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Spot Vet Tony Harding Opens T.H.E.M.

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NEW YORK, January 12, 2007, --- Veteran executive producer Tony Harding has launched Tony Harding Entertainment Media (T.H.E.M.), a New York-based commercial production house with a directorial roster consisting of Elisson Burgos (a.k.a. Fred), Zoe Green, Jim Tozzi, Lawrence Jacomelli and Michael Uys.

Harding will continue to maintain Kandokid, a New York shop he opened in 2003 with partner/director Jeff Kennedy to facilitate a large branded content package for McDonald's. Many of the T.H.E.M. helmers are affiliated with Kandokid for long-form projects.

Harding continues as Kandokid's managing partner/exec producer; the company is currently in production on a series for VH1 tentatively titled Man Band.

With Kandokid active in long-form assignments, Harding felt the need to also maintain a firm focused on commercials, leading to his forming T.H.E.M. Harding has a commercialmaking pedigree.

As executive producer for such New York shops as Conspiracy and Big Picture, he presided over work for Reebok and Burger King, among other clients. Harding additionally has experience in the production of promos (for HBO, Showtime, NBC, ABC) and music videos (Mariah Carey, the RZA).

Directors

Burgos' industry roots are in agency creative soil; his last position was as senior VP/group creative director at Arnold Worldwide before he decided to make the transition to directing full time. Among his helming credits are spots for Merck and STIHL power tools, the latter being produced through Kandokid.

Green cut her teeth directing theatre at Cambridge University. She later wrote and directed the period short film Daisy Go Home. Currently residing in Hollywood, Green is a writer on Marvel Studios' upcoming Wolverine, and directed the upcoming feature documentary The Rough Ride. She recently directed three spec commercials, shot by feature DP Bobby Bukowski.

Tozzi's spot helming credits span such accounts as Kelloggs Rice Krispie Treats, Mattel and Dannon. He is also well known as the puppet and animation designer for MTV2's series Wonder Showzen.

Jacomelli also has an extensive spot directing track record, with work for Orange, Ikea, Fila, Swatch, Carlsberg, Knorr and Toyota to his credit. He is repped by Great Guns in the U.K. and by JSA across the rest of Europe.

And Uys' experience encompasses commercials, promos and feature documentaries (Riding the Rails,



Tony Harding

based prod specializes in corporate film/video
www.spotcreative.com

which earned Peabody and Directors Guild of America Award distinction). He is currently working on The Good Soldier, a feature-length documentary that tells the stories of five American soldiers from different wars (World War II, Vietnam, Iraq) as they enlist, go into battle and change their minds about war. Earlier in his career Uys was partnered in New York house Optic Nerve through which he helmed spots.

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