



FOR IMMEDIATE RELEASE

## **Company 3 Color Performs Color Grade for Lady Gaga's 'Alejandro'**

**Santa Monica, CA – July 6, 2010** – [Company 3](#) recently completed work on Lady Gaga's newest music video, "Alejandro," which was released on the web on June 7.

Directed by Steven Klein and shot by DP Janusz Kaminski, "Alejandro," the third single from Lady Gaga's "The Fame Monster" on Interscope Records, is reminiscent of Madonna's "Vogue," but with a more militant and masculine style. The video is dark and moody, with stark black-and-white photography highlighting the elaborate dance sequences. Company 3 co-founder Stefan Sonnenfeld performed the color grade for the project, working closely with Klein to achieve the desired look for the project.

"This was a fantastic project to work on," Sonnenfeld commented. "I have a tremendous respect for Steven and enjoy collaborating with him."

In addition to "Alejandro," Company 3 also performed color grading for Lady Gaga's three previous music videos, "Paparazzi," "Bad Romance" and "Telephone."

### **About Company 3**

Company 3 is a comprehensive post production facility for features, commercials and music videos. Known for our creative color artistry, pioneering technology and global reach, Company 3 is trusted to deliver a quality product every time.

Company 3's incredible talent roster includes John Bonta, Sean Coleman, Siggie Ferstl, Billy Gabor, Dave Hussey, Tim Masick, Victor Mulholland, Stephen Nakamura, Mike Pethel, Tom Poole, Rob Sciarratta, Stefan Sonnenfeld and Matt Turner. Recent commercial projects are campaigns for Audi, BMW, Heineken, Nike, and others. Recent feature film credits include "Alice in Wonderland," "Robin Hood," "Prince of Persia: The Sands of Time," "The Hurt Locker," "A Single Man," "Public Enemies" and "Star Trek." Company 3 [www.company3.com](http://www.company3.com) is an Ascent Media [www.ascentmedia.com](http://www.ascentmedia.com) company.

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### **CREDITS**

Client: Lady Gaga

Title: "Alejandro"

Label: Streamline, Conlive, Cherrytree, Interscope Records

Producer: Jil Hardin

Production Company: HSI Productions

Director: Steve Klein

Director of Photography: Janusz Kaminski  
Lighting Designer: David Devlin  
Editorial: Avid Diva  
Editor: Dustin Robertson  
Finishing: Steele Studios  
Colorist: Stefan Sonnenfeld  
Telecine Producer: Rhubie Jovanov  
Label Commissioner: Nicole Ehrlich

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