Push Fest Description + Results:

This Summer we brought PUSHFEST back to Central Studios.  Over 1200 guests came throughout the night to enjoy an evening of film screenings, photo exhibitions, interactive installations and local food and beverages. We premiered “SHANGHAI 6”,  the long awaited Sequel of “Shanghai 5”, a video project documenting on Shanghai's Skateboarding scene created by Charles Lanceplaine. Together with Beats, we hosted a panel talk with special guests Leticia Bufoni and Aori Nishimura, who shared their experiences touring the world as professional female skateboarders. The Fest ended with a heavy skate session with prices from Beats, Herschel, Carhartt and more.

Results:

Guests: 1200+

Social impressions: 100,000+

Showreel Description:

We love every project we do. Here a summary of our favourite imagery captured over the past year.

Client list explanation about selection of clients + description?

Offices:

Shanghai, China

Wulumuqi Middle Road Lane 27 Building 5

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?

Contact: Kristin Skar Forseth

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About us Description:

PUSH IS A SHANGHAI BASED PRODUCTION COMPANY WITH OFFICES IN LOS ANGELES AND OSLO.

WE ARE PROBABLY THE MOST RESPONSIBLE AND HARD WORKING BUNCH OF SKATERS AND NINJAS YOU’VE EVER MET.

WE WRITE. WE DIRECT. WE SHOOT. WE CREATE.

WE ONLY DO WORK THAT WE LOVE.

Director Write Up

PROJECT DESCRIPTIONS

GABRIELLE

Being one of Norway’s biggest pop star over the past couple of years, Gabrielle took a completely new direction in 2018. Her first single in 2018, „Eg Lover“ (Norwegian for „I promise“), reflects on her personal experiences, creating a rather deep and mature sound.

The video was shot early may on 16mm Kodak film outside of Oslo.

ASICS TIGER X HBDC

Last Spring, we've teamed up with Asics Tiger to create three visual pieces focusing on different dancers featured in the Chinese TV show “Hot Blood Dance Crew”.

We were lucky to work with some of China's best dancers in these spots. From rooftops, bridges, all-night shoots at the Shanghai Film Studios and a 3D Dome inside a club - we brought their stories to life.

TNF UE “THE BOX”

Shot around LA and Palm Springs, the concept for that video was to create a short story for the North Face Tyvek Aluminum collection that dropped in early 2018.

The whole idea was to create a story around the box that's being used as a promotional item with the collection. The product comes with the orange box featured in the video.

The video takes place in a not so distant future where global warming has rendered areas outside of the cities inhospitable and our main character must deliver this box outside of the city deep into the wastelands.