



Keys of Art Bringing the art of the movie trailer to pre-wedding videos



CUSTOMER

Keys of Art, Greece
keysofart.com
Pre-wedding video producers

CHALLENGES

To quickly craft a story with the bride and groom that leads up to their wedding

SOLUTION

EDIUS Pro 7 from Grass Valley, a Belden brand, with no transcoding, no rendering and the ability to handle anything on the timeline

BENEFITS

Real-time editing with unlimited nested sequences

Background

When you think about wedding videos, the typical thought is the event itself, being captured for posterity. But Keys of Art in Thessaloniki, Greece came up with another idea — the pre-wedding video. A short film that serves as a trailer for the individual lives that are about to become one. Bringing two lives together in a short film, in a short span of time, can be daunting.

Key of Art's Deligiorgis Athanasios (cinematographer and editor) and Dimitrios Milonas (photographer) needed an editing system that would be fast and versatile, while providing for creative expression. They approach each project as the bride and groom's most important moment of their lives, and an important commitment for themselves. They see themselves as two skilled professionals, two creative minds, two keys of art at the happy couple's service.

Solution & Benefits

Athanasios originally found EDIUS almost by accident. In 2004, he purchased DV Storm 2 (a DV capture card sold by Canopus — acquired by Grass Valley in 2005) and found EDIUS 3 in the box. Although he was using another editing system at the time, his computer would crash almost constantly.

"What I needed was steady software," said Athanasios. "When I tried EDIUS on the same machine, my computer never crashed again. That was it."

Today, Key of Art uses EDIUS Pro 7 with two Canon DSLR cameras — EOS 550D and EOS 5D Mark III. Post is almost entirely in EDIUS, with titles done in After Effects, and in some cases, color grading with Red Giant's Magic Bullet Looks.

"Our cinematic video combined with the substantial cooperation of the couple give a qualitative approach for a timeless effect on one of the most important moments of the couple's life," said Athanasios. "And it's different than the traditional wedding video — it's more artistic and not like a reality TV program, it's a cinematic love story."

Like most small production houses around the world, Keys of Art also works on corporate videos, advertisements and traditional short films.

"EDIUS handles all of this work perfectly," said Athanasios. "I love the nested sequences and the ability to handle every file I drop on the timeline. It saves me a lot of time. No transcoding — ever! No rendering — ever!"



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Deligiorgis Athanasios, cinematographer and editor, Keys of Art