

## shots cutting-edge advertising and creativity worldwide

shots III	showcase	new directors	music videos	country focus	short films
news	upload work	subscribe	makings of	shots idents	shots archive

**NEWS IN BRIEF** 03 December 2008

**FilmAid screens Slumdog Millionaire; Cannes Lions T-shirt comp; Short film Addiction; harold group launches in New York; Concrete Post changes hands; Stock exhibition at ROOM gallery; Toronto Advertising Week; D&AD's Super Pencil Stunt.**

FilmAid International will be hosting a screening of Danny Boyle's latest feature Slumdog Millionaire next Wednesday December 10 at BAFTA, with an introduction by the director. All proceeds will be used in response to recent events in the Democratic Republic of Congo and to support the charity's programmes in Africa, so for your ticket please email [philippa@roguefilms.co.uk](mailto:philippa@roguefilms.co.uk).

Cannes Lions have teamed up with retailers Uniqlo to announce a T-shirt design competition for the 2009 festival. Entrants have until December 21 to submit their designs for the Cannes Lions T-Shirt Grand Prix - the winning design will be distributed at the event, while 10 others will be sold across Uniqlo outlets. Visit the competition [website](#) for more details.

Movie fans with short attention spans rejoice. A new short film channel, **ShortsTV** has launched in the UK. And communications agency Addiction has created all of the channel's on-air branding. Martin Delamere, creative director at Addiction explains that they wanted to go for a handmade feel to reflect the spirit of independent filmmaking.

A new creative company, harold group, has launched in New York. Headed up by director/producer Lee Scharfstein, the company will carry out the roles of agency and production company, while also still working alongside advertising agencies. With four other creative directors/directors on board, one of the company's first clients is The Economist. For more details visit the [website](#).

Concrete Post Production in London has announced a new ownership and management structure. Ex-director David Cox has taken over control of the lease, and the company will continue to operate under the Concrete label, with board appointments announced over the coming weeks.

London art gallery ROOM will be hosting an exhibition in January called Stock. Featuring photographer's Ollie Harrop and Billy Macrae, the show will document two communities living on the fringes of society in London. For more info click [here](#).

If you're on the streets of Toronto over the next two days, keep your eyes peeled for some interesting street hustlers promoting Conference Day, a major event during Canada's inaugural Advertising Week 2009. Three live stunts featuring a "human statue", "card shark" and "replica watch seller" are appearing in high-density areas where agencies and marketers are located. The characters are posing as unemployed industry execs that have had to resort to other sources of income because they missed Conference Day, dubbed Advertising in the Age of Creativity.