



## morecareers

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## studiojobs

- Multimedia Artist & Producer *TATE, Inc.*
  - Various - FEATURE
- FILM *GlasgowAnimation & BilliProductions*
- HD Tape Operator Post Production 25/hour in *Technisource*
  - VIDEO EDITOR *AAFES*
  - Production Crew *Re-Def Productions*

## Five Questions with... director/producer Lee Scharfstein

December 11, 2008 Source: Studio Daily

Post your comments below



### 1. What are you working on today?

New business presentation and a top secret branding project.

### 2. What have you found is the best tool or innovation that has come out in the last year?

Twitter. Technically, it came out more than a year ago, but has fairly recently reached its tipping point in popularity – so I am counting it for this year.

### 3. The project (film, television, commercial or music video) that most impressed you in the last year? Why?

The crazy new virals for Diesel (Pete the Meat Puppet, I want Your Hair, and Dance Party created by Farfar & Legs. They're just so weird and disturbing and offbeat and I appreciate them on

many different levels.

A) Diesel as a brand has the courage to put brand messaging like that out there.

B) Boutique creative shops like Legs are getting these kinds of opportunities.

C) As de-sensitized as I sometimes feel like I've become, there's work out there that's able to make me cringe and squirm.

### 4. The best or favorite project that you worked on in the past year? And why?

Brand consulting and content production of original online content for The Economist. It was exciting for me to help usher such an established brand in the print space into the online world where we're walking that fine line between journalism and marketing. It's been a year-plus long project with a lot of interesting challenges.

### 5. Name the top 4 artists on your iPod?

Elbow

Calexico

Mudcrutch

Laurie Berkner (for my 8-month-old daughter) – at least, these are the four who've been getting the most playtime...