



TZ Wins BDA Latin America Recognition

By [Katie Makal](#)

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At the [PROMAX & BDA Latin America conference](#), held in Miami on Nov. 13 and 14, **TZ** was honored with the Judges' Choice Award for the HBO Latin America relaunch package it produced last fall. The project was also recognized with an award at the PROMAX & BDA 2000 awards, held in New Orleans in June. The full list of PROMAX & BDA Latin America winners is available [online](#).

Click here to read Design in Motion's interview with TZ about the [HBO Latin America](#) package.

Cable network HBO Latin America turned to broadcast design and interactive marketing firm TZ to relaunch its service with an on-air brand that reflected the Latin American sensibility. According to TZ vice president and creative director Iain Greenway, TZ was able to meet the challenge because of his company's affinity for Latin American culture and the close collaboration between the design team and HBO Latin America.

"We spent many hours talking with Javier LaRiva and his HBO team about their ideology and how to best communicate those ideas to the Latin American marketplace. As a result of this brainstorming, we all agreed to acknowledge the special regional flavor of Latin America and its audience," Greenway said. "We chose images that represent Latin American culture without being too specific because each country has its own unique symbols. Our challenge was to invent original icons with an authentic Latin American look not specific to any particular country to capture the spirit of all the cultures of the region. TZ's collaboration with the HBO design team was the foundation of this successful creative relationship."

Greenway continued, "TZ has developed a particular flair for the Latin American market. Our interest in the region's cultures combined with our client's quest for innovative branding resulted in some outstanding projects. The work we have been doing for Latin America represents some of the most groundbreaking design we've achieved today."

TZ was able to achieve a close working collaboration with the HBO teams in New York and Venezuela through the use of a Web site on which QuickTime clips of the project were posted and discussed. "Both sides were trying pushing ideas to the next level," Greenway said. "This arrangement not only encouraged and fostered creativity, but was cost effective. It was a clear way of making sure we were not going down any blind alleys."

Greenway explained some of the project's post-production: "We used our 3D systems to transform two-dimensional icons into something fresh and unique. We created the symbols and set them in what appear to be natural environments; the environments themselves, however, were created in 3D. For example, one of the icons seems to be floating on the surface of real water. Another is revealed by a moving shadow. A third symbol appears when ink disperses on water. The viewer is familiar with the interactions of objects with light, water and other elements, so the animated motion seems natural."

This "natural motion" encompasses the whole broadcast design project. "The aim was to keep the look and feel elegant and simple -- pared back, almost minimalist in approach. We want the designs to have a long shelf life while being direct and communicative," Greenway said. "Repeated viewing allows the subscriber to see something new every time. The overall effect can best be described as subliminal and almost hypnotic."

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