

# Persistence of Vision

Journal of the Austin Film Society

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## Featured Sponsor: Synthetic Pictures at Gen Art

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When Director **Justin Corsbie** started [Synthetic Pictures](#) in Austin during the winter of 2002, his goal was to create a commercial production company with high profile directors and clients garnering international recognition. Nearly a decade later, Synthetic has offices in Austin, Los Angeles and New York City, seven roster directors including three from Austin – Corsbie, **Scott Rice** and **Richard Kooris**, a high end special effects division called SP / FX that integrates 3D animation into live action, and global clients such as Chrysler, Intel, T-Mobile, Shell, Mastercard, Procter & Gamble, Dell, Dodge, and Vegas Tourism.



This week, Synthetic's entertainment division is celebrating the selection of Corsbie's comedy series pilot, **HOT DOGS & HAND GRENADES**, for closing night of the **Gen Art Film Festival in New York City on June 14**. **HOT DOGS** stars Dave Sheridan (*SCARY MOVIE*, *GHOST WORLD*), and was produced by Synthetic Pictures in association with Jamie Kennedy Entertainment. The project was filmed on location in Bosque County, TX, primarily with an Austin-based cast and crew, including producers Allison Smith and Andrew Lee and cinematographer Nathanael Vorce. The **HOT DOGS** pilot is an irreverent, dark comedy that features a boy on his first hunt, a group of angry animal rights protestors and a speed freak determined to kill a cow. The collision of these types of characters is the kind of quirky humor that epitomizes Corsbie's comedy series, which is currently being pitched to networks including HBO.

Synthetic Director Scott Rice has also seen a blitz of recent success. His web series, **SCRIPT COPS**, is re-launching with Final Draft, Inc. **SCRIPT COPS** originated as a teaser campaign for the Austin Film Festival as well as a short film that had a whirlwind festival run with multiple awards, including the 2011 Maverick Award at the LA Web Series Festival. It was later a hit series for Sony Pictures' Crackle before finding its latest home with Final Draft. Another of Rice's projects, a campaign of spots for the Dallas International Film Festival, was honored in *SHOOT Magazine's* April 2011 "Best Work" segment.

Synthetic's entertainment division has multiple projects currently in the works, including **MAN WITH GUN**, a neo noir feature written by Justin Corsbie and scheduled for a 2012 production, **THE HARD ROAD**, a biker action/thriller co-production with the Sean Daniel Company (*THE MUMMY*, *DAZED AND CONFUSED*, *DEAD ISLAND*), cross cultural Hindi-Indie feature **COWBOYS & HINDUS**, written by Nicholl Fellow Tejal Desai, and the soon to be released documentary **DMT: THE SPIRIT MOLECULE** produced in conjunction with Spectral Alchemy.



Synthetic continues to produce high caliber TV spots and branded content, including recent campaigns for Chrysler, Dodge, Invisalign, America's Power and the Dallas International Film Festival. Synthetic is proud to bring many of these productions to Austin

and to work with the talented actors and crew that make up the Austin film community.

To learn more about Synthetic Pictures, go to: [SyntheticPictures.com](http://SyntheticPictures.com) or [Synthetic's Facebook page](#).