

MEDIA RELEASE**For immediate release**

SAE students bring skills to ARIA nominated Tones and I video

Tones and I - also known as Toni Watson - has been recognised with five nominations at this year's ARIA awards, including best video for Won't Sleep, which has to date over 2.4 million views on YouTube. The video was directed by Nick Kozakis and Liam Kelly, and is a throwback in style to 80s horror films. It features 110 performers and 85 crew. SAE Creative Media Institute students were involved in the project and worked on the video as part of their industry work placement, contributing to their degrees.

Nick explained how the concept for the video came about. "Tones called us up and had the idea that she wanted to be in full prosthetics make up. She really enjoys the horror genre, especially the family friendly ones like *The Addams Family*, and wanted to implement a lot of her favourite horror elements into the video."

"A story came together where we brought in some of Tones' ideas, like the zombie biker gang you see, and we then stitched a scene together where they were playing poker at a table - with one that was decapitated, but was still holding a set of playing cards. Working on a video like this is a collaborative process."

With an army of talent and crew, including 45 makeup artists, Liam was delighted to work on a video that had the support of students from SAE Melbourne.

"This is the first year we've engaged students from SAE, and it's been very enjoyable because of the enthusiasm, and the breath of fresh air they brought to the production."

"All the students from SAE complemented each other so well. They were all multiskilled, where they could be setting up the sound one day but then moving gear the next. The diversity in expertise that SAE encourages is very beneficial on a film production like ours."

Sina Salsali who is studying for a Bachelor of Film Production at SAE helped support the lighting department.

"I set up the lights and operated the smoke machines. I was also the only still photographer on set, which was an incredible opportunity given the amount of crew - there were a lot of photos to take!"

Despite the long hours, Sina was inspired to give his all on set given the calibre of crew he got to be around.



ANIMATION



AUDIO

CREATIVE
INDUSTRIESCREATIVE
TECHNOLOGIES

DESIGN



FILM



GAMES



MUSIC

“The crew’s professionalism was outstanding; even though we were working nearly 12 hour days and the shoot was incredibly tiring, I realised quickly we were making something very special.”

SAE National Manager Careers and Enterprise, Lisa O’Meara remarked that industry opportunities like this provide valuable learning experiences for students. “It’s fantastic that our students had the chance to learn from two leading directors like Nick and Luke on an ARIA nominated music video. At SAE we have built well established business relationships that provide these valuable and sought after opportunities for students.

“In addition, connecting with key professionals through these relationships increases students’ understanding of the music and film industry and enhances their employability.”

SAE Creative Media Institute understands creators, and provides students with the experience, skills, equipment and connections to succeed in the industry. Find out more at sae.edu.au.

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Photo credit: Sina Salsali



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About SAE

SAE Creative Media Institute is the place for creatives and innovators. Since 1976 we've been the leaders in creative media education across animation, audio, creative industries, creative technologies, design, film, games, and music. Every year, we support more than 10,000 students globally to develop the skills and experience needed to carve successful careers. Students enjoy access to the latest technology and are taught by industry-experienced faculty, while putting their skills to the test in small class environments. Our graduates become part of a highly-respected global community of creatives that's been around for over 40 years. We pride ourselves on being technically explorative, transformative and brave through our range of creative media programs, from short courses and professional training through to bachelor and postgraduate degrees. In Australia, our programs are delivered at campuses in Sydney, Brisbane, Byron Bay, Melbourne, Perth and Adelaide. SAE is a part of Navitas Pty Ltd. More information about SAE is available at sae.edu.au.

About Navitas

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