



'Deep-Fake' Joan Collins Helps Alkemy X Celebrate 40 Years in Business

11.19.2021

Philadelphia-based agency Alkemy X took a trip back to the '80s to relive its start in the above brand film, featuring a "deep fake" AI-created version of '80s icon Joan Collins.

The anthem spot plays as a recently "discovered" sales reel from the agency's early days, featuring all of the company's "cutting edge"-at the time-work on some fictional but familiar '80s films, TV shows and commercials. The film is hosted by Alkemy X's version of Collins playing the company's largest investor.

Besides the three-minute brand film, the agency also celebrated its 40th by reskinning its website and creating a slew of social posts.

"Coming out of the upheaval caused by Covid, the anniversary gave us all something fun to pull together around and create something as a company purely for the love of doing what we do," said Alkemy X President and CEO Justin Wineburgh in a statement.

"While the anthem film allowed our artists to run riot, playfully paying homage to techniques used in the early 80s, it also showcases the dynamic collaboration between the different divisions within Alkemy X and the innovation of our VFX

team through the use of the latest AI technology to create our deep fake," added Alkemy X Executive Creative Director Rupert Cresswell, also in a statement.

Alkemy X started in April 1981 as a production and post house run out of a garage in suburban Philadelphia and it has evolved into a full service entertainment, advertising and marketing shop. The agency has done work for such series as AMC's Fear the Walking Dead and Amazon's The Marvelous Mrs. Maisel and also delivers campaigns for global brands.

Alkemy X has teams in New York, Los Angeles, Philadelphia and Amsterdam and continues to expand with people in Singapore and Tokyo.

CREDITS

Writer and Director: Rupert Cresswell

Editor: Dave Bradley

Original Music: Dave Bradley

Visual Effects: Chris Ume

Post Producer: Sue Fallon

Live Action EP: Nick Pitcavage

DP: Drew Saracco

Gaffer: James Powers

Actor: Francesca Anderson

Voice Talent: Sheila Williams

Hair & Make Up: Kat Sterrett

Sound: Bob Schacter, Mike Taylor

Color: Janet Falcon

Designers: Dave Bradley, Chris Pace, Christine Lim, Goodsy, Greg Wilson

Assistant Editors: Ricky Heidelbaugh, David Molina Cavazos, Michael Byrne