

Having just celebrated its first birthday, local creative agency Asia Motion is about to diversify its avenues of eye candy by adding movement and sound

THE times they have been a-changing for some time now – especially with the emergence of all-singing, all-dancing, multimedia-playing smartphones. Such developments offer media agencies – like locally based Asia Motion, founded by Belgian expat Isabelle Lesser – new creative avenues within which to showcase their work.

The agency will soon augment its services with a documentary department. Its roster of around 11 regular international photographers can thus explore the dynamic and versatile medium of moving images.

“This is the future of photography for us,” says 31-year old Lesser. “It means we can sell packages of photos with video and sometimes a mixture of mediums.

“Sometimes these come as slideshow presentations with audio of interviews playing over the top, and subtitles. With packages like this, you can just drop it into your Web site and present the story within five minutes.”

Asia Motion last Friday marked its first anniversary with a wingding-cum-showcase at Equinox restaurant. The site was decked out with screens and projectors to present photography, a video installation and the work of guest John Vink, from renowned agency Magnum Photos.

Seems things are about to take off for Asia Motion.

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