

# Film Craft shortlist

The Cannes Lions Film Craft shortlist has been released, with many SA campaigns making the cut!



The Film Craft Lions celebrate onscreen artistry. Entries need to demonstrate exceptional film-making through work in which technical skill and prowess in production elevates an idea or dramatically enhances its execution.

There are 258 entries on the shortlist, including the following South African work:

- **Y&R SA and 7Films:** Western Cape Government Road Safety 'Everyone Knows' (Direction; Casting)
- **Y&R SA and 7Films:** Surfshack 'Chasing the Dragon' (Script)
- **King James II with Giant Films, Sterling Sound, Upstairs Ludus:** Econet Media's Kwesé 'The Great Escape' (Production design/art direction)
- **Halo, Ahoy Films, Star Films:** Commercial Bank of Africa Loop 'Unbank Yourself' (Use of original music)
- **Mami Wata CT** also worked on the brand's 'Woza' by Pantera & Co Buenos Aires (Direction)
- **Egg Films CT** directed Johannes Leonardo NY's Adidas 'Original is never finished' (Direction; Production design/art direction, cinematography)

[Click here](#) to view the Film Craft shortlist in full.

The Festival of Creativity runs from 17-24 June 2017, with Cinemark the local representatives of Cannes Lions for SA. Visit [www.canneslions.com/](http://www.canneslions.com/) and our [Cannes Lions special section](#) for more information.

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