

Blacklist and Polynoid Drive Lexus' New F5 Into the Future

LOS ANGELES, JANUARY 29, 2015 – Blacklist and Polynoid team up to inject supercharged fuel into the new Lexus F5. The project is a fully CG, futuristic vision of automotive advancement.

The collaboration spurred a hyperactive transformation that will get car buyers pumped to test drive Lexus' new model. The piece opens with a menagerie of armlike machines injecting something special into the vehicle. After the F5 gets a taste, the machines take over and various parts of the car start to take shape. Gears start grinding, lights are illuminated and the paint job chips onto the car in a truly mesmerizing fashion. After the transformation is complete, the F5 breaks loose from it's creator and takes off.

"The creatives at Team One had been looking for a project to collaborate with Polynoid on for some time---and actually came up with their concept with the team in mind," said Blacklist Executive Producer Andrew Linsk. "It was a wonderful collaboration all around, and a great opportunity for Polynoid to showcase their storytelling and CG skills in the automotive category. Working fully in 3d allowed us to achieve results that wouldn't be possible if done practically, and the team did a fantastic job in creating a highly believable photoreal world."

Polynoid's deft attention to detail in the car itself results in a dynamic and stunning spot from beginning to end. The film premiered at the unveiling of the car at this year's Detroit Auto Show.

About Blacklist

Blacklist is an integrated production company based in New York City. Their directors, animators and designers specialize in live action, animation, and mixed media productions. For more information, contact Adina Sales or Andrew Linsk at (212) 505-6864.

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