

Halifax's Egg Hatches new shop

BY CARSTEN KNOX

HALIFAX: Egg Films, an East Coast television, radio and print advertising agency, has launched a full-service post-production facility in Halifax called Hatch Post.

"We have a pretty amazing team of people with a lot of experience in terms of the skill sets for editing animation and the audio side," says Mike Hachey, a former agency producer and commercial editor, who is both the owner of Egg and one of the in-house executive producers.

Hachey's new subsid will service Egg and other TV and commercial production companies in the region, nationally and internationally, providing video editing, sound design, mixing and complete post-management services.

Hatch has two Avid suites, a Pro Tools HD suite, and two animation stations, which do both 2D and 3D work.

Hachey has seen his two-person office swell to 10 employees over the past four years, and opening a post house was the next natural step to service his clients.

"It's a small market, which is why we're so diverse," he says, in discuss-



Hatch Post is Egg Films' new post-production subsidiary

ing Egg's growth. "We do corporate pieces as well as commercial stuff...so whatever an agency would possibly need – from radio to film production, casting, print shoots, coordination for print shoots, ACTRA signatory services, all that stuff – we do."

Egg had worked with other local

post houses, including Power Post, but felt there was still a market that wasn't being fully serviced – hence Hatch.

"A lot of the post companies here are geared [only] towards the film side of things," says Hachey, acknowledging that he'd like to see Hatch eventually move in that direction as well. •