

Curriculum Vitae

PETER CLARIDGE
25th Sept 1952

Peter first experienced film and video techniques during his four year Degree course at Art College from 1969 to 1973. The work he did was actually used as the basis of a new course having been seen to prefer the moving image to that of the printed or drawn (he had entered the course to study Graphics), and was threatened with expulsion unless he could prove to the examiners that video and film were legitimate design and communication mediums.

Because his work was completely outside the normal curriculum, independent assessors from the BBC were brought in to judge his work. He graduated with a BA(Hons) 2.1.

The BBC offered him a job at their Film Studios just outside London at Ealing. (The old Ealing Studios Complex). It was here that Peter was exposed to the complete gambit of film production.

Starting as a trainee assistant sound recordist, and progressing through to becoming an acting Dubbing Mixer after three years, he worked in the dubbing theatres working on every kind of production, from Drama through to Natural History, and Childrens programmes.

To further his career, and determined to learn as much as possible, Peter moved over to the camera department, and worked as an assistant film cameraman both on location and in the studio.

Finally whilst at the BBC he applied to become a Production Assistant, and was given a place in the Science Features Department, working on a weekly show as a researcher/director.

After five years at the BBC, Peter left to start his own company **CAL Production** in 1978.

Since then he has produced and directed over 200 documentaries, shorts and commercials for a vast range of clients.

During that time he won awards both in the UK and America, including his programme "Travellers Cheques ... No Problem!" for Barclays Bank, which was the first time that live action had been combined with computer generated backgrounds in Britain.

In 1982 Peter pioneered the use of computer graphics in videotape production by forming **CAL Video Graphics Ltd.** with the purchase of FLAIR, the first broadcast quality computer painting system available in the UK.

He expanded the company with the purchase of the first commercially owned Quantel Paintbox, a digital library, and a VAX 11/750 computer.

Then he pushed the art even further with the purchase of the first Bosch FGS 4000, 3D animation machine, and a network of SUN workstations. All talking to one another over the network, meant keeping the picture information inside the system totally digital, and therefore of the highest possible quality.

The next expansion in the Graphics company, was to introduce digital post-production with the installation of two Quantel HARRY's, Encore and a Sony Digital VTR. Thus bringing CAL into the world of special effects and generation free compositing and editing.

CAL has now grown to become one of the world leaders in computer animation, having produced many award winning titles, commercials, and programme sequences.

Meanwhile, on the production front, he continued to design, write and direct 15 innovative commercials for Philips. Integrating live action and computer graphics, they were shown on the European circuit. Peter also directed special effects and computer animations for such films as 'Superman III', 'Emerald Forest' and 'Electric Dreams'.

At the beginning of 1986 "**Peter Claridge Pictures**" was launched, re-establishing the production side of CAL as a sister company based at the Shepperton Studio Centre.

From there Peter has been working on several projects, including the first ever Video-Album for musician Mike Oldfield. It has meant producing and directing a variety of promos to accompany his new album 'Islands'. They include 'Pictures in the Dark'; 'Shine'; 'Islands' and a twenty two minute instrumental 'Windchimes'.

Another project which used all of Peters' knowledge was a very complex double aspect ratio Video Wall, commissioned by the NEIG. Written and directed by Peter, it was specially shot on 35mm film and then transferred to videotape in pin register to allow the unique aspect ratio of 1.66:1 to fill the screen. This combined with snorkel photography on the overhead rig at Oxford Scientific Films, and 3D computer graphics from CAL, made it the most complex project he has yet attempted, and brought him the coveted Craft Award for **Best Director 1987**.

January '88 saw the launching of the third company in the CAL Group... **'AXIS ASSOCIATES'**. It is a television Design company based in Covent Garden, aimed at providing a creative design consultancy. This important 'front end' to the facilities at CAL means that the client can optimise his time spent on the equipment by using the knowledge base of the designers at AXIS.

Finally, in November 1988 Peter left CAL having lead its growth from nothing to becoming the leading force in Computer Animation in Europe. With a staff of thirty five, and an impressive list of awards, CAL had become everything Peter had wished for in the High Tech world of television.

Armed with this unique background he has returned full time to his original love... Production. Through **'Peter Claridge Pictures'** based at Shepperton Studios, he is continuing to produce exciting and very complex work, and is now looking towards the realms of producing and directing Special Projects, 'Made for Television' series, and Feature Films. This has moved one step closer to reality with the opening of **PCP AG** in Switzerland. Based at Limelight Studios in Zurich, Peter has opened up the European branch of his production company specifically to produce Television and Cinema Commercials. thus ensuring that PCP is in the centre of Europe ready for 1992!

Peter Claridge

Sept 1988