



Emerging Artist Award

Nominee **Chris Reid**
Artist Type Film/Videography
Organization/Business Vital Productions



Photo

Nomination

*THE FILMMAKER - Chris Reid believes his passion for filmmaking began with a childhood love of Hot Wheels cars. "I had a bucket of those filled to the brim; that's where my passion for cars started. Then it was like, 'why can't I go out and make cool videos of cars?'" That's how it started, this 25-year-old says, and now he has his own company, Vital Productions. However, this backstory has a second chapter; one where Reid enrolls in the video arts program at Bert Church High School. "It was there I learned to write a script and to light a scene," he says, adding that he also saw how filmmaking was a team effort. "A group of people go out, have some fun and they shoot a five-minute video." Reid prefers the role of cinematographer, though. "I enjoy being the guy behind the camera. Figuring out if the scene is lit properly, the frame rate, the aspect ratio, all of that." As his skills grew, he began making videos of his friends' custom vehicles, which has led to contracts for local car companies. Reid also graduated last spring from the film and video production program at the Southern Alberta Institute of Technology (SAIT). "They further instilled the purpose of story, and especially how all the parts come together to make a whole," he says, "and that's what I really enjoy about filmmaking." He continues to do contract video for corporations and even weddings, but it's not enough to go full time – yet. Reid also works for Mercedes Benz in Calgary as an internet sales co-ordinator, photographing and videoing lot inventory. "It's my first job out of college. I can't complain; it's pretty good." The goal, however, is full-time filmmaking, which means, he says, "You never say no to an opportunity." Reid's submitted a five-minute short film, *The Caretaker*, to the annual Airdrie Film Festival. It was a group project he made while at SAIT, where he was the writer and cinematographer. He's also working on a project with Mitchell George, owner of Airdrie's award-winning Crooked Cinema Productions. "I can't talk about it yet," he laughs. The two were both in the video arts program at Bert Church, and have stayed in touch. "We teamed up on projects in school. He's a great guy." Reid admits that building a career in filmmaking takes time, but he's OK with that. "Right now, it's baby steps."*

Questions

Start

What prompted you to enter the artistic field that you are in and why have you chosen to continue to pursue it?

It was fun! Being with friends, laughing and enjoying making short films is what got me into this field, and is what



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keeps me going today.

Education

What was the most impactful training you have received so far? Ex) A mentor, teacher, program, internship, etc.

SAIT's Film and Video Production program. It is instrumental in my current knowledge of videography.

Achievement(s)

Can you provide any examples of successes in your artistic field that you feel enhance your portfolio? Ex) Awards, Challenges, Unique Creative Works, etc.

Skills Alberta winner in field of TV & Video Production. Skills Canada Competitor TV & Video Production. Official Selection of the Airdrie Film Festival.

Technical Piece

In your artistic field, can you provide 1 example of a technically difficult piece that you admire or strive towards; and explain WHY it is technically difficult to achieve? Ex) A musician may admire a difficult/complicated song to play.

La-La-Land or Singin' In the Rain. When you look at a musical you have to look at the extreme amounts of coordination and teamwork. The choreography, the music and singing, as well as coordinating the camera movements are incredibly hard to time and block out. Each scene with a number is a masterpiece, but the whole movie still has to tell a story. Musicals are incredibly impressive.

Emotional Piece

In your artistic field, can you provide 1 example of an emotionally moving piece that you admire; and explain WHY you connect with it or the effect it's had? Ex) A writer may have a favourite author/book because of it's profound impact on society in dealing with an issue that is personally important to them.

The Secret Life of Walter Mitty. This film isn't just a homage to the end of Life magazine, but it also urges you to grow as a person and explore outside of your comfort zone. This connected with me as I love to travel and I never settle and continually push myself and my boundaries.

Grant

Starting in 2018, the emerging artist will receive a \$1000 grant. Please describe what you plan to do with the money and how that will impact your portfolio, your community and/or enhance your artistic field.

The \$1000 grant would be put to excellent use by purchasing high quality audio and video gear, as well as licensing for post production software. This will not only improve what I am capable of, but will allow me to take on more influential projects and bring awareness to various causes.

Additional Links



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<https://vimeo.com/user10633880>