



# Frost\*

**ADG launches innovative new website [www.adg.org.au](http://www.adg.org.au)  
5 December, 2007**

The Australian Directors Guild (ADG) today launched the innovative new website [www.adg.org.au](http://www.adg.org.au) – designed and built by leading creative agency Frost Design.

“This new vibrant website has been developed first and foremost for our members,” said **ADG Executive Director Drew MacRae** “For years, Guild members have had to struggle with a web presence that was less than optimal, but now this new site will deliver to our members what they deserve – a dynamic, rich and exciting communication tool with increased access to services and multimedia resources. The site will also reinforce and strengthen the Guild’s new identity moving into the future.”

“This launch is particularly exciting for the ADG in the week leading up to the **ADG’s and the AFI’s Meet Australia’s Best Directors** that will be held in Melbourne’s Australian Centre for the Moving Image at lunchtime on Thursday. ADG members **Matthew Saville** (*Noise*), **Cherie Nowlan** (*Clubland*) and **Tony Ayres** (*The Home Song Stories*) will be discussing their work on their AFI nominated Films.”

**Frost Design** created the new ADG logo in May 2007. The website project is the next stage of collaboration between the two organisations. Founded by Vince Frost in London, and now based in Sydney, **Frost Design** is an interdisciplinary creative studio working across a wide range of media including digital, identities, print, advertising, environmental graphics and signage.

“The website was a great opportunity to bring the ADG identity to life. The logo is a play on the aperture of a camera and is central to the design of the site. The logo is used in conjunction with photos of ADG members, which were purpose-commissioned by Frost for the project using leading photographer James Cant” said **Frost Design CEO Vince Frost**

“The website uses innovative technology and interactive components to bring the brand to life in an engaging way. The user can move the navigation around, it can support large images without restricting the user experience, and is designed for dynamic content display and ongoing creative evolution,” Vince Frost says.

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or visit: [www.adg.org.au](http://www.adg.org.au)



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**The ADG & the AFI invite you to**

**Meet Australia's Best Directors  
a discussion with the  
L'Oreal Paris 2007 AFI Award Nominees  
convened by Triple J's Megan Spencer**

Meet **Matthew Saville** (*Noise*), **Cherie Nowlan** (*Clubland*) and **Tony Ayres** (*The Home Song Stories*) in this exclusive discussion and screening event.

Gain insight into the directors craft, hear inside stories about filmmaking and catch a glimpse of the films that earned these directors their nominations, only hours before the award winners are announced!

**WHEN:** 12.30pm - 2.00pm, Thursday 6 December

**WHERE:** ACMI Cinemas, Australian Centre for the Moving Image, Federation Square, Melbourne

**TICKETS:** Full \$15.00, Concession (Students, Unemployed, members of ACMI & Screen Guilds) \$13.00, ADG & AFI Members \$5.00

Available at ACMI Box Office (03) 8663 2583 or

<http://www.acmi.net.au/tickets>

*Presented by the Australian Directors Guild in association with the Australian Film Institute, with thanks to the Australian Centre for the Moving Image and Digital Pictures.*

*The Australian Directors Guild 'Victorian Events Program' is supported by the Australian Film Commission & Film Victoria.*

## **The Australian Directors Guild**

The Australian Directors Guild (ADG) is the industry association representing the interests of film and television directors, documentary filmmakers, animators and independent producers throughout Australia. The ADG works to promote excellence in screen direction, to encourage communication and collaboration between directors and others in the industry, and to provide professional support for its members. ADG is proud to represent the key creative elements of the Australian independent film sector, and it maintains a high profile and leading cultural and policy role through its efforts to address issues affecting the industry from a broad perspective.