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Prasad EFX creates one of the busiest shopping areas in Tamilnadu for 'Angadi Theru'

07 June 2010 04:55 PM

BY ANIMATIONXPRESS.COM TEAM

Prasad EFX has delivered VFX for the film 'Angadi Theru' creating the busiest shopping areas in Chennai in 3D. Chennai's T.Nagar Renganathan Street is easily the busiest street with one of the highest density of floating population. And when director Vasantha Balan wanted a scene set in this location the obvious answer was CG and Prasad EFX. The efforts required to make it look realistic was phenomenal and a lot of location analysis and understanding were required.

A team of artists from Prasad EFX immediately rolled into action to record and document the aspects of the packed street which is a heaven for shoppers and the result was that the viewers were left wondering how such a scene could be shot in this location by day.

Tribute is due to the perfect understanding of the VFX domain by Director Vasantha Balan and the DoP Richard, without which this would not have been possible. The Prasad EFX shoot co-ordination team and the Quality Control team played a vital role and deserve special mention in this interesting project.

Renganathan Street Sequence - Set Extension, 3D Modeling, Compositing
The set was created for 4 shops. It was extended to the whole street. The shots were Match Moved using the information taken from the shooting location.

Before:

After:

Before:

After

After 2

After 3

Model

Angadi Theru directed by Vasantha Balan and produced by Ayngaran International has proved to be a hit and the scope of work included animation, 3D-tracking, digital matte backgrounds and compositing sequences. The Street Bazaar sequence is a must see, involving some of the most complicated 3D shots & graphics.

Glass Sequence:

Before:

After

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