



## **Motion City winning praise, clients**

Leamington studio focused on affordable quality

**Dave Hall**  
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CREDIT: Scott Webster, The Windsor Star  
Dave Ross, left, and Brian Langeman run Motion City Studios in Kingsville. Ross is the director/editor while Langeman is the director of photography and visual effects.

Tucked away in a small industrial subdivision on the outskirts of Kingsville, three film and video producers are quietly making a name for themselves after less than a year in business.

Brian Langeman and Dave Ross, who handle the production side of the business, and Bill Reilly, who handles sales, operate Motion City Studios, which has already won a pair of awards for commercials and promotional videos.

The company recently won an award for its 30-second commercial for the 2009 Windsor International Air Show in the International Council of Air Shows marketing competition.

And, prior to that, Motion City was named winner of a national competition for its commercial for Post-It Notes.

"It's been encouraging and gratifying that we've gained a little recognition for our work so far," said Ross. "It will help open some doors, hopefully, and lead us to more clients."

Ross and Langeman first collaborated four years ago on a film project entitled *Driving Sideways*, which Ross co-wrote with Will Friesen.

Filmed in the Wheatley and Leamington area, the comedy sold out two nights at the Star Theatre in Leamington.

"Once we did that, we decided to collaborate on some music videos and other projects and then decided to go into business together rather than doing it all basically for free," said Langeman.

Armed with an infusion of seed money from Langeman's father Gary, whose industrial building the company now occupies, the pair set up shop about a year ago and have already built a small client base.

"Neither of us went to film school and everything we've done has been picked up from books and seminars or simply through experience," said Langeman.

"We invested heavily in first-rate equipment and we're able to offer cinematic-quality videos and commercials at local prices because our overhead is low.

"We like to think we offer the type of quality you could pitch to any company CEO while offering it at prices that small businesses can also afford."

They landed the air show account after Reilly, who served on the show's board, brought them together with the show's director of operations.

The spot, entitled Child and Veteran, honoured Canadian war heroes on the 100th anniversary of powered flight in Canada, a flight which took place in Baddeck, N.S., in February 1909.

"We didn't want to show just loud noises and smoke," said Ross. "We wanted to play off the role veterans have played in our history and show a human side.

"We also wanted to make it more of a short story, a narrative more than simply a commercial, and it seemed to resonate with everyone who viewed it."

Telling a short story in just 30 seconds and connecting with the viewer is a challenge, according to Langeman, "but it's very rewarding when you get the balance between time and story just right."

After accepting the award in Las Vegas, it was clear the TV spot evoked an emotional response from the judges and the convention participants, made up of air show directors and military personnel at the awards ceremony.

Langeman and Ross will be making their own trip to Las Vegas this weekend to attend the National Association of Broadcasters annual trade show and convention.

Attending seminars, checking out the latest in equipment and networking will take up much of their time at the convention.

In addition to music videos, promotional videos and commercials, Motion City is also planning to produce corporate and institutional videos and instructional films.

"We're just trying to find a niche for ourselves and hopefully grow into something larger as time goes on," said Ross.