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Sampat_Shetty

CGTantra Operations



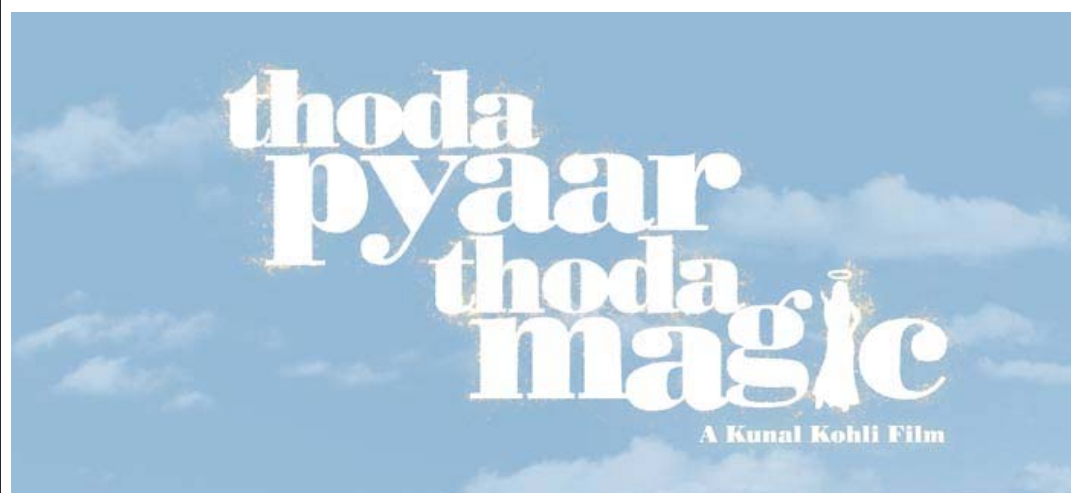
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EFX delivers Visual Effects for Thoda Pyar Thoda magic



EFX delivers Visual Effects for Thoda Pyar Thoda magic (TPTM)



EFX Prasad, one of the largest Digital Post Production Studios in India has executed more than 420 VFX shots for the movie 'Thoda Pyar Thoda magic'. This movie is co-produced and directed by Kunal Kohli, produced and distributed by Yash Raj films, Starring Rani Mukerji and Saif Ali Khan in lead roles. The movie loaded with creative VFX shots, is all set to capture the imagination of the audience.



The Visual effects for TPTM were supervised by Neil Cunningham from London. The project team of more than 60 specialists from EFX Prasad worked on this project to bring out technically striking VFX sequences.

There were lots of 3D modeling and animation done in this movie. The project also involved designing and building the concept of "Heaven". The complete 3D cloud environment set was designed and implemented by the team at EFX Prasad.

Various types of 3D models were made in the cloud environment that included a sofa and Cloud conference table. Other special features comprise of complete 3 Seasons change sequence, 3D set extensions as well as creating 3D animated characters like Dolphins, Dinosaur, Ninja Spiders, Sea Horses, Lobsters, and Seagulls. All these critical special effects shots were created and animated to merge with live action footage to add intensity to all images and shots in the movie.



Some of the complicated compositing shots involved Geeta (Rani Mukerji) walking along side Mahatma Gandhi in an old newsreel shot – with his arm around her – and Geeta cycling down to earth in a rainbow in-between clouds.

Kunal Kohli adds "This is the first time that I have tried wide-ranging Visual effects in my movies. TPTM involved exploring the fantasy world with children. I looked for someone who will understand my ideas and give me fresh perspectives. I was impressed with the visual effects work done for the film KRRISH by EFX Prasad. My movie involved plenty of effects, I approached EFX Prasad to supplement my ideas. We planned and story boarded the visual effects shots in the movie 4 to 6 months before shooting the film. Every detail was carefully evaluated. The film took around 85 days to shoot. "What I envisioned is what you can see on the screen. I am satisfied to see the end product well executed by EFX Prasad".



Neil Cunningham, the visual effects supervisor for the film added that "This project was a wonderful opportunity for EFX and me, because of the variety of visual effects that the film demanded. I knew TPTM would be an interesting project when I realised that we had to design and build heaven entirely in CG. The production had incredible imaginations, and we were called upon to create images that brought their ideas to life. All this was achieved in record time, and under pressure the guys were able to add creative ideas at every stage. I am extremely impressed and happy with the work done by EFX Prasad".

EFX Prasad also provided the Digital Intermediate service for 'Thoda Pyar Thoda Magic'. Prasad Film Labs made over 500 prints for 'Thoda Pyar Thoda Magic' for national and global distribution from the DI negatives.

COMPANY PROFILE

EFX, Prasad Corporation, is an integral part of the 50-year-old Prasad group, the largest film post-production company in India, currently managing world class professionals across state-of-the-art locations.

Headquartered at Chennai, EFX has full fledged post production facilities in Chennai, Hyderabad and Mumbai with overseas sales offices in Dubai, Singapore and Hollywood.

Please visit our website: www.efxmagic.com



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