber of Santa Monica-based FM Rocks. Santo's selections included Regina Spektor's "Fidelity" (Warner Bros. Records) directed by Marc Webb of Hollywood-based DNA. Blake McClure also joined the ranks thanks to music videos, including Jason Aldean's "Amarillo Sky" for Broken Bow Records, directed by Wes Edwards of Ruckus Films, Toronto. Furthermore, Smith's collection of work included Kate Spade's "Moving In On Sunday," a colorful branding clip helmed by Mary Boss of Washington Square Films, New York. Commercials of course also were prevalent in the selections. Zibert submitted "Rally Street," a :30 for Ford GFX via Young & Rubicam, Toronto (which he also directed), and Pescasio's reel included Ford "Police Chase," helmed by Brent Jones for Aero Film, Santa Monica. Honoree Jas Shelton was discovered through SHOOT's "The Best Work You May Never See" gallery for an ESPN spec spot called "Cockfight." The work was directed by Matt Fischman. Newman's work included an Apple/Intel spot, helmed by Josh & Xander of Santa Monica-based Tight. And Good's submission featured a Campari spec spot that he directed and lensed. Rounding out the New Cinematographers' Showcase reel are Cragg's entry, a clip from the feature Special, directed by Jeremy Passmore and Hal Baberman via Rival Films; and **Meltzer's trailer for the short film titled Rose, directed by Hoku Uchiyama (which was featured at the Hollywood Film Festival).** These selections may be viewed at www.shootonline.com/go/showcase. [Click here to see the New Cinematographers' Profiles and Spots!](#)



New Cinematographers Showcase 2006 Web Reel

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[Nelson Cragg](#)

[Max Goldman](#)

[Paul Good](#)

[Blake McClure](#)

[Adam David Meltzer](#)

[Bryan Newman](#)

[Michael Pescasio](#)

[Matthew Santo](#)

[Jonathan Sela](#)

[Jas Shelton](#)

[Noah David Smith](#)

[Mark Zibert](#)



Adam David Meltzer

Project Rose (trailer for short film)

How did you get interested in cinematography?In high school, I took a film and television media class. Our teacher encouraged us to take part in a national competition for an orange juice spot. My spot ended up winning second place, and from then on I never wavered off my path of becoming a DP. I went to undergrad film school at San Diego State and then received an MFA at Art Center College of Design in Pasadena. While at Art Center, I had the opportunity to work with some talented directors and shoot spots, music videos and narrative pieces. Since my Art Center days, I have been shooting a range of projects and am repped by the Jacob & Kole Agency.

Why do you want to shoot commercials?I love the fast pace and freedom that comes with shooting TV spots. The medium allows an exploration of styles that are not always appropriate for longer narrative formats. And, since there are only 30-60 seconds to tell the story, every shot counts. As a DP, I feel like it is vital to pay close attention to every detail...My job is to tell a story through visuals and capture the director's vision.

What is your most recent project?Konami Video Games, directed by Michael Chaves via Ayzenberg Group, Pasadena.



"Rose" (trailer for short film)

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To purchase a higher quality copy of the reel on DVD for \$29.95 (to cover dupe and shipping/handling costs) please [click here](#) or call Mike Morgera at 203-227-1699 ext 11.