



WvMn  
PRODUCTION



我们把多年积累的国际水平电视制作经验服务于企业传媒

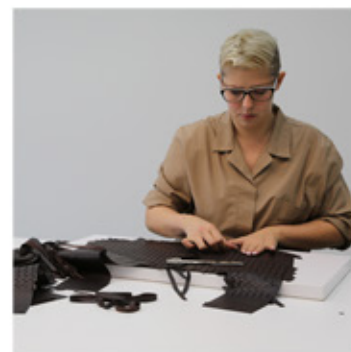
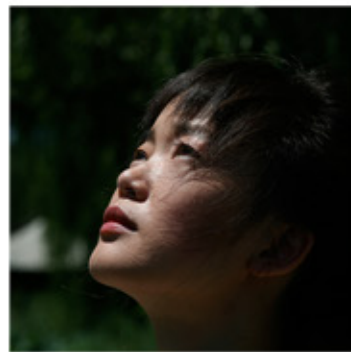
We combine world class TV journalism expertise with a keen aesthetic sense to produce high quality corporate communications for our clients in Mainland China and across Aisa

依托成熟的运作，舞马拥有广泛的国际资源，在欧洲，东南亚等地有多家协作伙伴，开通了欧、亚等地的制片资源共享通道，强化了公司的国际协拍、合作制片能力，更好的为客户提供全面优质的图像解决方案。

我们用图像讲故事。我们传递的不仅是信息，我们表达的更是感情和与客户互动的能量。对事物特有的洞察力，对讲故事技巧的熟练掌握能让客户和我们的观众对节目或品牌记忆深刻。我们讲述的不仅是一个故事，更是手挽手带领观众经历一次传递品牌信息之旅。

Wuma is a Shanghai-based high-end documentaries and corporate videos production agency providing premium media content for international television network and multinational corporations. In order to personally connect with your audience, you must not only catch their attention, but engage their emotions through a compelling story. Our mission is to fulfil this need : shaping your business story.

Storytelling and video are among the most powerful techniques we have as humans to communicate and motivate. In a story, you not only weave a lot of information into the telling but you also arouse your listener's emotions and energy in a way that hard facts often cannot do. That way, effective stories can change our opinions and inspire us to achieve goals. Persuading with a story demands vivid insight and storytelling skills to present an idea with such emotional power that it becomes memorable. Our know-how and expertise is not only to tell a compelling story to your audience, but also to create an experience for them in order to deliver your message effectively.



# 我们的理念 | Our values

## 理念创意

为客户提出不同的创意理念  
开发量身定制的企业品牌发展创意



## Conception development

Suggest original ideas and detect ideas with big potential  
Develop ideas that are consistent with your brand image

## 前期制作

我们坚持用手绘的方式把最完美的原创理念一笔一画地构思成一个完美的故事  
专业创意团队为每个客户量身订做图片故事



## PRE- PRODUCTION

Turn ideas into reality and approved screenplay  
Professional planning production

## 拍摄

根据我们的创意故事大纲拍摄  
高质量国际拍摄团队



## SHOOTING

Follow storyboard and guidelines  
Consistent, high-quality shooting

## 后期制作

专业的剪辑团队  
专业的录音团队  
可根据图像配乐录音  
坚持母语人士制作字幕



## POST-PRODUCTION

High-quality voiceover record and management  
Transcription and consistent subtitles  
Giving your video a unique aesthetic

## 我们的服务 | Our services

每个公司都有自己的公司文化，如何传递一个有力的公司文化，如何让客户了解产品后面的故事和服务，如何使全球化的公司在企业内传递公司文化，我们可以通过纪录片、广告或微电影的形式传递企业文化。

Despite the critical importance of persuasion and a solid company speak, you may struggle to inspire and communicate. Whether you want to convince your customers to buy your products/services, your employees and colleagues to go along with your workplace culture, new strategic plan or reorganization, or your partners to sign the deal, we have developed a range of video-making services in order to respond to your specific situation and needs:

### 公司内部传媒

公司内部汇报短片  
员工培训片  
品牌后面故事微电影  
公司文化微电影



### INTERNAL COMMUNICATION

Activity reporting video  
Employee collaboration video

### 公司对外文化传媒

公司整体形象介绍短片  
公司历史回顾短片  
企业未来发展规划短片



### EXTERNAL COMMUNICATION

Global presentation video  
Company retrospective video  
Company future vision and plans video



## 关于我们 | Our team

舞马制片公司是中国最赋创造性的影视及商业制片公司之一。主要从事电视、影视广告，商业短片的拍摄制作。拥有丰富的影视制作经验，是一个拥有顶级导演，摄影师，制作团队的国际团队。

我们是一个国际化的有11位多才多艺的创意人才组成的多文化团队。  
我们热爱我们所做的事情并倾力完成每一个拍摄任务。

Our permanent international and multi-cultural staff is composed of 11 talented people who are all passionate about what they do and will make their best to build together a tailored solution with and for you.





## 王喆（导演 制片人）



喆是舞马的创始人。她有十五年的国际媒体工作经验。她的纪录片曾多次获得国际纪录片大奖。她曾为世界最知名的媒体工作：CBS, Canal+, 法国世界报，英国Channel 4, 法国电视台，加拿大筹备处，法国国际广播电台等。她指导了多个国际黄金时间播出的节目。

喆也是一位知名的职业摄影师。她的作品曾在巴黎、上海展出。她正在策划今年的里约内卢的个人作品展。

她也用法文发表了纪实文学（《变动众的北京》2005），中文书籍（《生活在别处，别处是非洲》，《两个巴黎城》）。

喆毕业于巴黎政治学院和巴黎高师。

## Gaël CARON(摄像总监)



Gaël是法国和西班牙的混血儿，出生在法国电影城嘎纳。他是一个经验丰富的摄像师。他拥有14年为多国电视媒体的工作经验（美国CBC电视台，NBC电视台，加拿大CBC电视台，法国电视台，Canal+, Arte, 瑞士电视台，LUXEtv, 中东电视台Aljazeera)。Gaël在他青少年的时候已经对摄像十分热爱，摄像几乎是他全部的生活。他目前在中国已生活了9年，这些年来他在亚洲，欧洲和美国拍摄了风格各异的作品。他的作品曾入围国际知名纪录片大赛(Albert Londres, FIGRA)。

## 李永卿Evol（剪辑总监）



上海80后，他学习剪辑的过程非常刻苦，2年的电视广告制片和6年的剪辑短片和电影的经验让他熟练的剪辑出美好的画面。当然小李的优秀并不只有技术熟练，他的想法很独特，他说剪辑对于他来说并不枯燥反而是热爱，他把对世界的观察，通过剪辑的技艺融入影片当中，从而创造出一个故事，一种新的体验。

### **WANG Zhe** (Managing director)

Wang Zhe is the founder of Wuma Production. She has more than fifteen years experience in international medias. Several of her documentaries have been selected for professional international awards (FIGRA). Throughout her career, Zhe has worked with the most prestigious medias such as CBS, Canal+, Le Monde, UK Chanel4, TFI, CBC, Canada, France Télévisions, M6, RFI, etc. and has directed hours of international level-prime-time video content.

Zhe is also an accomplished professional photographer. Her works have been exhibited in Paris, Shanghai and soon in Rio de Janeiro. She is also the author of several books in French (Pekin en mouvement, 2005) and in Chinese (Chinese in Africa, Two cities of Paris). Zhe has graduated from Sciences-Po Paris and Ecole Normale Supérieure Paris.

### **Gaël CARON** (Director of Photography)

Gaël also has an international background. Raised between Spain and France, married to a Canadian, Gaël is an outstanding image professional, gathering 14 years of experience in collaboration with the most prestigious international medias (BBC, France Télévisions, TFI, Canal+, Arte, CBC, NY, NBC, CBC Canada, Al Jazeera, Swiss TV, Luxe TV). He has been living in China for the past 9 years and has worked all around Asia as well as in Europe, USA and Africa – several of his works have been selected in professional international competitions (Albert Londres, FIGRA).

### **LI Yong Qin/Evol** (Chief Film Editor)

Xiao Li has learned film editing in the most demanding school of all : advertisement! His 6 years of experience in this field have enabled him to build a solid culture of beautiful images and an obsession for the perfect film editing. But what makes Xiao Li an excellent film editor is not only his skills as a technician, but his artistic sensitivity: « Juggling with the rhythm and atmosphere of a film is indeed a matter of technique, but what makes me love what I do is the amazing process of writing a story with pictures».



冯小蕙Chloé(摄像师)

广州80后。也许来自中国的南方，所以她是办公室的阳光小姐。同时她也是一名多才的艺术家，她的作品涉及摄影，短片，绘画，版画，插画。广州美术学院版画系毕业后，她去了法国学习法语，随后进入了法国艾克斯美术学院。受到法国南部好天气的影响下，她开始深入学习摄影。她的作品曾经展于中国北京，法国，比利时，荷兰。



Sara Finance (创意总监/项目协调)

Sara是我们团队里用心为大家讲故事的法国小作家。同时也是一名创意的产品设计师，在法国和瑞典完成她的艺术和设计的本科学历后，她来到上海深造，了解产品和跨国文化之间的联系。随后她在中国的外资大公司里面担任品牌设计师和为项目发展部担任创新研究员(Kenwood,海尔,Adeo集团)。



Robin Mahieux (摄像副总监)

Roboin生活于巴黎和上海之间。他的父母都是艺术家。来自于法国南方的他曾经在非洲度过了他的童年时代。

他毕业于加拿大蒙特利尔电影学院，他曾在欧洲，北美和亚洲参与了不同的电影拍摄。另外他也多次参与巴黎和纽约时装周的拍摄。

### **FENG Xiao Hui/Chloé** (Photographer)

Xiao Hui is our office's Little Miss Sunshine! She is also a talented artist in many fields : photography, video, painting, printmaking and illustration. After she graduated with a Bachelor's degree from Guangzhou's Fine Arts College, Chloé headed to the South of France, in Aix-en-Provence, in order to learn French. Greatly inspired by Provence's colours, light and pace, she decided to specialize in photography, and it obviously was the right thing for her to do! Her works have been exhibited in China, France, Belgium, and Netherlands.

### **Sara FINANCE** (Project coordinator)

Sara is our team's French girl! Storyteller and writer at heart, she is also a creative designer. After she graduated with a Bachelor's Degree of Arts and Design in France and Sweden, Sara headed to Shanghai in order to learn branding in intercultural context. She has worked as a brand designer and innovation researcher in China on several project developments for Asian and European companies (Kenwood, Haier, Adeo Group).

### **Robin MAHIEUX** (Deputy Director of Photography)

The least that one can say about Robin, is that he is a restless person! Always on the move, Robin grew up between South of France and Africa, graduated with a BA in film production in Canada (Film School of Montreal), and now lives between Paris and Shanghai. Young, yet talented, Robin has already worked for several major international companies in Europe, Northern America and Asia (DIM MAK records, New Balance Asia, Nintendo Europe). Last year, he shot the Paris and New York Fashion weeks.

易威登  
LOUIS VUITTON

瑪尼  
ARMANI

ROLEX  
RICH WATCH CO.

夜紀世

IDER  
EAR

料理  
Grant 3/F

利永  
押六  
東  
入慶大興新

餐廳  
專家  
美良材眼鏡  
通宵營業

吉祥銀

蘇

蘇

CHARLIE BROWN  
吉門專  
CAFE

卡地亚  
Cartier

香  
C

Y\$

何人

雙G

濠  
麻雀

永隆

Metersbonwe

龍  
LUNG SHING  
紅  
VIRGINIA

茂昌眼鏡公司  
OPTICAL

干鍋  
GANGUOJU

霸王山莊  
KING'S LODGE

餐廳  
PRINCE  
RESTAURANT

吉興  
YOSHINO



## 我们的客户 | Our clients

立足于上海，着眼于国际。我们的客户从世界各大洲的主要电视台到国际企业集团，我们把多年积累的国际水平电视制作经验服务于企业传媒影像。

Wuma Production is a world – class agency specializing in TV journalism and a demonstrated fluency for executing effective corporate communication.

GUCCI  
qeelin

ALEXANDER  
MQUEEN

Goldman  
Sachs

GP  
GIRARD-PERREGAUX

VOLCOM

BOUCHERON  
PARIS

BOTTEGA VENETA

BALENCIAGA

francetélévisions

TF1

arte

LUXE.TV

fashiontv

BBC

CANAL+

SWISS TV

CBC | radio

ALJAZEERA

NBC

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