

DNEG to ReDefine VFX services for rapidly growing markets

London, May 16, 2019: DNEG, the award-winning global visual effects (VFX), animation and stereo conversion business, has launched a new offering called ReDefine, to bridge the gap between the East and the West for creative services for film and “Over The Top” (OTT) content for streaming.

ReDefine will operate alongside DNEG, offering creative visual effects and animation services to expanding international markets such as China and India, as well as other global independent productions. It will bring local experience, top-end creative supervision and scale to these rapidly growing markets, while leveraging the benefits of access to DNEG’s market-leading technology infrastructure.

China is expected to surpass North America as the world’s largest theatrical movie market in the next few years, and demand for original OTT streaming content in India is growing rapidly, driven primarily by mobile broadband usage and lower data charges.

ReDefine’s work is being led by dedicated supervisory teams operating from London and Montréal, focusing on creative design and execution. ReDefine will be based in a brand-new studio facility in Mumbai, which will be home to more than 600 staff.

DNEG CEO, Namit Malhotra, said:

“As part of our vision to build a truly global organisation we are continuing to explore how we work with our partners, storytellers and content makers across the globe.

“Our clients’ needs and ways of working in areas such as China and India are often different to those of the Hollywood productions for which DNEG is honoured to have won four of the last five visual effects Oscars. ReDefine will provide an alternative approach, specifically tailored to the creative needs and working styles of non-Hollywood markets.

“We chose the name ReDefine because it reflects the way we will re-define how filmmaking services are provided to productions outside of Hollywood, with a purpose-built approach for each market. DNEG has founded its success on close creative collaboration with clients, and ReDefine is a logical next step to even better serve our partners around the world.”

Rohan Desai will lead ReDefine, with Nigel Denton-Howes (*Alita: Battle Angel*, *Mowgli*) as Creative Director and Nick King (*Thor: Ragnarok*, *Fantastic Beasts*) as Head of Production, both previously with VFX company Framestore.

Animation is also a key part of ReDefine’s offering, with Greg Gavanski heading the Animation team and John Harvey (*A Wizard’s Tale*, *LEGO Nexo Knights*) as Creative Director.

ReDefine already has projects in production, including the much anticipated *Brahmastra*, written and directed by Ayan Mukherjee, and starring Amitabh Bachchan, Ranbir Kapoor and Alia Bhatt. It is also working on a number of projects for the Chinese market, including *Liberation* for directors Xiaoyang Chang and Shaohong Li, *The Mermaid 2 (3D)*, the sequel to director Stephen Chow’s \$553 million-grossing original, and *Turandot* for director Xiaolong Zheng. Animation projects currently in production at ReDefine include *100% Wolf* and four other feature-length productions.

Talking about ReDefine’s work on *Brahmastra*, director Ayan Mukherjee said:

“The visual effects for *Brahmastra* will pioneer new techniques and processes that have not previously been seen in movies for the mainstream Indian film market. Having worked with DNEG, and now ReDefine, I know that together we are creating amazing visuals that reflect a quality and calibre that audiences have come to expect from big budget Hollywood films.

“I’m especially excited to work with ReDefine because it brings not only high-end technology and creative input, but also an in-depth knowledge and understanding of our local Bollywood culture and working-style.”