



Ideas in Action

A Reawakening Overseas

"It was in Sydney that I had a reawakening; I got my mojo back," says film-maker Ian Gamester.

Ian's 'Eureka moment' was when he was invited to a recording session at Trackdown Studios in Sydney and saw an opportunity. "I arrived at the studio, not really with the intention of shooting a promo. I was there to do some interviews, catch up with a few people. But when I saw the band set up in this epic studio space, and I found out they were going for a live take I decided I had to do something ... capture the moment! I had a few cameras with me, a crappy temperamental Sony still camera, an old beaten up Canon DV camera, another Canon HD camera. I went about gaffer taping them all to any available mic stand. When they went for a take I just pressed record on them all, sat back and let the band do their thing. The hard work started when I had to edit it!" The resulting [video](#) is 'This one be killer' by Merenia Gillies.



'This one be killer' video

Since then, Ian has made films around the world, in countries including Japan, France, Italy, Thailand, Spain, Germany, United Arab Emirates, USA and Holland.

After graduating with a film degree in London, Ian worked as a freelance cameraman for the BBC and Channel 4 in his early 20s, but after several years needed a change of careers and worked as a lecturer. Aged 30, he moved to Australia looking for a new challenge.

As well as promotional videos, he has worked on drama projects and made short films which have been screened at

international festivals and US cinema chains. His next drama project is a pilot for a TV series. He has also worked on community projects and shares his film-making skills and experience through occasional projects in youth groups and schools. Ian develops his business and brand by taking on a new creative challenge each year.

Having built up a professional reputation and personal contacts around the world, Ian's work now mostly comes from word of mouth recommendations and repeat business from clients. And Ian's business uses the internet in a number of ways. "Online communities such as Vimeo provide creative inspiration and feedback; they also allow me to forge new contacts and open up new opportunities."

Ian was greatly inspired by the 2010 feature film 'Monsters', which was shot on a micro budget with inexpensive cameras, using local people as extras, as the film makers travelled around Mexico. "It's amazing what we can achieve with minimal investment nowadays. I use a Canon 5D Mk II which can produce results equivalent to professional studio cameras costing ten times as much," says Ian.

Having rediscovered his creative mojo and built his business, he says: "I finally feel that I am doing what I should be doing! I have the boundless enthusiasm of someone in their early 20s, but with an older, wiser (and more wrinkled) head on my shoulders."



Ian Gamester

Ian has combined his creative skills and passion for travel to build a successful creative enterprise. His global roaming, creative growth and business development are summed up in his business brand: [keeponmovin'](#).

Links

<http://keeponmovin.tv/>

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