



THE RIGHT KIND OF CRAZY

Looking back on 8 years of 88storey Films

"People tried to talk us out of starting the company" says Sid Maderazo, as Louie Araneta, Cielo Sanchez and Mark Querubin, his fellow cofounders and partners at 88storey Films, nod in agreement. "They said we were crazy."

Although all four partners had successful careers before they ever dreamed of starting their own business, the notion of a new production house going up against the big names of the industry was seen as a big risk.

"It was the right kind of crazy at the right time," says Querubin, grinning.

"Of course, there's no way you could start a similar company now for as little as we put in (back then)" adds Araneta. Indeed, funding the operation entirely out of their pockets and working out of a modest Makati office space, 88storey Films' eventual success was the product of timing, hard work and more than a little luck.

Barely two weeks after opening their doors

and put up as the wild card supplier in a client bid, against all odds, the then-new kid on the block 88storey Films won the account. "Our first client is what really made us. If they hadn't trusted us, (and) if we couldn't do what we said we could do, we might not have lasted," says Sanchez.

The rest, of course, was history.

As project followed project, and with the company's reputation growing, the quartet's striking out on their own began to look less and less crazy, to the point that 88storey Films is now one of the most respected names in the business.

So what do people say about the team behind 88storey Films these days?

"Oh they still think we're crazy," says Maderazo, with a laugh.

With eight years of defying expectations under their collective belts, one gets the distinct impression that they wouldn't have it any other way.

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