Collaboration drives imagination
Photographic and film editing studio Shadowplay takes its artistry to new levels using Adobe Creative Cloud for teams.

“I honestly don’t think we could survive or grow as a business unless we had Creative Cloud for teams.”
Phil James, Creative Director, Shadowplay

SOLUTION
Adobe Creative Cloud for teams

RESULTS
MORE IMAGINATIVE WORK for clients thanks to mobile-to-desktop workflows that lets the team create wherever inspiration strikes.
GREATER COLLABORATION by sharing information using custom-built Creative Cloud Libraries to give the whole team access to the assets they need.
IMPROVED EFFICIENCY with shared projects that multiple team members can work on at any time.
Shadowplay
Established in 2011
Employees: 6-10
Cheltenham, England
Brooklyn, New York

CHALLENGES
• Deliver outstanding creative work for clients
• Share workflow between staff and freelancers in multiple locations
• Keep up with the latest creative software tools

Seeing the world through a creative lens

Shadowplay urges its clients to ‘see differently’. And then, by turning conceptual ideas and into stunning finished work, Shadowplay shows them exactly what ‘differently’ can mean.

Award-winning advertising photographer Phil James set up a studio over 20 years ago. In 2011, it became Shadowplay, offering photography, film, post-production, CGI and animation services from its studio in Cheltenham, England. It also has a studio in Brooklyn, New York.

Shadowplay’s team is supported by a network of freelance professionals. Their diverse backgrounds and wide-ranging talents mean Shadowplay is perfectly placed to meet every creative challenge and add a highly bespoke element to each project.

"With Creative Cloud, we know we will always have the most up-to-date software on all our computers," says Phil, who is the company’s Creative Director.

Shadowplay’s creative approach has found them favour with clients such as McLaren, Carlsberg, Rolls Royce, Halfords, Pukka, Shell and Heathrow.

Satisfying unique business needs

Since everyone at Shadowplay has different talents, the team appreciates the adaptability of Creative Cloud. Its uniqueness and multiple uses are precisely why it’s such a crucial element for so many different people doing so many different jobs, daily.

For Creative Director, Phil James, it’s all about solutions that help him, rather than hold him back. His dream was always to go beyond the traditional photography studio: ‘Early on, I wasn’t just into photography and being a photographer, so I turned it into a creative production studio’. Creative Cloud enables Phil to do just that. It’s limitless. You make it your own. With your own skills and schedule. The sky really is the limit.

Bringing ideas to life

Shadowplay’s producers and directors combine CGI, film and animation to create documentaries, TV commercials, promotional films, and marketing films. The company uses a range of Creative Cloud apps: particularly Photoshop, InDesign, Premiere Pro, After Effects and Lightroom.

The studio delights in blurring the lines between reality and the imagination, using CGI to send a moose walking majestically down a snowbound Vancouver freeway or using retouching to create fantastical landscapes. The company is also embracing the latest virtual reality technology to deliver unique work for clients.
Managing a busy studio

Managing workflows and making the most of the Shadowplay team’s considerable strengths is the job of Studio Manager Aimee Venn, who’s been with the company since day one.

“It has been a really great journey for me, from starting in a small company then helping Phil to build it up. We have added more and more people, including freelancers. It’s a nice creative vibe to be part of,” she says.

For Aimee, the big draw of Creative Cloud for teams is that it simplifies admin and license management, freeing her and her team up to concentrate on creating.

“Creative Cloud gives us the ability to focus on the creative side of things, rather than the administrative side,” she points out. “With Creative Cloud for teams, we know we will always have the most up-to-date software on all our computers.”

The power of collaboration

For Shadowplay, one of Creative Cloud for team’s greatest strengths is making it easy for team members to work together closely, no matter where they’re working. It’s perfect for complex projects, or when teams are working on location.

Phil comments: “What I really like about Creative Cloud for teams is the sharing aspect. We use it with multiple people, even when they are working on the other side of the world, and we’re all looking at the same thing.”

Creative Cloud Libraries is essential for Shadowplay as no matter where the team are; on a shoot, working between their Cheltenham or New York studios – the team can securely share assets and folders. Using the custom-built Creative Cloud Libraries, Shadowplay can maintain control and stay on top of any amends for easy collaboration – saving time to work on projects. Amy comments “Apps work seamlessly together. All of our designers and editors can work on the same apps and use the same libraries.”

For freelance cameraman and editor Justin Golby, Creative Cloud’s Team Project is one of its most useful functions. “I can work on a Shadowplay project at home, then upload it to a Creative Cloud Library and one of the guys in the studio can pick it up and do some editing on it. Team Project has really helped collaboration between freelancers and the studio – it makes everything seamless.”
Such close collaboration helps the company to develop and deliver creative solutions for clients more quickly. Creative Cloud for teams also supports Shadowplay’s production managers in their approach of working as an 'extension of their clients’ imagination' with clients by giving them instant access to the latest technology and tools.

Always having access to the latest Adobe software makes it easier to move in new directions with clients, as Justin observes: "Adobe is always improving its apps and regularly sends new updates."

Freelance producer Gemma Harris highlights the fact she can jump onto whatever Shadowplay project she's working on and immediately pick up where she left off. "I have access to the most up-to-date logos, fonts, graphics, and any other assets the team is working on."

**Art for art’s sake**

For the team at Shadowplay, it’s all about the art, not the technology. Creative Cloud for teams works seamlessly: operating reliably and efficiently in the background. Phil concludes: "I think of Creative Cloud as a kind of silent partner that allows us to get on with our job, which is being creative and coming up with cool ideas."