

MEDIA RELEASE – ADM SHOW 2010: DIGITAL ANIMATION SCREENING

The NTU - School of Art, Design & Media proudly presents “*ADM Show 2010*”. Following last year’s highly successful graduation show, the school is proud to present to Singapore & the world our 2010 cohort of graduates. Culminating from four years of rigorous study, the ADM Show marks the transformation of these special young people from university graduates to professional artists and designers.

Spanning six diverse majors, the *ADM Show 2010* is a showcase of graduating students’ final year projects and encompasses Digital Animation, Digital Filmmaking, Interactive Media, Photography & Digital Imaging, Product Design and Visual Communication. The show not only demonstrates students’ accomplishments, it is instrumental in showing the world at large that these newly minted professionals are already on the path towards flourishing and successful careers.

The *ADM Show 2010* is a convergence of students’ imaginations, creativity, sensitivity & intelligence. With refined skill and concentrated determination, students have conceptualized their unique dreams to life and therein their hopes to make the world a better place. Inspired by our iconic green building and lush garden city, exhibits on show include works based on sustainability, societal issues and the complex relationships between people and places. Amusing and inventive, the works are a collective revelation of the human condition and are testaments to the NTU-School of Art, Design & Media’s unique nurturing role in the creative community here.

As part of the official ADM Show in July, NTU’s Digital Animation and Digital Film-making graduates will debut a satellite show screening of 21 animation films & 9 short films at *Cinematheque* on 23 June and the Gallery Theater on 24 June at the *National Museum of Singapore*.

Created as part of their thesis, the films incorporate varied animation and film-making techniques including 2D computer and traditional, CG, mixed media and digital film-making methods among others. The result is an eclectic mix animation and film with ideas & themes encompassing drama, light comedy and dark visions of the future. The Animation screening runs approximately for 70 minutes, while the film screening runs for 2.5 hrs with a reception provided for all guests.

For more information on the ADM Show, please visit the *ADM Show 2010* website at: www.admgradshow.com/2010