

Inside VFX: An Insider's View Into The Visual Effects And Film Business

By Pierre Grage

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So you think you understand the film and VFX world? Think again! This book will turn everything you know on its head. Pierre Grage is a senior visual effects professional, who has worked on numerous blockbuster films including Avatar, Harry Potter 5 and Pacific Rim. In this book he lifts the lid on the multi-million dollar secrets of filmmaking and special effects.

Prepare to discover:

- The untold history of digital VFX
- What Hollywood's real business model looks like
- The true costs of movies and visual effects (you'll be shocked!)
- Why evermore blockbuster movies are turning into box office failures
- How the visual effects business turned from boom into bust
- If Asia is set to take over the filmmaking industry
- How the VFX industry really looks from the inside
- An in-depth investigation on the current challenges of the film and VFX industry
- Where the future of entertainment is heading

And much, much more.

Based on 10 years of research by working among the best, Pierre Grage describes in uncompromising detail how today's film business is facing its biggest challenges since the invention of TV. **After reading Inside VFX you will never think of the movie and visual effects industry in the same way.**

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Editorial Review

Review
"Grage shines a light on just why and how the movie business and the VFX "business" are so royally screwed up. This book, with its statistical analysis and commonsense approach, fully encapsulates the problems. It should be a primer for every student of VFX or animation, a must-read for anyone who works in the industry and, in fact, should be mandatory for every studio executive who might be "looking to put (yet another) VFX studio out of business."
SCOTT ROSS --Co-Founder of Digital Domain and former CEO of Industrial Light & Magic, Sr VP Lucasfilm Ltd.

"Inside VFX is a must-read for anyone interested in the film and VFX business. The amount of information Pierre Grage uncovers is groundbreaking. This is the one and only book about the film and VFX industry you need to read."
MICHAEL PANGRAZIO --Co-Founder of Matte World Digital & Art Director for Weta Digital Ltd.

"Over the past 30 years, digital visual effects has changed the art and science of making films. *Inside VFX* gives you the whole story and it's brutally honest. A must-read - not only but especially if you are working in the film and VFX industry."

KIM DAVIDSON -- Co-Founder & CEO of Side Effects Software

"This book is an essential read for all artists, to understand how the VFX industry works so we can make a bigger impact and a bigger success within our careers. I thoroughly recommend *Inside VFX* as an essential resource for all VFX artists to both educate and adapt, to survive the ever changing VFX industry"
ALLAN McKAY -- VFX Supervisor

"Inside VFX is an eye-opener because it isn't about how to get into that world or a book about the mechanics of applying processes, this book is about how the movie industry works and just why they are made. What the book does is to teach us not only how important the world of VFX is, but also how things need to change in the industry."
PAUL METCALF --Editor from Pissedoffgeek.com

About the Author
Pierre Grage is a senior visual effects professional with a degree in economics. His specialisation in digital special effects for feature films has enabled him to live and work in Europe, New Zealand, Australia and South East Asia. He has held CG artist positions with leading visual effects houses, including Industrial Light & Magic, Weta Digital, Double Negative and Animal Logic. His work can be seen in films like Avatar, Pacific Rim, Sucker Punch and Harry Potter and the Order of the Phoenix.

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