



F23 Does Double Music Video Duty for Fordham

"I've always been impressed with Sony's HDCAM cameras, when combined with ZEISS DigiPrime lenses," says cinematographer Jon Fordham. "But I was extremely impressed with the immediately noticeable leap in image quality when I first saw the



F23's image on the monitor during the music video shoot for the band Thursday. I was even more impressed when we did our second F23 music video, *Cockroach Hotel*, for the band Jigsaw Soul.

"Maximizing your resources on a small-budget music video is a must. Not only does the HD format help, it also allows you a lot more freedom in terms of coverage of the band and performance. And that's where the F23 shines.

"It's designed with the cinematographer in mind. It makes me comfortable in knowing that I won't have to compromise anything in terms of image quality, function or form factor.

"The ability to shoot and record true off-speed in either 4:4:4 or 4:2:2 is another factor," he adds. "I'm finding the camera can handle anything I throw at it, no matter what the job is."

For Thursday's video, Fordham pushed the camera, crushing the pedestal, skewing the shadow and mid-tone color off in multiple directions and manipulating the saturation. "The result is an aesthetic that is unique and decidedly imperfect,"

“Its design & performance has raised the bar far more than any other camera.”

**Jon Fordham
Cinematographer**

he explains. And on *Cockroach Hotel*, he went in a completely different direction.

"Director Christopher Piazza asked me to shoot *Cockroach Hotel* in what he described as an *aged aesthetic*. He wanted not only to capture the look and feel of old film, but he intended to deliver the finished piece as a clip of found footage. To achieve a nostalgic look and feel, I lit the narrative scenes in an old cinematic style, and added a special diffusion filter, and then used a paintbox to paint the color into a sepia tone.

"As a DP, I'm being trusted not only to capture the director's concept, but also the band's image. It's a huge responsibility. So choosing a camera system and shooting format is not something to gamble on.

"The F23 completely changed my expectations of an HD camera," Fordham adds. "Its design and performance has raised the bar far more than any other camera system or format in the past."

