



Introduction to Lauren Fisher. 2:43 min. Interview: Raymond Elman. Post-Production: Katherine Miranda + Sidney Peralta. **Recorded via Zoom:** 5/31/2022, Miami.

# Lauren Fisher:

## Emmy Award-Winning Animator +

## Creative Director

By Elman + Skye

**LAUREN FISHER** is a designer, animator and director with over 15 years of experience in the entertainment and sports industry. She specializes in creating visually arresting content that experiments with animation, live-action and emerging technologies to tell compelling stories and delight audiences. Beginning her career in broadcast design, she then moved on to directing projects for some of the biggest brands in sports including the NBA, NFL, NCAA and over 15 professional teams. In 2018 she developed a pilot for a short-form docuseries called Greatness Code with Religion Of Sports, which was picked up by Apple TV and won an Emmy for animation. Lauren served as Director of Animation for the series. She was most recently Chief Creative Officer of The Famous Group, a fan experience company based out of Culver City, CA and has since moved on to develop her independent creative direction practice.

— Lauren Fisher website

The videos below were **recorded via Zoom**, are organized by Success Factor, and run between 30 seconds and 10 minutes. Click on any video. You must be connected to the Internet to view the videos.

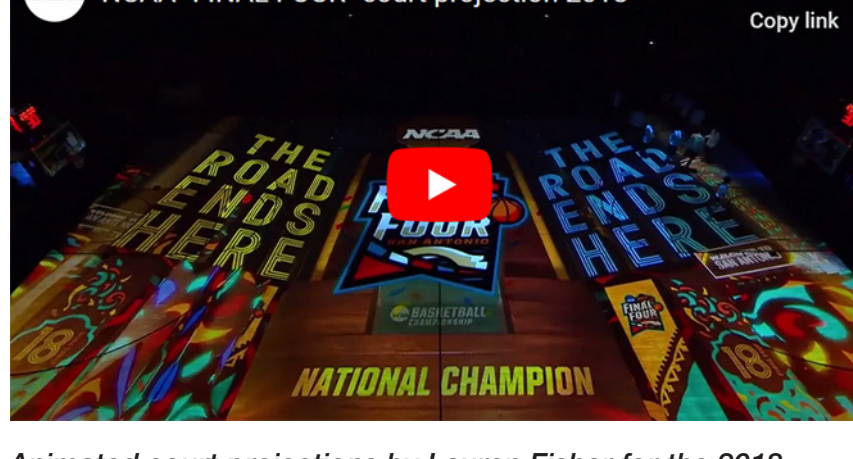
### BELOW ARE A FEW EXAMPLES OF LAUREN FISHER'S WORK

#### “GREATNESS CODE” TRAILER. 1:40 min.



Official trailer for “Greatness Code.” Lauren Fisher received an Emmy Award for animation.

#### ANIMATED COURT PROJECTIONS FOR 2018 NCAA FINAL FOUR IN SAN ANTONIO, TX. 1:23 min.



Animated court projections by Lauren Fisher for the 2018 NCAA Final Four in San Antonio, Texas.

#### LAUREN FISHER WORK REEL: 2:08 min.



Lauren Fisher Work Reel.

#### EXPOSURE TO BROAD INFLUENCES: 1:01 min.



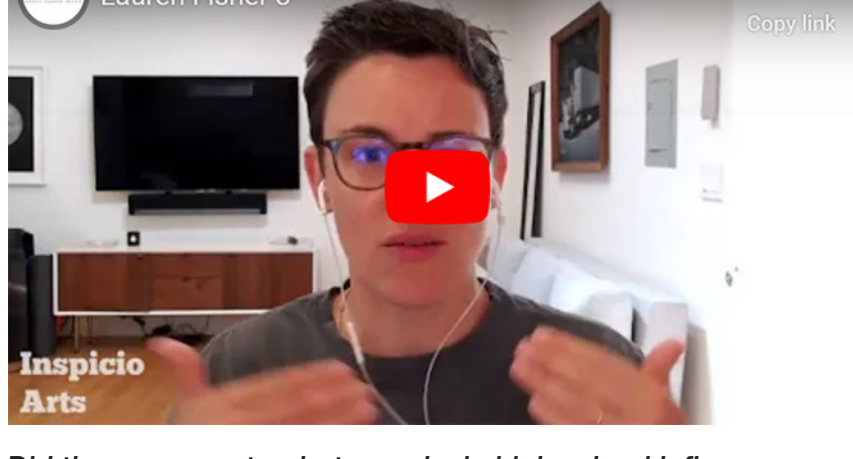
Where did you grow up and what was your first awareness of art of any discipline?

#### INSIGHT & INSPIRATION: 1:59 min.



When did you start to become interested in and then later passionate about visual art?

#### EXPOSURE TO BROAD INFLUENCES: 3:47 min.



Did the exposure to photography in high school influence where you went to college?

#### INSIGHT & INSPIRATION: 2:23 min.



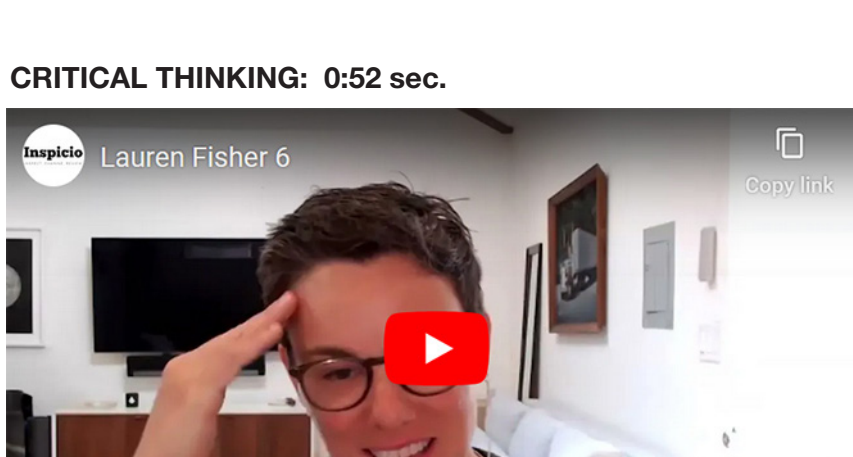
Your grandmother played drums in an all-women band during the “Roaring Twenties.” How did that heritage impact you?

#### DEVELOP A VOICE: 2:34 min.



How long did you play the drums?

#### CRITICAL THINKING: 0:52 sec.



Did you have to make a conscious choice between music and visual art?

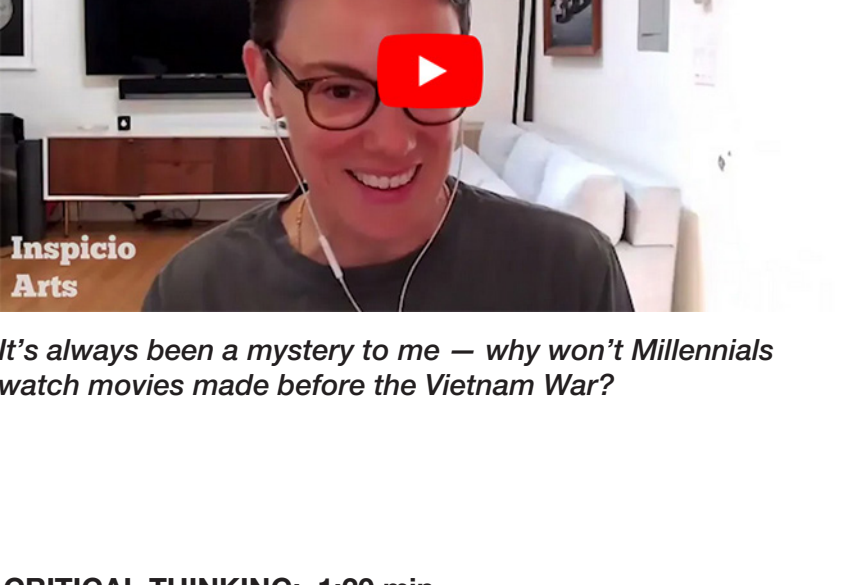


**CREATES A UNIQUE PERSONAL BRAND: 0:49 sec.**



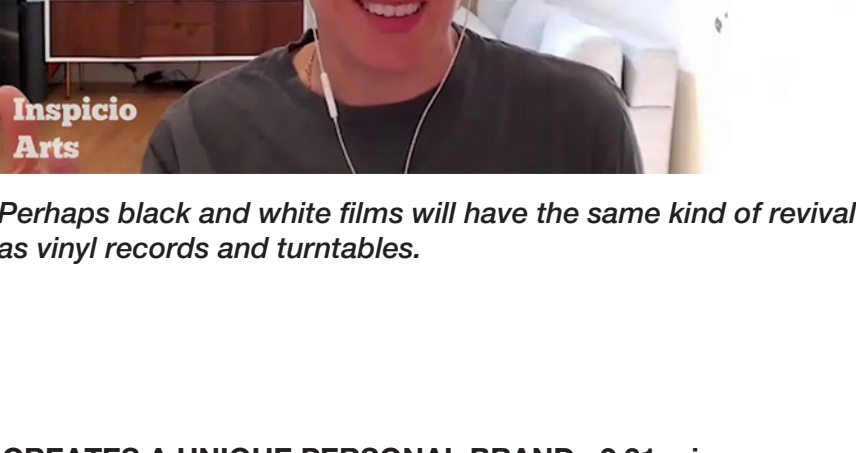
*How does your ability to keep a beat impact your animation?*

**EXPOSURE TO BROAD INFLUENCES: 3:19 min.**



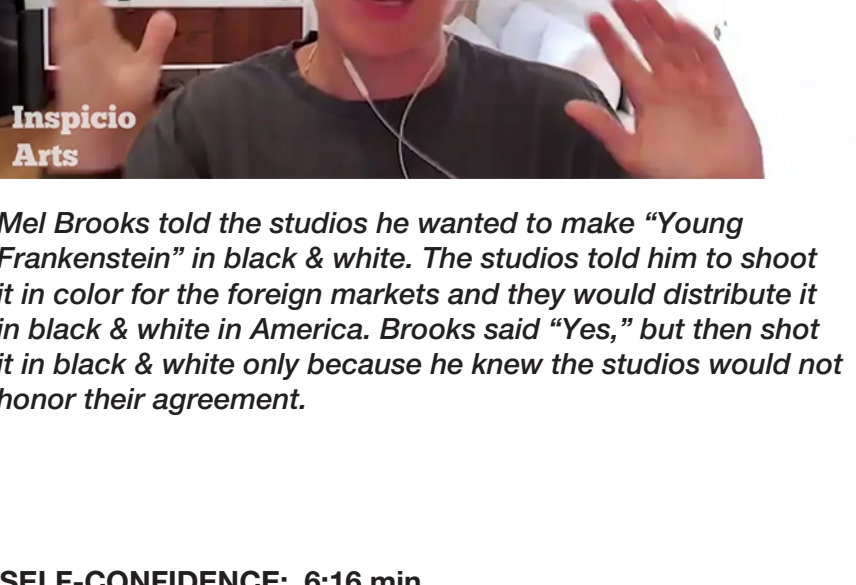
*It's always been a mystery to me — why won't Millennials watch movies made before the Vietnam War?*

**CRITICAL THINKING: 1:20 min.**



*Perhaps black and white films will have the same kind of revival as vinyl records and turntables.*

**CREATES A UNIQUE PERSONAL BRAND: 2:31 min.**



*Mel Brooks told the studios he wanted to make “Young Frankenstein” in black & white. The studios told him to shoot it in color for the foreign markets and they would distribute it in black & white in America. Brooks said “Yes,” but then shot it in black & white only because he knew the studios would not honor their agreement.*

**SELF-CONFIDENCE: 6:16 min.**



*You are very articulate, and I'm wondering if you are the primary pitch person for convincing studios to green-light your projects?*

**OVERCOMES CHALLENGES TO SUCCEED: 2:28 min.**



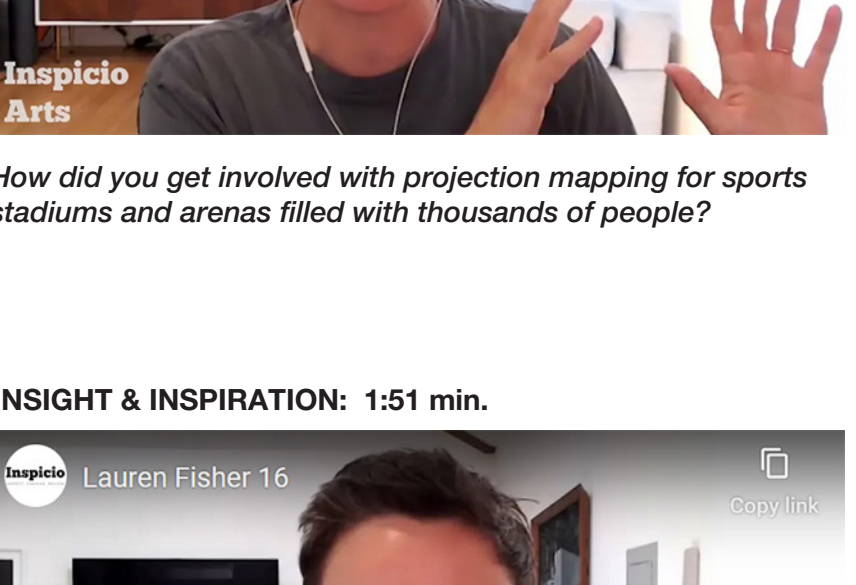
*Have you lost many pitches?*

**CREATES A UNIQUE PERSONAL BRAND: 1:28 min.**



*You have done some projects with Tom Brady, who some say is the greatest football quarterback of all time. Have you spent time with him?*

**VALUES FIRST-RATE EDUCATION: 6:14 min.**



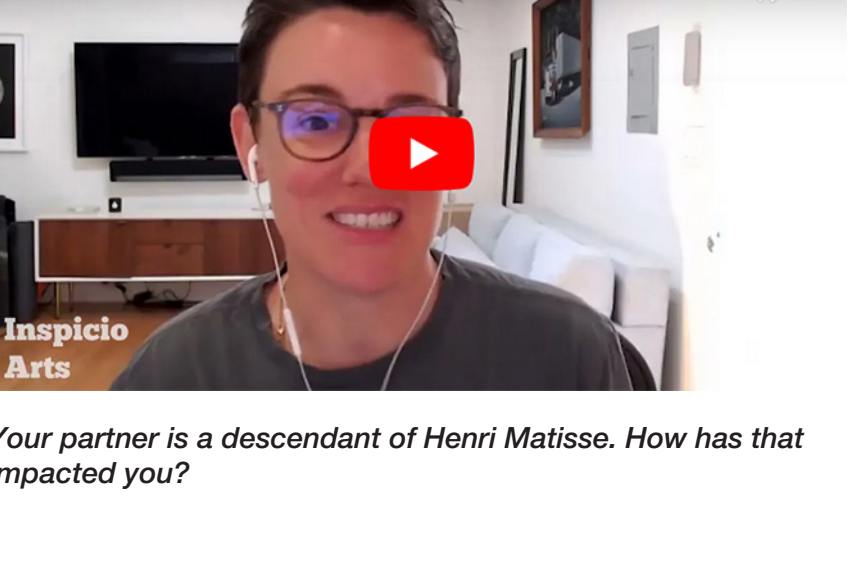
*California Institute of the Arts: CalArts has one of the best art programs in the world. How did matriculating at CalArts, coming from Ohio University, impact you ?*

**CREATES A UNIQUE PERSONAL BRAND: 9:16 min.**



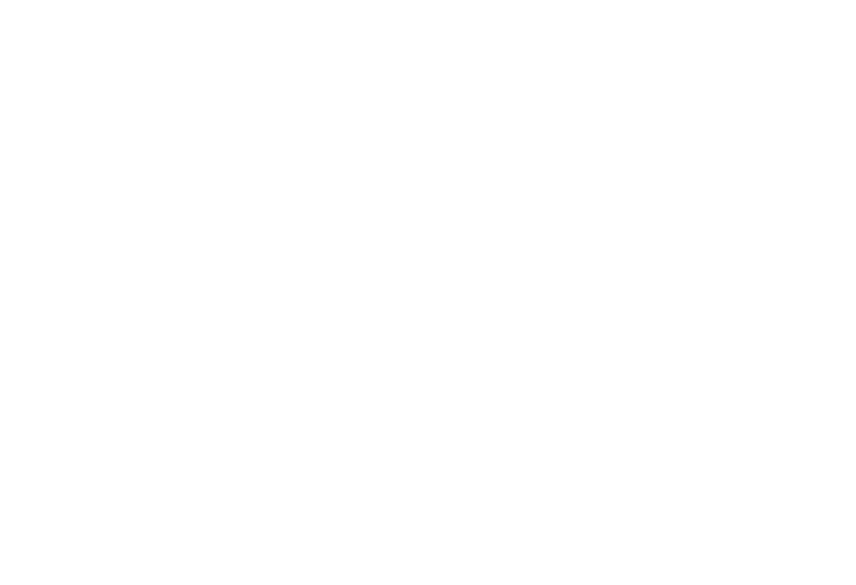
*How did you get involved with projection mapping for sports stadiums and arenas filled with thousands of people?*

**INSIGHT & INSPIRATION: 1:51 min.**



*What's your favorite movie?*

**INSIGHT & INSPIRATION: 1:51 min.**



*Tell me more about “American Movie.”*

**INSIGHT & INSPIRATION: 4:39 min.**



*Your partner is a descendant of Henri Matisse. How has that impacted you?*