



For Immediate Release
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Industrial Light & Magic Turns to Luxology modo for Creative Concept Development

Efficiency Flourishes in ILM's Art Department as 2D Artists Continue to Embrace a 3D Workflow

SIGGRAPH, Los Angeles, Calif. – July 28, 2010 – From taking 2D reference art and concept sketches into 3D, to creating the “look” of some of today’s most technologically advanced feature films, the Art Department at San Francisco-based [Industrial Light & Magic](#) (ILM), a division of [Lucasfilm Ltd.](#), is pioneering the evolution of the concept development process. As more artists move toward a 3D workflow, ILM’s Art Department is utilizing the powerful visualization tools in Luxology’s 3D modeling and rendering software, [modo](#), to increase speed, flexibility and efficiency.

"Our clients rely on the ILM art department to create world-class concept art and design for their films. To generate that type of work we utilize best-of-breed tools, and modo is turning out to be a terrific 3D tool for the team," noted Richard Kerris, CTO at Lucasfilm Ltd. "modo is playing a key role in how certain looks and concepts are best created and it has earned its place in our toolset."

ILM has set the industry standard for visual effects and has contributed to some of the most influential and groundbreaking films of the last 35 years. Working alongside a full complement of professional tools, 3D concept art developed in modo has played a key role in a number of recent projects including *Confessions of a Shopaholic* and *Iron Man 2*.

"Using modo and producing concept art in 3D has been a huge asset to our department," said David Nakabayashi, creative director at ILM. "Our 2D images are invaluable communication tools, but 3D visualization really takes creativity to the next level and brings a whole new dimension to our work."

The talented artists in the Art Department at ILM are responsible for the technical 3D aspects needed to create the artistic feel of an entire film ranging from small details, such as how a

creature's skin will look, to the creation of an actual character, vehicle or environment. With the scale and complexity of modern production, an efficient workflow is key to getting projects done quickly. Using modo 401's modeling, painting and rendering tools, artists can efficiently iterate on a concept and provide a filmmaker with multiple options to best capture their vision.

In addition to leveraging modo's speed, the ILM Art Department has also been able to add a new dimension to a process that was fundamentally rooted in 2D imagery. 3D concept art can be incorporated into the company's production pipeline as modo geometry and renderings created for artistic reference can readily be prepped for production.

About modo

modo is an innovative 3D modeling, painting and rendering software designed to accelerate the creation of world-class models, associated color and normal maps, and ultra high-quality renderings. modo's modern workflow and advanced toolset easily deliver enhanced productivity for 3D artists working in design visualization, package design, game development, film visual effects, video production and graphic arts. A favorite tool among many designers and artists, modo's innovative toolset offers one of the fastest paths to content creation on the PC and Mac.

About Luxology

Based in Mountain View, Calif., Luxology® LLC is an independent technology company developing next-generation 3D content creation software that enhances productivity via artist-friendly tools powered by a modern underlying architecture called Nexus®. Founded in 2002 by Allen Hastings, Stuart Ferguson and Brad Peebler, Luxology is home to some of the top 3D engineering expertise in the industry. More information on the company, its licensable Nexus technology, its flagship product modo® and a gallery of artists' images from the active modo community is available online at www.luxology.com~~http://www.luxology.com~~.

About ILM

Industrial Light & Magic is a Lucasfilm Ltd. company serving the digital needs of the entertainment industry for visual effects. ILM has been awarded 15 Academy Awards® for Best Visual Effects and received 23 Scientific and Technical Achievement Awards from the Academy of Motion Picture Arts and Sciences.

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