

## **Press Information – 14 September 2004**

### **Garson Yu – Special Guest at IMPACT 21 – 9th International Eyes & Ears Conference on 16 & 17 September 2004 in Cologne**



"The main goal is to always create something that has never been seen before," thus the re-known film, TV and graphic designer Garson Yu. On Friday, 17 September, from 5 p.m. until 5.45 p.m., ifs internationale filmschule köln presents Garson Yu as special guest at the 9th International Eyes & Ears Conference IMPACT 21. Garson Yu will give an extensive summary of his previous work.

The Hong Kong born Garson Yu emigrated to the USA in 1983. There he started his career at R/Greenberg & Associates in New York. In 1989 Yu changed to the West Coast and was Co-Creative Director at the design agency Imaginary Forces, the new founded subsidiary of R/Greenberg & Associates in Los Angeles. 1998 Garson Yu founded his own design company yU + co in Los Angeles. Among others, he created the branding respectively the corporate identity for Tony and Ridley Scotts Shephard Studios, Netscape Communications and Dolby Digital. He regularly works as TV designer and promotion producer for television channels such as HBO, The Hallmark Channel, Discovery Channel, ESPN, ABC and TNT. Among his most important design works are trailers/lead-ins of well-known cinema films such as 'Catwoman', 'Paycheck', 'The Hulk', 'Spy Game', 'The Others', 'What Women want', 'The Thomas Crown Affair', 'Mission Impossible 2' and 'Enemy of the state'. Garson Yu was also involved in the visual effects production of box office hits like 'The Day After Tomorrow' and 'Van Helsing'. Furthermore, he contributed a lot to the creation of Beijing's application film for the venue of the Olympic Summer Games 2008. On the question, which has been his most favourite project, Yu answers: "My company." Here he focuses on a compact and manageable infrastructure as well as a personal contact to clients such as Steven Spielberg, Ridley and Tony Scott, Roland Emmerich, Ang Lee and John Woo.

Please find enclosed Garson Yu's detailed list of works.

In the course of the 9th International Eyes & Ears Conference IMPACT 21 about 50 re-known industry representatives will present the status quo as well as the perspectives of design, promotion and marketing for TV, film, radio, Internet, mobile, games and events by using relevant case studies. About 300 participants from different and important media sectors are expected to take part in this Cologne event.

**The partners of IMPACT 21 – 9th International Eyes & Ears Conference are:  
RTL Television, Super RTL, BBDO InterOne, CBC Cologne Broadcasting Center,  
CRAXX Medienproduktion, RTL CREATION, ifs internationale filmschule köln, Avid,  
Siemens mobile, MediaMBA/MediaBBA of Steinbeis-Hochschule Berlin and the City of  
Cologne.**

We would be very pleased if you report about this event!

For the detailed programme, further information and your press accreditation please contact:

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