

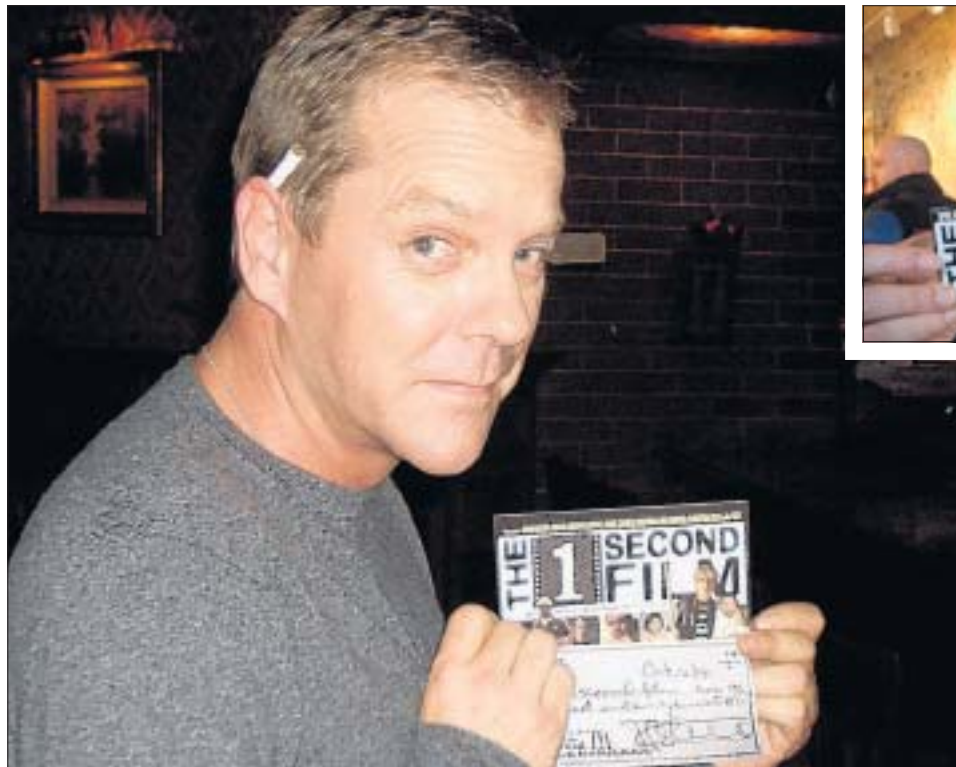
# Behind The Idea



> Links in the creative chain

Metro has joined forces with D&AD, the organisation behind the Oscars of the advertising world, to bring you the latest ideas in advertising and design, as chosen by the experts. It could be a TV commercial that is better than the programmes. Or maybe an iconic laptop you just have to get your hands on or a website you actually want to spend time on. Even the design of the coins in your pocket could feature. You'll find it here, every Tuesday...

For more details, visit [www.dandad.org/metro](http://www.dandad.org/metro)



Top billing: Kiefer Sutherland (left) and Steve Coogan (top) will be on the credits for The 1 Second Film, an animation of 12 giant paintings

## > In the frame for recognition



The Noughties are no more, but it was a decade of huge change in advertising and design. D&AD Black Pencils have been awarded to everything from the National Gallery's Grand Tour, by The Partners, in 2008 (pictured above), to Levi's 2002 Twist advert, by BBH (below). The digital world was awarded its first Black Pencil for ground-breaking creativity in 2006 and since then, the industry 'rules' have been entirely rewritten.

Visit [www.dandad.org/metro](http://www.dandad.org/metro) to see the past ten years of Black Pencils for creative work that's moved the goalposts permanently



D&AD rewards the people behind the best advertising and design in the world

# Blink and you'll miss a star-studded movie

**Damon Collins** is executive creative director at agency Rainey Kelly Campbell Roalfe/Y&R, well known for its recent work for Marks & Spencer fronted by Twiggy

Collins is in awe of the 'biggest shortest film ever made'. The 1 Second Film comprises (surprise) one second of film made up of 24 frames of animation. About 90 minutes of credits will follow. Sounds like a raw deal? This is actually your chance to become part of the film industry and be credited side by side with some of the biggest names in showbiz. And the credits will include a feature-length 'making-of' documentary.

Anyone can sign up as 'crew' for free at [www.the1secondfilm.com](http://www.the1secondfilm.com), but the more ambitious may want to contribute \$1 (about 60p) to earn an associate producer credit. Ten dollars makes you a producer alongside Spike Jonze and \$100 or

more launches you in to the heady heights of executive producer status with Kiefer Sutherland.

Producer number 970 is Steve Coogan. 'I met Steve in the press office at the Sundance Film Festival, which I somehow managed to sneak into,' says the film's director, Nirvan Mullick. 'Minutes before Steve joined our crew, I sold Pierce Brosnan a \$10 producer credit.' That was all the motivation Coogan needed to bump up from an associate producer.

The film is being funded entirely by donations and any profit will support the Global Fund For Women. Almost 12,000 people from 72 countries have donated money so far. This is the first project for the Collaboration Foundation, a non-profit organisation whose



Damon Collins



Persuasive: Film director Nirvan Mullick

mission is to bring people together to create collaborative art.

'This is a brilliant idea – a platform for global collaboration,' says Collins. 'The internet is arguably the most powerful entity on the planet. One reason is its potential to harness the world's population to come together to do incredible things.'

The 1 Second Film is possible thanks to the kind of 'collaborative philanthropic power' that has made a success of tools such as BOINC, which enables users to make their internet-connected computers available for research projects during down time.

Collins thinks The 1 Second Film draws people together in an imaginative way. 'Not only does it demonstrate our universal desire for creative expression but also our desire to be part of something big and special and global that could actually make a difference,' he explains.

An updated website should be launched this month, which, Mullick says, 'will simplify our crew's ability to participate and take the design and concept much closer to our final goal'.

To give your opinion, go to [www.dandad.org/metro](http://www.dandad.org/metro)