

Overview

# the Family

Technology-Driven Storytelling

[www.thefamily.tv](http://www.thefamily.tv)



linking technology  
and art, one story  
at a time.

# The Family

---



A medium-agnostic nucleus of creatives with a collective ethos to empower storytelling. The Family is a flexible, agile production house with modern capabilities.

Our artists and contractors are carefully curated per project to produce industry-leading work, and also a warm, collaborative environment promoting quality and confidence.



A promotional image for a play showreel. It features two women in black, form-fitting, possibly sequined or lace outfits against a solid black background. The woman on the left is in a dynamic, low-to-the-ground pose with her right arm raised and pointing upwards. The woman on the right is standing, leaning against a dark, curved object, possibly a chair or a prop, with her left hand resting on her hip. The text 'Play Showreel' is centered in a large, white, serif font, overlaid on the image.

# Play Showreel



# Past & Current Clients

---



SCHUTZ



htc



BCG



# over 135 productions

produced and delivered in New York & New Jersey\*

\*With filming done across Los Angeles, Taiwan, Chicago, Italy, etc.



01

02

03



## Value

One stop shop for conceptual and technical development.

It all feels personal.

Full transparency across production, creative, and technology.

## Differentials

While technology is very much a part of our capabilities, we work hard to let the process feel creative and free. We try to let the particulars of the tech stack fade into the background so we can focus on the creative.

Clients feel informed and in control with our open-book policy.

We are not restricted to a particular medium and can be flexible in scope.

We're always thinking about what's best for the story, not just the deliverable.

## Voice

Vulnerability and confidence are kind of the same thing. We talk with both.

Our range is our power. Our quality makes it cohesive.

We design, think, and create bespoke.

# Our Target Projects

## Film & TV

\$3-15 MM /Project

## Commercial

< \$1MM / Campaign

## Experiential

\$250k-1.5MM/Installation



## Ideal Yearly Bandwidth

# Our Services

---

## Production

- Pre-Pro
- Filming
- Editing
- VFX
- Animation
  - 2D
  - 3D
  - GFX

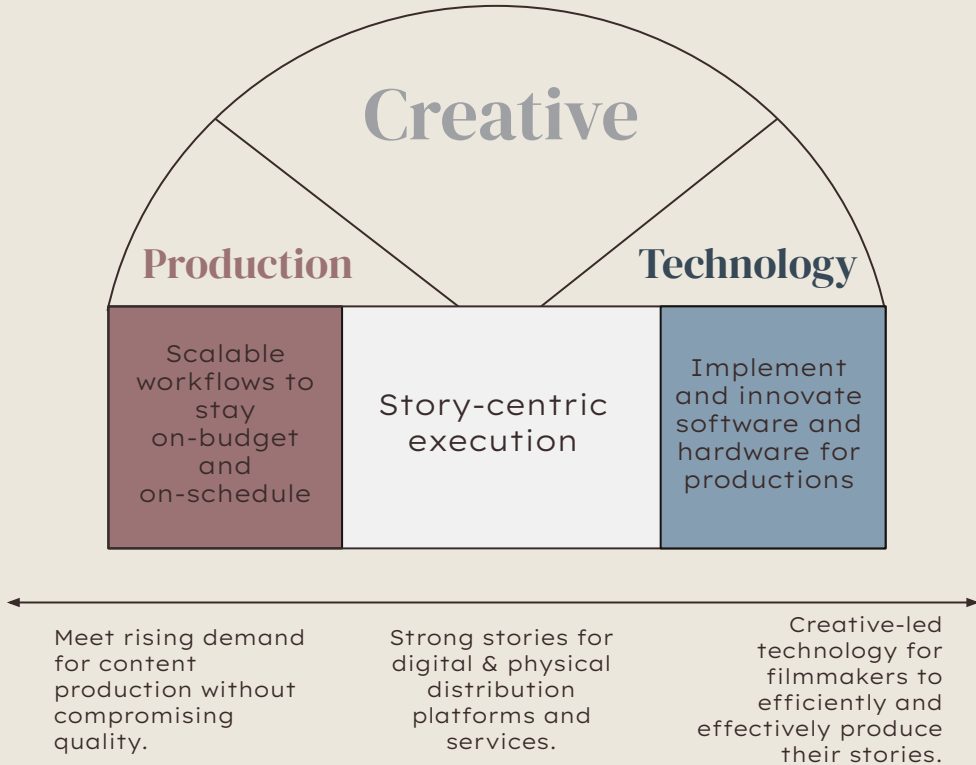
## Creative

- Original IP
  - Film
  - TV
  - World Building
- Experiential
- Installation

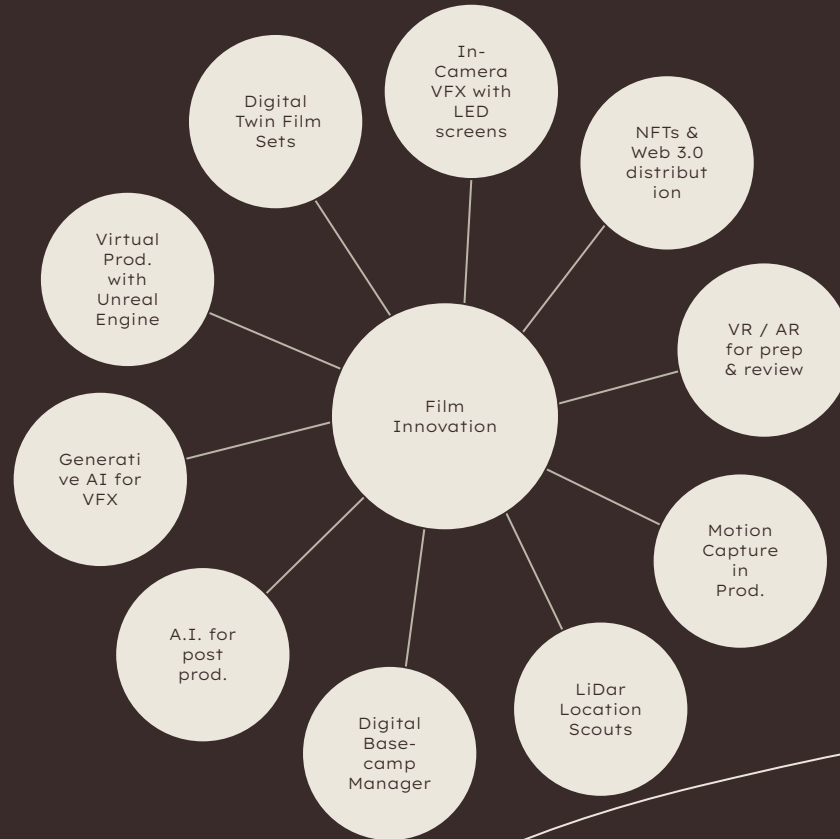
## Technology

- Interactive
  - Virtual Reality
  - AR /MR
  - Gaming
  - xR
- Installation
  - LED
  - Projection Mapping

# Value Add



# Production & Technology



# Virtual Production in NYC

disguise

blog 2022 5 min read

## How The Family + Choreografx are introducing virtual production to indie filmmakers



Harold Altmann  
postPerspective

Being intelligent for the post-production and postproduction community



The Family Opens LED Virtual Production Studio in Brooklyn

The Family, a multi-disciplinary studio based in Williamsburg, Brooklyn, has opened an independently owned LED virtual production studio designed for film and television. Officially opening on November 1, this stage will be available for everything from independent projects, such as indie features, pilots and documentaries, to large scale productions, such as film television work.

The new stage features a total of 270 12.3mm pool pitch LED tiles currently configured with one 10x12-foot wall, two 2x2m rolling walls and one 2x2m motorized ceiling. This is all powered by a 100kW power supply.



### THE FUTURE IS NOW FOR R/GA IT DELIVERS ON DECADES OF PROMISE

The agency is No. 2 on Ad Age's 2022 Agency A-List

By Seth M. ...



New York ...

### NY Production House 'The Family' Brings Virtual Production to Life with Blackmagic Design



Blackmagic Design cameras and software are a staple of both indie filmmakers and high-end productions. Steve Deibel of the film production house The Family takes the tech to a new level.

Steve Deibel has an extensive background in both filmmaking and visual effects and founded The Family in 2015, a leading film production house in New York specializing in production, VFX, motion, animation, and VFX.

After the COVID-19 pandemic brought the film industry to a halt, the Family gathered to build **New York's first independent Virtual Production stage for In-Camera VFX.**

An all-inclusive studio that can virtually reproduce any environment with on-location fidelity, with the added ability to manipulate time of day, set dressing, art direction, and more.

With ~\$1MM in state of the art technology, the Brooklyn stage is capable of producing films and tv with a small production footprint under one roof.

# ★ Mollie and Max in the Future ★



This sci-fi rom-com is the critically acclaimed indie film [Mollie & Max in the Future](#). After premiering at SXSW, A 100% on Rotten Tomatoes, and winning best picture at multiple film festivals around the world. /Film named it [one of the best Sci-Fi movies of 2023](#).

To bring this film to life we used many techniques like virtual production, scanning miniatures, in-camera vfx, and rear projection. If you like When Harry Met Sally, you can learn more about the film [here](#).



# Immediate Family

---



## Steve Dabal

Founder, Creative Director

## Griffin Yu

Founder, Head of Production

## Sebastian Clore

Partner, Executive Producer



# the Family

contact@thefamily.tv  
+1 402 947 0714  
www.thefamily.tv

