

Psyop Channels The Work Of Art Greats In Mesmerizing Journey For Sherwin-Williams' Emerald Paint Collection

NEW YORK, March 10, 2015 – Moved by color and motion, Psyop and McKinney bring consumers along a epic journey of exploration through bold and beautiful shades from Sherwin-Williams' Emerald Paint Collection. The team looked to fine art for inspiration, drawing from Mark Rothko and Georgia O'Keeffe as inspirations. "What's important about looking toward these artists in our process is that their art brings to the table another era, another way of thinking about and creating great graphic design," director Lauren Indovina explains. Thinking differently is just what they did.

One of the most interesting characteristics of this project has to be the way that it was shot. Inspired by classic Sci-Fi camera moves from "2001" to "Interstellar," the team created a seamless camera move through miniature sets. The main tools were a high speed arm and the Phantom Flex4k. Using 400 gallon tanks, the team injected paint into the water and moved the camera through the tanks with precise choreography. In post they stitched the pieces together, creating a surreal journey of color. One thing is for sure: this isn't your average paint commercial. It "takes a lot of bravery on the part of clients and agencies to do something like this. In shooting this kind of material, it makes the project more like art," notes director Eben Mears.

Tools used in post:

- **Nuke** - Most of the material was shot. Nuke was used to track, stabilise, and retroject the paint to conform to a CG camera move.
- **Houdini** - We created some particle effect passes to help with the transitions scene to scene.
- **XSI** - We used XSI and Arnold for all our rendering.
- **After Effects / Premiere** - We used these tools for offline edit and quick slap comps to feed into Nuke for actual finishing.

About Psyop:

Psyop is a production company led by Directors with a simple mission: to craft compelling experiences that viewers seek out and share. Celebrated for groundbreaking work across platforms, Psyop specializes in creating content led by thoughtful design and breathtaking art. Psyop has offices in New York and Los Angeles.

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