



# BENT

## Rob Shaw Speech for Oregon Legislature

Hello, my name is Rob Shaw and I have been a director at Bent Image Lab since 2005. Bent Image Lab is an animation production studio in SE Portland. The studio began in 2002 and has produced hundreds of projects over its ten years. The company currently employs from 100 to 120 artists and production staff. Bent can expand up to 160+ people on a special project basis.

As a director at Bent, I have had the opportunity to direct numerous projects including multiple commercials, music videos and short films all over the world. The great part about my job is I get to do something that I love and be a part of entertainment that is seen by audiences that span the planet. Since we work on a global scale, Bent is best leveraged by content that is seen on a national or international stage. The wonderful part of having Oregon's production investment fund is its ability to attract projects that are seen on this scale. Shows like "Grimm" and "Portlandia" that air internationally give us the opportunity to showcase our work to a much larger audience. This allows us to build credibility on a global scale and affiliate our brand with projects that raise our profile in a very competitive and critical industry. Since directing the stop motion rat segments for "Portlandia", I have had several clients tell me specifically that they love the "Portlandia rats". Our contacts through "Portlandia" have also led us to work on other shows, such as directing the animation portion of a segment called "Demo Monster" from "Kroll Show" on Comedy Central. Subsequently our visual fx work on NBC's "Grimm" has also helped us to garner interest from other parties looking for help on visual fx heavy projects. Projects like "Grimm" and "Portlandia" give us notoriety and allow Bent to compete at higher levels within the industry. By continuing to attract these projects through the Oregon production investment fund Bent will be able to compete with "industry heavy" cities like Los Angeles, New York or Vancouver B.C. It helps to build our production pipeline, create jobs and position Bent as a great contender in a global marketplace. Passing House Bill 2267 will not only help keep our infrastructure strong, but by adding additional funds we will attract even more productions to the area which could potentially provide more opportunities for our industry's growth. I hope that you continue to support the Oregon production investment fund and companies like Bent. Thank you.