

GUESS WHAT?



J.P./ARIEF SUHARDIMAN

KARIM CHARLEBOIS-ZARIFFA

# The Invisible ARTIST

Sara Veal

CONTRIBUTOR/JAKARTA

Karim Charlebois-Zariffa creates the kind of magic you see all the time but never really thought about.

Afgan breathes new life into his music

JAKARTA: After becoming bored with the direction of his mellow tunes, new pop sensation Afgan Syah Reza has embraced new colors and inspiration for his second album, which he is currently in the studio recording.

"I want to change my image a bit," the 20-year-old singer/songwriter says. "I don't want to be that mellow anymore."

The award-winning musician said he still loves singing the smooth, downbeat songs that shot him to fame.

Afgan says being labeled "melancholic" is not something he is comfortable with, and he wants to prove to people he has something fresh to offer. So, what can fans expect?

"Well, actually, I love vintage music," he said. "So, my new songs have drawn inspiration from the 60s and 70s disco-era."

"This time my style is most certainly different!" he said.

The change is not permanent, however, with Afgan saying his slower, romantic style of songwriting will still play a major part in his music to please his fans.

"I want to prove to people I can sing in different styles, but I won't totally be changing [my music]," said Afgan, who won Best Male Singer and Best Album in the prestigious 2009 Planet Muzik Awards.

"After all, I have to adjust to my fans' expectations. So, I can say it's 50-50." - JP

Susan Boyle calls fame a 'demolition ball'

LOS ANGELES: Susan Boyle, a singer who became a global star with a show-stopping performance on *Britain's Got Talent*, has said in a television interview that her sudden fame was like a "demolition ball".

The interview was Boyle's first TV interview since she became a global Internet and TV sensation with millions of fans.

When the church volunteer from Scotland failed to win the final of *Britain's Got Talent*, she became ill and was treated for exhaustion at a London clinic.

"The impact, like a demolition ball. You know, and anyone who has that kind of impact - finds it really hard to get a head around it," Boyle told interviewer Meredith Vieira of the *Today* show.

"I've got to be honest here," Boyle said. "I guess I had to get my head around it, but through the guidance of a great team, I was able to see that in perspective and really turn that around a little."

Boyle is at work on an upcoming album, under the direction of Simon Cowell, the sharp-tongued judge from singing competitions *American Idol* and *Britain's Got Talent*.

The 48-year-old Boyle's April rendition of "I Dreamed a Dream", her first and most popular performance on *Britain's Got Talent*, attracted 275 million video views on the Web and made her a global star.

"Being plucked from obscurity is a bit like, you know, going on a long journey," Boyle said. "You don't know what's going to happen. You don't know how it's going to end. I don't want it to end." - Reuters



AP/ANDREW MILLIGAN

Commercials where buildings explode with paint, music videos where rock stars appear to be floating in thin air or film title sequences where plasticine figures morph into live action people and back again.

This is motion design, sometimes known as "the invisible art" - on average, twelve minutes of every hour of broadcast television is the work of a motion designer, taking the form of commercials, title sequences, trailers and special effects.

"Often people think motion design is a new field of graphic design but in fact it has been around for many years, in different forms," Charlebois-Zariffa said, citing the 1950s and 1960s work of Scottish experimental filmmaker Norman McLaren, Czech surrealist artist Jan Svankmajer and American graphic designer Saul Bass, who created the film title sequences to several Alfred Hitchcock films.

"For me, motion design is a mix of everything. It's mainly graphic design and movement. It's using a variety of techniques to get to what you want to say. What I find most interesting is finding a new technique of animation every time... it's always a challenge."

Recently, Charlebois-Zariffa came to Jakarta to present a talk, "International Motion Graphic", one of the highlights of the "Plaza Desain 2009: Kinesis" graphic design event organized by Bina Nusantara University, which took place between July 7-12.

The 25-year-old was born in Quebec City, and is currently based in nearby Montreal, which he says is "a great city to be a designer".

Artistic from an early age, Charlebois-Zariffa joined the local graffiti scene, and from there learned about graphic design, which he studied at CEGEP level, a Quebecois qualifica-

tion between high school and university.

His first professional foray was as a fashion designer, starting a company, Colourblind, which offered shoes, hats, t-shirts and skirts. However, he eventually decided he needed to find something that offered more opportunity for innovation.

He soon found what he was looking for after doing Photoshop work for an animator who was making a music video clip involving motion design.

"I had no idea at that time about motion design. So I saw him work and I was curious and interested. I asked him to show me what motion design was and how it worked. I became hooked."

As there were no specific motion design courses on offer, Charlebois-Zariffa largely taught himself, and soon received many assignments, which kick-started his career.

Most of his jobs have been making title sequences for soap operas and documentary series. These include title sequences for science show *Le Code Chastenev* and *Montreal in 12 Places*, which highlighted spots around the city such as a street market and horse race track. The latter, which required a year of intensive work to create a minute of animation for each of the twelve places, netted his team "pretty much every motion design award there was to win in Montreal".

He also aligns 3D objects, such as pills and colouring pencils, for magazine spreads. At one point these were so in demand he began to feel typecast and so ended his run with a print book, which showcased on everything he owned, all aligned in his apartment.

"Nothing was hidden. Everything I owned was shown, without any shame or whatever. If I had some-



COURTESY OF KARIM CHARLEBOIS-ZARIFFA

thing I wanted to hide, my rules were that I had to show that."

Most recently he has been making title sequences for feature films, like French-Canadian *De pere en fic* (2009), which he prefers, as they can be longer and have a larger budget and more time.

Charlebois-Zariffa always strives to "do what a camera couldn't do", which involves combining a range of techniques from stop-motion, live-action and 3D animation. The end result appears effortless, but requires endless hours of meticulous work and planning, from methodically positioning glass strings to creating 24 frames of stop-motion animation for one second of animation. He says he is driven not by patience, but by passion.

"If I'm doing a stop motion that takes me months, it's because I love it."

Charlebois-Zariffa says what made him fall in love with graphic design was the work of "rockstar"

graphic designer Stefan Sagmeister, who has designed album covers for the Rolling Stones and Aerosmith.

Last year, he did a week-long workshop with Sagmeister, and eventually plucked up the courage to offer himself as an intern. A few months later, Sagmeister invited him to join him during his sabbatical year, which he takes every seven years.

So for the past five months, Charlebois-Zariffa has been in Bali with Sagmeister, who asked him to extend his stay, as an employee.

Along with a small team of graphic designers from all over the world, as well as Balinese artisans, Sagmeister and Charlebois-Zariffa are working on a top-secret, experimental project.

Charlebois-Zariffa says Bali feels like home right now, remarking on its natural beauty and inspiring craft culture.

Although he looks forward to returning to Montreal within a month, he knows he will come back to Bali,

particularly because of his ongoing collaboration with Sagmeister and the facility of working with Balinese artists.

"We could never find these kinds of talents in New York and if we could, they'd be too expensive. Balinese are very happy people and very willing to try out new stuff."

Although he is still passionate about motion design and the constant, creative challenges it offers, Charlebois-Zariffa does not see himself focusing on it indefinitely.

"I really like sculpting right now, and art in general. I love everything about designing art, so I hope I can move on. Right now I'm moving more into video clip direction."

"I'm never going to be a lawyer or accountant, but for sure, in the same field or tree, I like to touch all the branches."

Visit [www.karimzariffa.com](http://www.karimzariffa.com) for more information.

ROGER JENKINS

## Top Barclays dealmaker going solo

Steve Slater

REUTERS/LONDON

Roger Jenkins, the US\$200 million top Barclays dealmaker whose contact book includes George Clooney and Mick Jagger alongside wealthy investors, is set to go it alone and set up a Middle East advisory boutique.

Jenkins is finalising the terms of his departure from British bank Barclays, a person familiar with the matter said on Monday.

He is expected to set up an advisory business with offices in the Middle East, London and California, the source said.

Barclays declined to comment.

Jenkins, 53, and his wife Dijana count Clooney, Jagger, Cindy Crawford, Michael Caine and wealthy Qatar investor Sheikh Hamad bin Jassim bin Jabr al-Thani among their friends. Yet few outsiders know much about him, and he prefers it that way.

"I don't want to be out and about," he said in a rare interview three years ago. "I guard my privacy."

Jenkins made his name at Barclays for devising complex structures to help individuals and companies pay less tax.

That tax expertise, which arbitrages different tax regimes and which Barclays says is legal, earned him the nickname "Roger the Dodger" and means he makes more



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money for Barclays than any other individual.

He was named head of its investment banking and wealth management business in the Middle East in April 2008 and was pivotal in arranging a £7 billion (\$11.50 billion) fund-raising for Barclays just months later, which saved the bank from taking rescue funds from the taxpayer.

His loss will be a blow to Barclays, though analysts noted that top bankers are likely to face more scrutiny on pay after a proposal to change corporate governance, while BarCap's Structured Capital Markets (SCM) division has attracted controversy for its tax advice.

Born and educated in Scotland, Jenkins was a talented 400 meter runner who has amassed a £120 million fortune, according to the 2009

*Sunday Times* Rich List.

His brother David won a silver medal at the 4x400m relay at 1972 Munich Olympics but was later jailed for smuggling steroids into the United States.

Roger is widely reported to have earned £40 million last year. Barclays does not comment on his pay as he does not sit on the bank's board.

Jenkins shuns publicity but has hosted A-list celebrity events, alongside his Bosnian wife, whom he met when he taught her a finance course at City University in London. An event co-hosted with George Clooney in December helped raise £10 million for refugees from Darfur.

Dijana is credited with opening many of the doors to Jenkins' best contacts, in particular helping forge his relationship with Sheikh Hamad Al-Thani.

"Roger and I couldn't be any more different but we make a good team," she said in a recent newspaper interview. "He's very stable, focused and calm. I sometimes have to force him to open the door to new opportunities."

Jenkins joined Barclays in 1978 as a graduate trainee and from 1982 to 1984 was head of private placements for BZW in New York. He left in 1987 for a seven year spell at Kleinwort Benson in New York, and rejoined as head of SCM in 1994. He is also chief executive of Barclays Private Equity.

JAMIE WAYLETT

## 'Harry Potter' actor sentenced to community service

Reuters

LONDON

A judge on Tuesday ordered actor Jamie Waylett, who plays school bully Vincent Crabbe in the *Harry Potter* movies, to serve 120 hours of community service after he admitted growing cannabis at his mother's home.

District judge Timothy Workman told Waylett, who turned 20 on Tuesday, that the cannabis cultivation was on a small, but sophisticated scale.

"Mr. Waylett, I accept that the cultivation of this cannabis was on a small scale, and this was not in any way a commercial venture on your part," Workman told the City of Westminster Magistrates Court.

"Nevertheless you used a sophisticated growing system to do so," he was quoted as saying by the Press Association.

"I give you credit for pleading guilty at the earliest opportunity, your co-operation with police and the fact that you are, until now, a man of good character. I propose to deal with this by imposing a sentence of 120 hours of unpaid work."

Waylett was arrested with a friend after he took a photo of police as the pair drove past officers. When



REUTERS/STEPHEN HIRD

police searched his friend's car they found a number of bags of cannabis. Ten cannabis plants were later discovered at the home of Waylett's mother in Kilburn, northwest London.

Waylett's friend, John Innis, who admitted illegally possessing 11 bags of cannabis and a knife, was sentenced to six weeks' custody in a young offenders' institution, and fined 500 pounds.