

# Gemini Award winning C.O.R.E. produces visual effects and animation for both the small and silver screens

*Co-founded by William Shatner in 1994, Toronto, Ontario-based C.O.R.E. has grown to encompass four divisions and has a scalable crew of up to 400 creative professionals*

## Fast facts

In 1994 William Shatner, best known for his portrayal of Captain James T. Kirk on *Star Trek*, joined Sheridan College graduates Bob Munroe, John Mariella and Kyle Menzies to co-found C.O.R.E. Digital Pictures Inc. Built on the idea that a studio designed by artists for artists would promote the best creative environment, the Toronto-based company creates digital visual effects and animation for feature film and television.

## Why Ontario

In 1997 the Government of Ontario created OCASE: Ontario Computer Animation and Special Effects Tax Credit. OCASE is calculated as 20% of the eligible Ontario labour expenditures and can be claimed by animation and visual effects companies such as C.O.R.E., in addition to post-production companies and film and television production companies.

## Business advantage

At the 2008 Gemini Awards, the annual television broadcasting industry awards in Canada, C.O.R.E. was awarded the "Best Visual Effects" honour for *The Tudors: Season 1*, a Showtime Network mini-series. C.O.R.E. also completed animation for *Chops Socky Chooks*, the 2008 Gemini Award winner for "Best Animated Program or Series" co-produced by Decode Entertainment Inc. and Aardman Animation Ltd.

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Highly refined pipelines, talented staff, experienced directors and supervisors enable the company to produce award winning visual effects and animation with exceptional efficiency. Over the past 15 years the studio has attracted some of the industry's top talent and has established four divisions: C.O.R.E. Visual Effects, C.O.R.E. Toons, C.O.R.E. Film Productions and C.O.R.E. Feature Animation.

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OCASE provides a clear incentive for bringing work to Ontario studios such as C.O.R.E. and as Ron Estey, President of C.O.R.E., points out "Tax credits are a fundamental part of the business." While

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the creation and implementation of OCASE in 1997 was a significant step in supporting the vitality of the computer animation and visual effects industry in Ontario, organizations such as the Computer Animation Society of Ontario (CASO) continue to work alongside the government to enhance this credit and ensure it continues to provide the competitive advantage for which it was designed.

### **Business advantage**

The computer animation and visual effects industry has become a mainstay for film and television production. "There is virtually no major feature film done today that

doesn't have visual effects," said Estey. While the demands within the industry grow, as tighter budgets and shorter deadlines require companies to produce creative cost-effective strategies without compromising quality, C.O.R.E. continues to be a major player in Ontario computer animation and visual effects.

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### **Future growth plans**

To further extend its presence in the feature animation market, C.O.R.E. has announced a producing partnership with Los Angeles, California-based Radar Pictures, producer of films such as *The Last Samurai*, *The Chronicles Of Riddick* and *Runaway Bride*.

At present there are several productions up and running at C.O.R.E. Digital Pictures. C.O.R.E.Toons – the series animation division of C.O.R.E. Digital Pictures – is currently in production on the animated television series *Planet Sheen*, a spin-off of the popular *Jimmy Neutron* series, for Nickelodeon/Omaton.

The studio's visual effects division is in production on the Copperheart Entertainment Inc. and Gaumont co-production *Splice*, directed by Vincenzo Natali and is wrapping up production on Season 3 of Showtime's *The Tudors*.

### **Contact information**

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