



INTRODUCTION

After five years at the BBC, Peter Claridge left to start his own company **CAL PRODUCTION** in 1978, where he produced and directed over 150 documentaries and shorts, mostly in the Corporate sector. Then in 1982 Peter pioneered the use of Computer Graphics in videotape production, and formed **CAL VIDEOGRAPHICS LTD.**

CAL grew to become one of the World leaders in computer animation, producing many award winning titles, commercials and programme sequences.

November 1987 saw Peter leave the world of computers, to concentrate on his original love... Production.

PETER CLARIDGE PICTURES was to become the vehicle through which he could fully exploit his vast knowledge and experience of special effects and digital technology in film making. Having already directed and produced commercials with innovative combinations of live action and computer animation, special effects sequences for such films as **SUPERMAN III**, **EMERALD FOREST**, and **ELECTRIC DREAMS**.

He moved on to work on complex projects as **MIKE OLDFIELDS' VIDEO ALBUM**, and the award winning **NEIG Videowall**.

1987 he received the **ITVA's "BEST DIRECTOR" CRAFT AWARD**.

In 1988 Peter moved to Switzerland, where PCP AG. was the base through which he could offer his knowledge to the growing European market. It was here where, among many other projects, he produced **ALWAYS IN TIME** for **SWATCH**. A very complex 35mm short film using all the latest technologies of Motion Control, Paintbox and Harry.

1990 brought another move... this time to Munich. The **BAVARIA VIDEOZENTRUM** within the film studios offers Peter the ability to use all his potential to the full. Acting as a consultant and supervisor in the Harry/Paintbox production area, he wrote and directed **THE CASTLE** as an example of what is possible inside the studio complex. Shot on 35mm and video, it combines live action and 3D computer animation in a very special effects intensive, futuristic video game.

Now his knowledge and experience is being used by local and international clients who need to produce to the highest level of professionalism, using all the available technologies.