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MOTIVE MAKES ART POP FOR WARHOL MUSEUM DISPLAY

Design Dynamos Marry Art with Type for Exciting Lobby Presentation

PITTSBURGH, PA, October 14, 2010 — **MOTIVE**, a creative services company specializing in identity, branding, interactive, creative development and live action production for television, online, radio and print that transcends multiple media platforms, recently delivered a sleek, stylish graphics package for **The Andy Warhol Museum's new HD lobby display**. The package skillfully blends typography with some of Andy Warhol's most iconic images to capture the essence of the artist, and the museum, for visitors.

The Warhol tasked MOTIVE with distilling the breadth of Warhol's work into a graphical presentation that not only highlighted his main themes, but also demonstrated their connection to the museum's overall mission. As the display would greet visitors upon their arrival, it also needed to be succinct. MOTIVE worked closely with the museum to pinpoint Warhol imagery that best exemplified the connection between the artist's themes and the museum. The two groups then selected a series of words, such as "celebrity," "iconic," "collaborative" and "factory," to display with the imagery. To maximize the amount of information imparted in a small amount of time, it was determined that the best approach was to show one word at a time with relevant imagery.

Culling imagery and words was not the only challenge for MOTIVE. It also contended with the unusual dimensions of the rectangular-shaped display. "The four screens together formed a long strip, which fit text well, but didn't conform as well to the Warhol work," says Gary Keenan, creative director, MOTIVE. "To make it work, we had to figure out the proper specs for the output, then determine which parts of the art depicted would fit best within those measurements. We did not alter the artwork in any way, but rather focused in on certain details and parts, working with the museum to select the best angles and views."

The presentation, now up and running, opens with a Warhol self-portrait set against a blue background. A few seconds later, bright white letters spelling out "individuality" slide across the screens. A photo of Farah Fawcett, over which the word "celebrity" is written, then replaces the first visual. The rest of the presentation follows the same pattern, connecting portraits of such icons as Marilyn Monroe and Elvis Presley with terms like "iconic" and "celebrity." The final image is Warhol's painting of a gun with "The Warhol:" juxtaposed with the weapon's barrel. MOTIVE used Adobe After Effects to create the presentation.

"We had a very specific vision for this display, and MOTIVE completely nailed it," says Rick Armstrong, communications manager, The Andy Warhol Museum. "They took the time to study our brand identity and style book before they got started, and were thoughtful of how we visually present

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ourselves. They were able to offer their own suggestions and opinions without overstepping our vision and branding, making the overall process a true collaboration. I can't say enough good things about MOTIVE. We'd love to be able to do another project with them."

MOTIVE team for the Warhol Museum lobby display: Gary Keenan (creative director), Chris Valentino (executive producer), Brian Jordan (Project Manager), Will Hong (animator).

ABOUT MOTIVE

MOTIVE is a creative studio specializing in identity, branding, interactive, creative development and live action production for television, online, radio and print. MOTIVE designs and produces program packages and title graphics, as well as broadcast, consumer and theatrical promotions. The New York City based MOTIVE was founded in 2008 by an imaginative and award-winning team of industry experts who together create, conceptualize and execute captivating strategies that transcend across multiple media platforms. Motive's diverse clientele includes CBS, Time Warner, MTV, Nickelodeon, History, Versus, Chiller, News Corp, HGTV, Discovery, TLC, TBS, Comedy Central and HBO and advertising agencies and PR firms such as Saatchi & Saatchi, Kang & Lee, Concentric RX, Tonic Life, Vox Medica, Serino Coyne and GSW. For more information, visit MOTIVE at www.motivenyc.com.