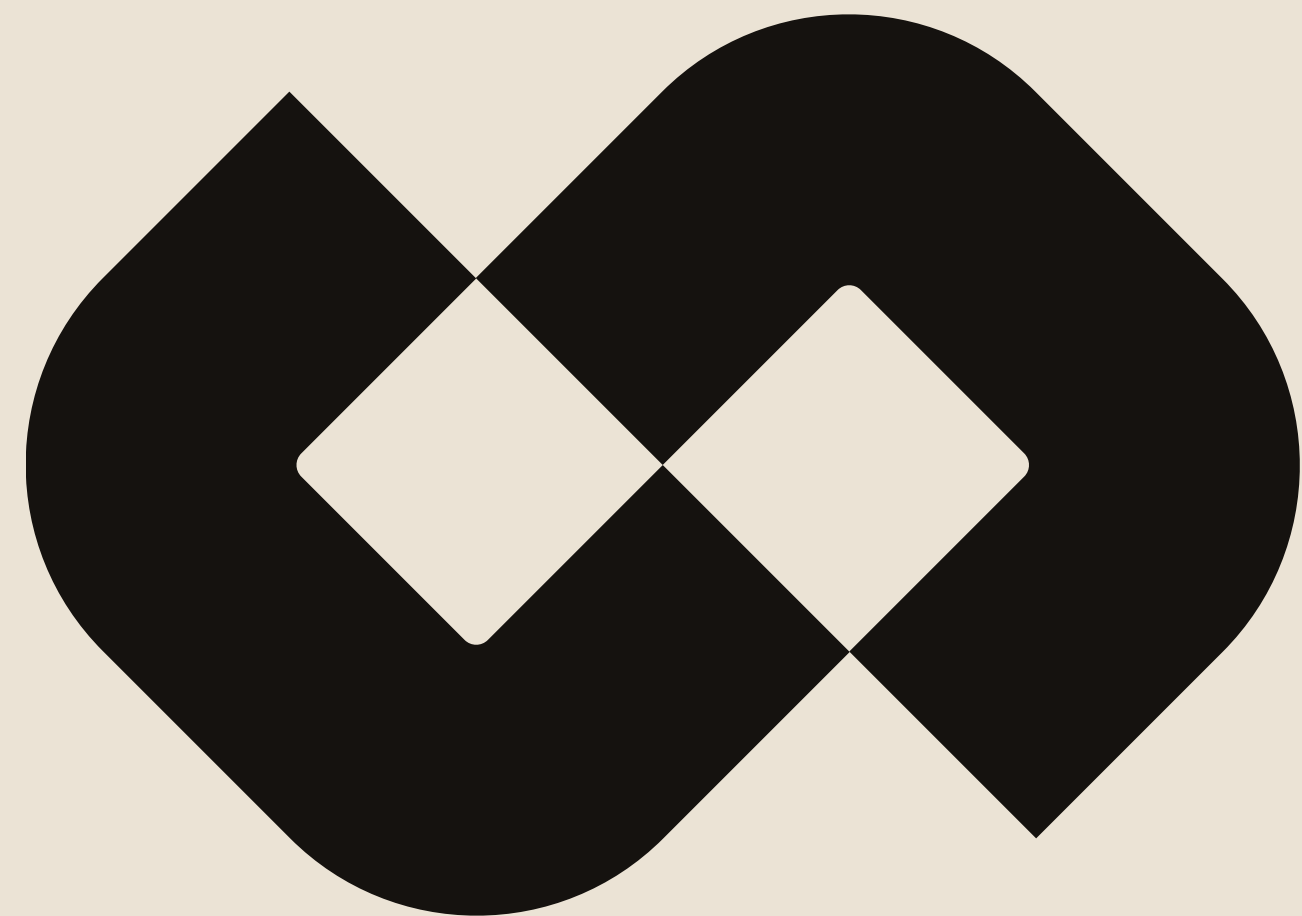


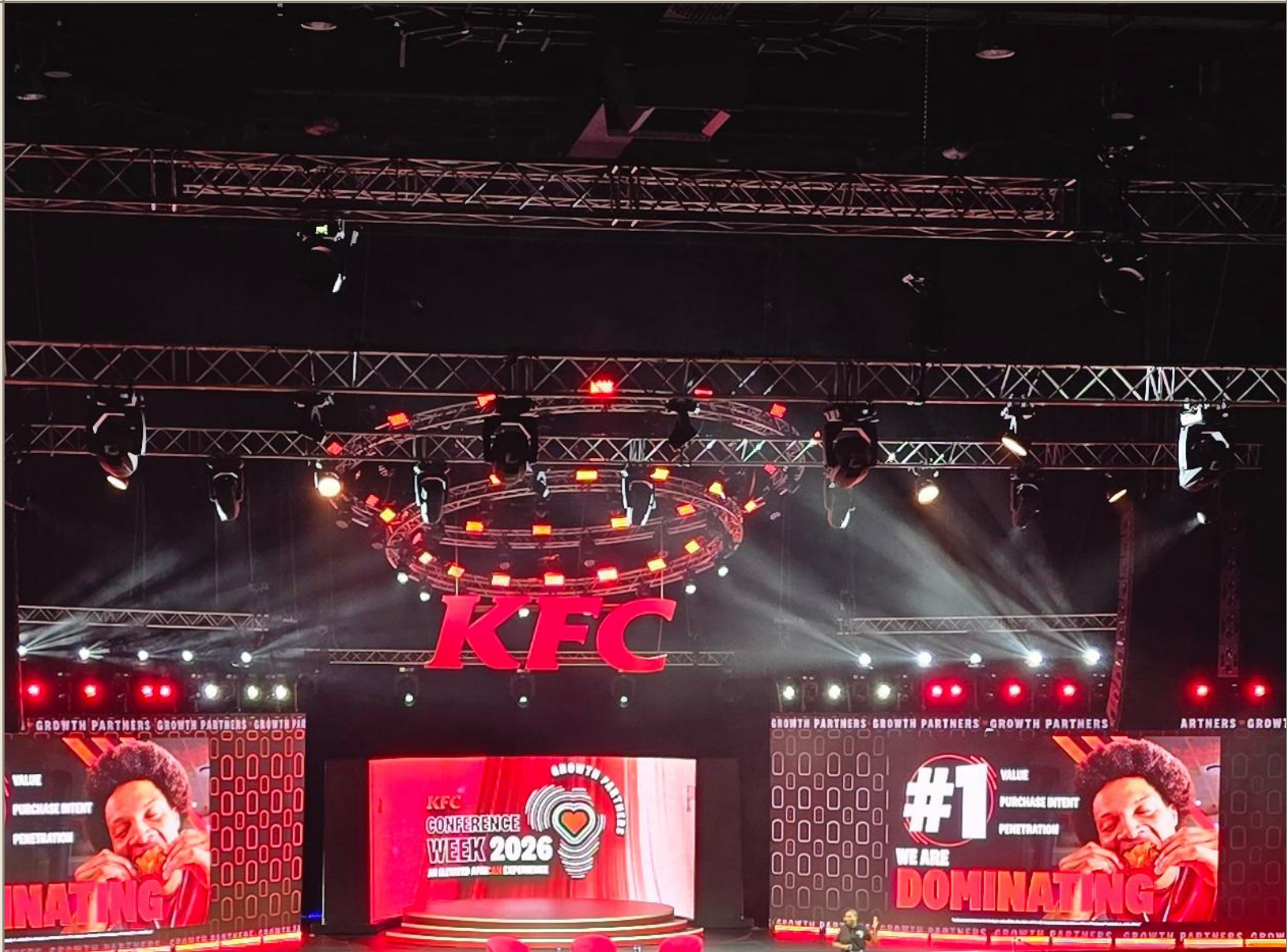


CTRL CUT CO

CONTROL THE FRAME

Post-production • Motion Design • Creative Direction

	CTRL CUT CO					
	CONTENTS OUR PROFILE, AT A GLANCE. A clear route through how we think, what we build, how we work and the proof behind it.		09 CASE STUDIES Different projects. Different pressures. One standard.			
	02	INTENTION	Where the work begins and what it needs to do.	10	SAFTAs19	Broadcast design for South Africa’s Film & Television Awards
	03	COMPLEXITY	Where intention meets production.	15	RMA 2026	Corporate identity into a live experience
	04	OUR ROLE	Translation · Craft · Certainty			
	05	CAPABILITIES	What we build and when to bring us in.	20	SAMA32	South African Music Awards: immersive multi-screen show world
	06	BEST FIT	When to bring us in.			
	07	HOW WE PARTNER	Structure that protects the creative.	25	START A CONVERSATION	Tell us what you need people to feel.
	08	EXPERIENCE	Projects we’ve contributed to.			
	COMPANY PROFILE / SOUTH AFRICA / 2026				01	

	CTRL CUT CO		
	INTENTION EVERY PROJECT STARTS WITH AN INTENTION. Intention begins with what you want people to feel. A reaction. A memory. A shift in understanding. It is the purpose and vision behind the response you want to create.		
			
	Some projects arrive fully formed. Others are still finding their shape. Production is where that intention gets tested.		
	COMPANY PROFILE / SOUTH AFRICA / 2026		02

	CTRL CUT CO		
	COMPLEXITY PRODUCTION PUTS INTENTION UNDER PRESSURE. As people, deadlines, assets and outputs multiply, intention can drift. The challenge isn't complexity itself, it's keeping the work aligned while everything around it keeps moving.	MORE PEOPLE ENTER THE PROCESS. MORE DECISIONS NEED TO ALIGN. ASSETS ARRIVE AT DIFFERENT STAGES. TIMELINES TIGHTEN.	
	Production always carries uncertainty. So we stay clear under pressure, use simple systems to keep the project moving, and keep every decision tied to the intention.	ONE OUTPUT BECOMES MANY. THE ORIGINAL INTENTION STARTS TO BLUR.	
	COMPANY PROFILE / SOUTH AFRICA / 2026		03

	CTRL CUT CO						
	OUR ROLE THIS IS WHERE CTRL CUT CO COMES IN. We step into the gap between intention and execution, shaping the right decisions, building the work to the right standard and keeping the process clear from start to finish.						
	01 WE DISCOVER Questions before solutions. 02 WE DEFINE Scope, outputs, milestones and approvals made clear. 03 WE PREPARE Inputs, references and specifications aligned early. 04 WE BUILD Direction before polish. 05 WE REFINE Feedback consolidated into clear actions. 06 WE DELIVER Checked, packaged and ready for its screen.						
	TRANSLATION We translate before we execute. We listen for the intention beneath the brief, the feeling, the response and what success actually needs to mean. CRAFT Senior multidisciplinary craft turns that understanding into finished work across edit, motion, animation, 3D, design and finishing. CERTAINTY The journey stays visible. You know what is approved, what is moving, what happens next and why.						
	COMPANY PROFILE / SOUTH AFRICA / 2026						04

	CTRL CUT CO	
	CAPABILITIES WHAT WE BUILD. Four specialist capability areas, working together to carry an idea through to finished delivery.	
	01 POST-PRODUCTION + EDIT Editing, post-production, sound design and audiovisual finishing from first assembly through final master. 02 MOTION DESIGN + SCREEN CONTENT Motion design, broadcast graphics and screen content for events, broadcasts and brands.	
	03 2D + 3D Animation, visualisation and supporting design development from style frames through finished renders. 04 CREATIVE DIRECTION Creative direction across motion, screen and post-production, shaping how the work connects as one visual system.	
	COMPANY PROFILE / SOUTH AFRICA / 2026	05

	CTRL CUT CO	
	BEST FIT WE WORK BEST WHEN:	
	01 The idea is strong, but difficult to translate into production.	
	03 Delivery is high-pressure or deadline-sensitive.	
	05 Your agency, studio or production company needs specialist capacity it can trust.	
	COMPANY PROFILE / SOUTH AFRICA / 2026	06

	CTRL CUT CO			
	HOW WE PARTNER BUILT TO WORK LIKE PART OF YOUR TEAM. We adapt to the structure around the project, adding specialist thinking and production capacity without complicating the relationships and workflows already in place.			
	01 CREATIVE TEAMS Your idea stays yours. We help strengthen the vision and carry it through production without pulling it in another direction.	02 PRODUCTION PARTNERS We add specialist capacity while respecting the workflow, responsibilities and client relationship you already manage.	03 BRAND TEAMS We help keep the work coherent across formats, screens and touchpoints, so the experience feels connected rather than fragmented.	
	Clear ownership. Senior involvement at key decisions. One coordinated standard across the project.			
	COMPANY PROFILE / SOUTH AFRICA / 2026			07



PROJECT EXPERIENCE

ACROSS OUR WORK

Work created across some of South Africa’s most recognised organisations and brands.



OLDMUTUAL

Google Cloud Summit
Johannesburg

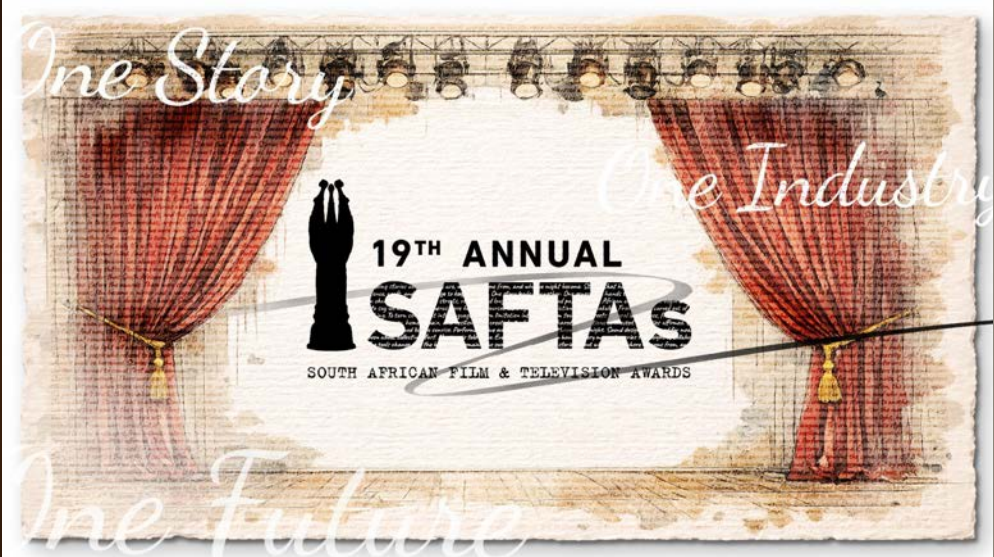




CASE STUDIES

Different projects. Different pressures. One standard.

	CTRL CUT CO		
		CASE STUDY 01 SAFTAs 19	
		Client Black Swan Media End Client National Film and Video Foundation Our Role Creative Direction Broadcast Graphics Motion Design Editorial Clip Selection Performance Graphics	
	Translating a broad show vision into a cohesive broadcast design system.		
	COMPANY PROFILE / SOUTH AFRICA / 2026		10

	CTRL CUT CO				
	THE BRIEF THE VISION WAS CLEAR. THE VISUAL SYSTEM WASN'T, YET. The challenge was not finding more ideas. It was deciding which ideas will survive. The system needed to feel cinematic without becoming a collection of filmmaking clichés; reference legacy without feeling dated; and stay flexible enough to carry award graphics, nominee and winner packages, performance visuals and the wider show toolkit as one coherent visual world.				Exploration 01 
	Exploration 02 				Exploration 03 
	2 LIVE SHOWS	96 AWARD CATEGORIES	1 COHESIVE VISUAL LANGUAGE	4 PROMOS	Final Direction 
	THE FIRST ANSWER WASN'T THE FINAL ANSWER.				
	COMPANY PROFILE / SOUTH AFRICA / 2026				11



THE SYSTEM

ONE VISUAL LANGUAGE,
ACROSS THE WHOLE SHOW.

The final direction was developed as a flexible visual system carrying the same cinematic language across category boards, nominee and winner moments, performance backgrounds and the wider broadcast toolkit.



FROM HERO ARTWORK TO LIVE BROADCAST TOOLKIT.



THE SCALE

A VISUAL SYSTEM,
DELIVERED AT
VOLUME.

The final system extended far beyond a single set of award boards. Across 96 categories, the visual language was translated into category, nominee and winner content, while also carrying through to supporting show assets including print design, promotional material and AV edits created for the event.

Alongside the core screen package, we reviewed footage, selected key visual and sound moments, and built 1–2 minute editorial AVs that carried the same creative language through the wider event.



	CTRL CUT CO		
		CASE STUDY 02 RMA 2026 Client 11eleven Studios End Client RMA PREVENTION AWARDS 2026 Our Role Creative Direction Experience Design Stage & Spatial Design Motion Design Screen Content	
	Turning an established corporate identity into an immersive live-event experience.		
	COMPANY PROFILE / SOUTH AFRICA / 2026		15

	CTRL CUT CO		
	THE BRIEF FROM IDENTITY TO LIVE EXPERIENCE. RMA came into the project with an established awards identity and a recognisable corporate visual language. The opportunity was to take that foundation further, translating it into an event world the audience could move through, not simply look at. The creative direction centred on “Forged in Safety”: industrial strength, heat and transformation balanced with the human purpose behind prevention. Our task was to turn that idea into one connected experience across arrival, environment, stage and screen.		Client-provided design The established RMA Prevention Awards visual identity supplied at the start of the project.
	BUILT TO BE SEEN, FELT AND MOVED THROUGH.		Our live-show adaptation Our reworked event direction, expanding the identity into a more immersive, cinematic visual language for the live show.
	COMPANY PROFILE / SOUTH AFRICA / 2026		16



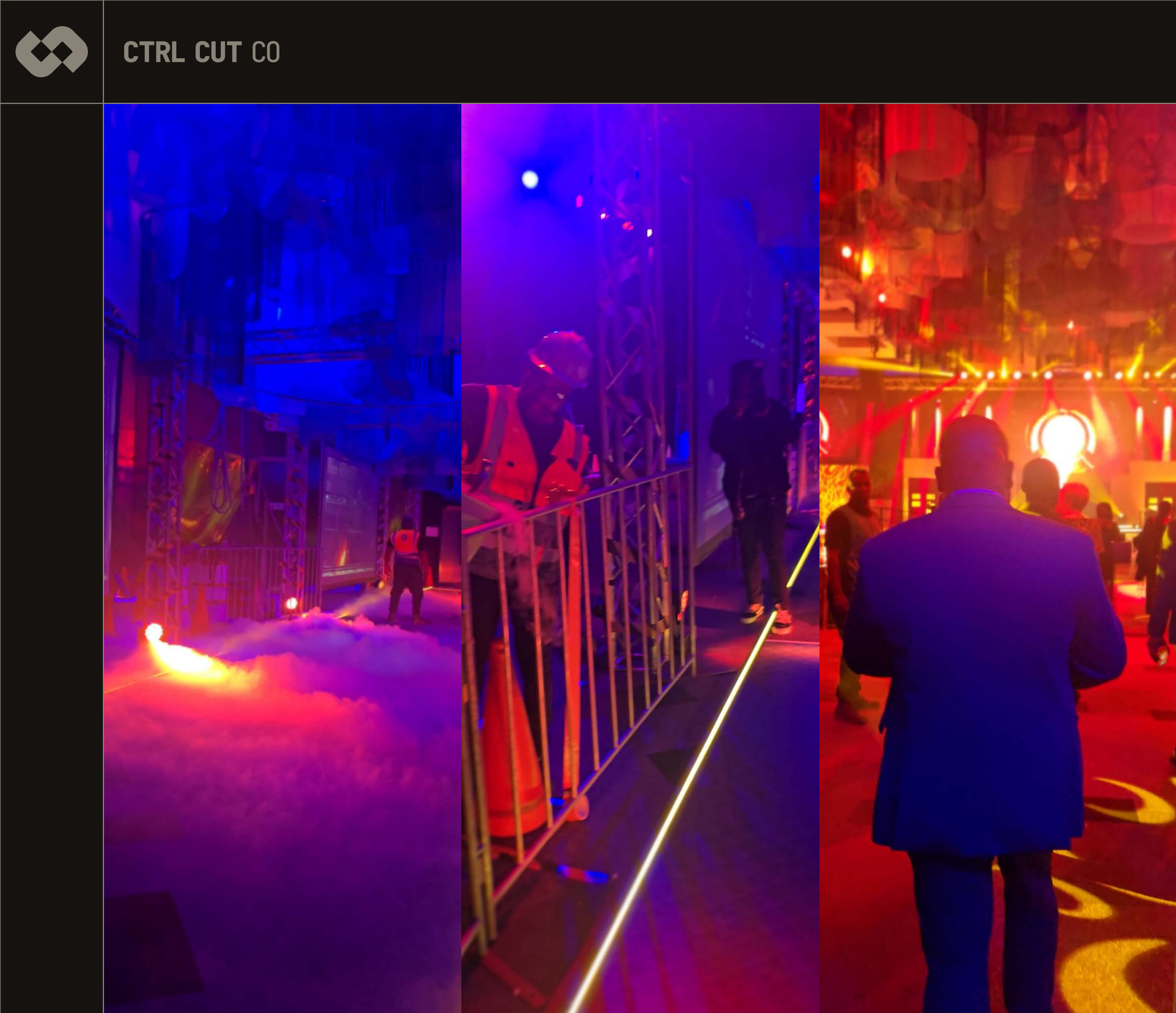
THE EXPERIENCE

ONE CONCEPT, ACROSS THE WHOLE JOURNEY.

The visual direction became the foundation for the wider event experience. Industrial materials, light, heat, movement and the idea of transformation were carried from the guest’s arrival through to the awards room — connecting the physical environment, stage and screen content as one world.



ONE VISUAL LANGUAGE, CARRIED THROUGH EVERY PART OF THE EXPERIENCE.



THE RESULT

AN IDENTITY THE AUDIENCE COULD STEP INTO.

What began as an established awards identity became a complete show world. The concept carried through the journey into the venue, the stage environment, motion and awards content — giving the physical and digital touchpoints one shared visual language.

Rather than treating environment, stage and screen as separate pieces, each was developed to reinforce the same ideas of industry, protection and transformation.



	CTRL CUT CO		
		CASE STUDY 03 SAMA32	
		Client Settlers Media End Client RiSA · South African Music Awards Our Role Creative Direction Show Visual Development Motion Design Screen Content Performance Visuals Broadcast Graphics	
	Building one evolving visual world across three shows, eight performances and a multi-screen stage designed as a single canvas.		
	COMPANY PROFILE / SOUTH AFRICA / 2026		20

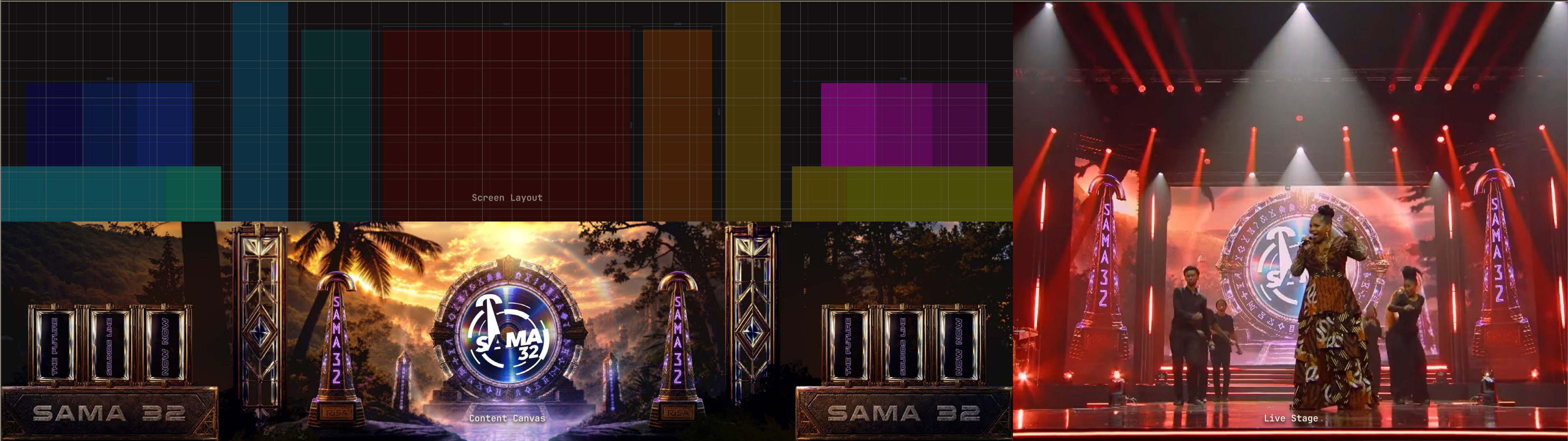
	CTRL CUT CO		
	THE BRIEF THE FUTURE HAD A SOUND. WE BUILT THE WORLD. SAMA32 came with a strong creative platform: “The Future Sounds Like Now Now” — a future-facing, culturally rooted expression of South African music, supported by an Afro-futurist visual direction. Our role was to take that direction beyond moodboard and campaign language, and turn it into a visual world that could live across the stage, performances and broadcast — while still feeling like one connected experience. The portal became the device that made that world possible.	Moodboard Nominee Announcement Event Craft Show Night 01 Main Show Night 02 FROM CREATIVE PLATFORM TO LIVE VISUAL WORLD.	
	3 LIVE SHOWS 37 AWARD CATEGORIES 8 PERFORMANCES 1 EVOLVING VISUAL WORLD		
	COMPANY PROFILE / SOUTH AFRICA / 2026		21



THE CANVAS

THE STAGE WASN'T A WALL OF SCREENS. IT WAS ONE CANVAS.

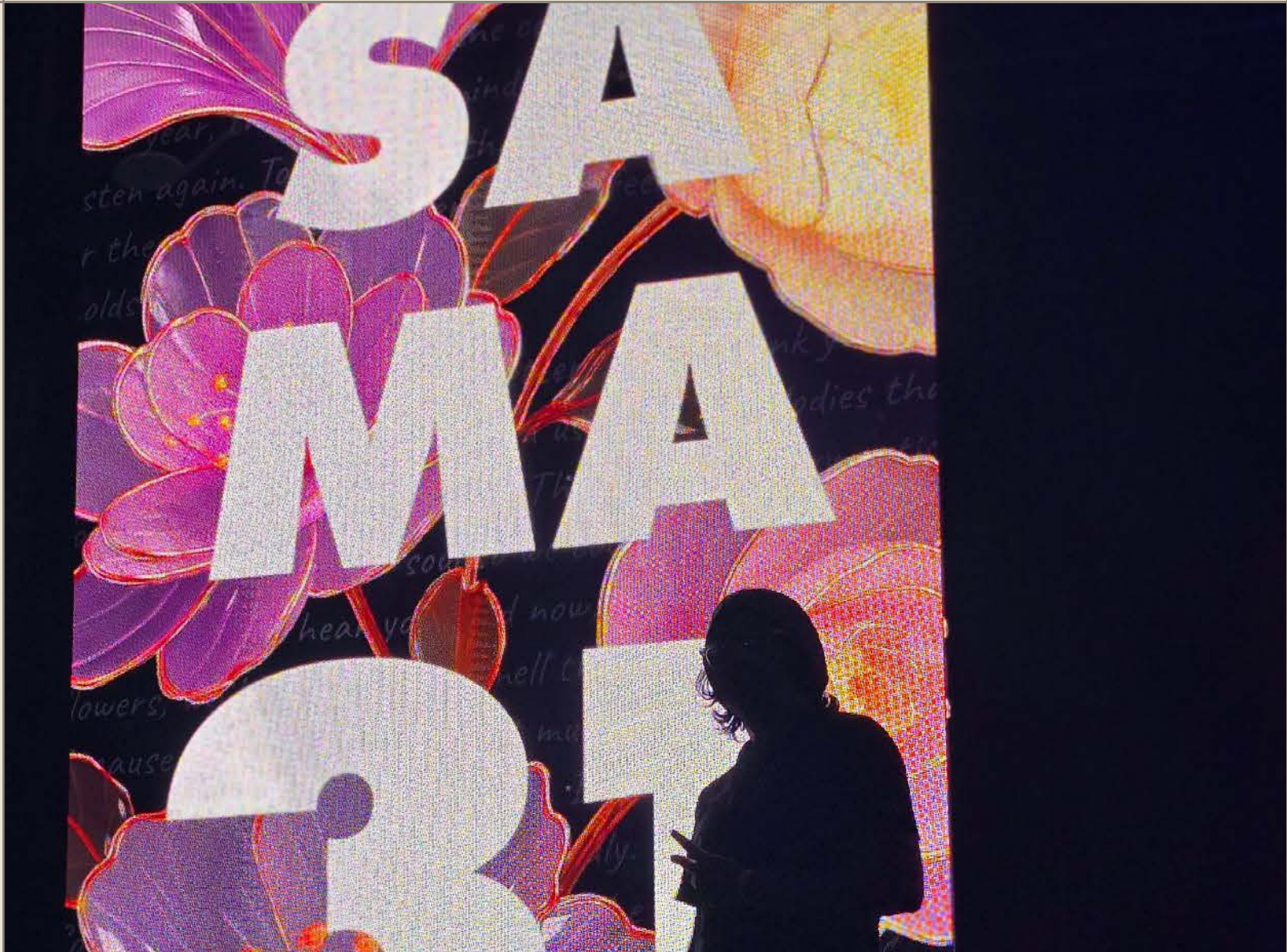
The stage used multiple LED surfaces, but we treated them as one connected canvas. Motion, lighting and the portal travelled across the full composition, making the stage read as one continuous world.



SEPARATE SURFACES. ONE CONTINUOUS WORLD.

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	Performance 01: A dark portal world opens the show, setting the tone and introducing the visual language that would evolve across the night.		THE PERFORMANCES EIGHT PERFORMANCES. EIGHT DIFFERENT WORLDS. Each performance needed its own atmosphere, but still had to belong to the same show world. Using the portal as the constant, we transformed the stage canvas across eight performances — shifting light, environment, tone and motion so each act felt like entering a different place. Rather than resetting the show each time, the world evolved around the music. The result was a performance journey that kept the audience visually engaged while deepening the “Now Now” concept throughout the night.
	Performance 02: The canvas shifts into a warm South African landscape, transporting the audience into a completely different atmosphere for the performance while the portal remains the visual anchor connecting it back to the wider show.		
	Performance 03: The stage shifts into a raw urban underpass, using concrete, graffiti and street textures to create a tougher, more grounded world for the performance. The portal remains the constant, linking this new environment back to the wider SAMA32 visual language.		
	Performance 04: A dreamlike night world of mist, light and atmosphere, with the portal grounding the performance inside the wider SAMA32 universe.		
	Performance 05: A cathedral-inspired world of stained glass and radiant light, created to give the gospel performance a sense of reverence, upliftment and spiritual scale.		
	Performance 06: A blooming, light-filled world of petals and lush colour, created to give the performance a softer, more intimate and uplifting atmosphere.		
	Performance 07: A fire-lit final world that brings the show to its visual climax, closing the night with intensity, heat and scale.		
	Performance 08: A subdued, reflective world created for the In Memoriam tribute — using light, atmosphere and restraint to honour those the industry had lost.		
COMPANY PROFILE / SOUTH AFRICA / 2026			23



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	START A CONVERSATION TELL US WHAT YOU NEED PEOPLE TO FEEL. A first conversation starts with the intention — who it is for, what the work needs to do and what constraints we are working within.		
	Every project is scoped and quoted around its own requirements.	CONTACT US  ctrlcutstudio.co.za  info@ctrlcutstudio.co.za  060 312 2090	
	COMPANY PROFILE / SOUTH AFRICA / 2026		25



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