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Emmy Award Winners FX Design Group and Giant Octopus Join Forces

FX Design Group, the leader in broadcast news set design and fabrication, purchases Giant Octopus to focus on delivering singular design direction and a seamless interface of motion graphics.

Ocoee, FL – (13-Oct-10) – [FX Design Group, LLC](#) (FX) announces that a deal to purchase motion graphics firm [Giant Octopus](#) (GO) has been signed by both parties. The deal, which officially closes November 2, 2010, creates the first single source provider of set design, lighting design, motion and set graphic design and set fabrication/installation for broadcast television. Both companies have collaborated on projects for many years making this acquisition the next natural step to expand their creativity, products, services and markets.

Creative partners Ruth Dial and Rey Rodriguez will head the new motion graphics division of FX as Creative Directors. They will focus their collective experience on graphic design, animation and branding services. Much of their role will include new content creation, creative development and user interface design for existing and new media markets. As part of the agreement, FX will own and market GO's entire library of syndicated graphic packages.

"FX's growth strategy for the next three years offers us many more creative paths in new media and the evolution of TV than we saw for GO alone," commented Rey Rodriguez. Ruth Dial added, "We've had a long and wonderful working relationship with FX so this seems like a perfect natural fit. We're very excited!"

GO has been the creative lead on projects in broadcast news including WABC and WCBS in New York City, The Blue Ocean Network (BON), and show packaging for Regis and Kelly and various shows throughout the Golf Channel. Joint FX/GO projects include Florida PowerBall, news stations KOB and KRQE, and a host of others. They also worked together on Cox owned [WFTV](#) which was the first news station to air in high definition in the Orlando market.

The name of the new motion graphics division of FX has not been confirmed but will likely be introduced before the November closing. The companies believe that bringing motion graphics into the FX fold creates greater creative synergy for clients. With all three elements of set design and fabrication under one roof, the company also believes it can offer greater efficiencies for their clients.

Mack McLaughlin, CEO and Creative Director at FX said this about the acquisition, “Over the past few years we’ve seen that our clients really want ease and efficiency in developing a new set. We realized that motion graphics was an important offering that we didn’t have. Once we realized this and shared our vision with GO it became obvious that we should join forces and offer a true “one-stop-shop” solution.”

About FX

FX Design Group is an award-winning design company delivering projects worldwide for the entertainment and television industries. Headquartered in the Orlando area, FX provides a complete compliment of set design, motion and set graphic design, fabrication and installation services, as well as lighting design and lighting gear sales, all under one roof. FX delivers cost savings and logistics efficiencies all focused on maximizing clients’ aesthetics, budget and time challenges. To learn more about FX Design Group please visit www.fxgroup.tv.