

Illustrations for Smokey Robotic

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Abstract

Case study: creating illustrations used for branding releases by the band Smokey Robotic. Videos links: <https://youtu.be/ANott6kxrrM>; <https://youtu.be/dbqorkPflbU>.

Between 2011 and 2014 the band Smokey Robotic was prominent in the local NYC music scene. Their music videos received over a million views and significant coverage in social media. Members included legendary producers !llmind, Konrad, and recording artist Father Dude. During that time produced visual branding for several projects that received wide viewership.

Razors and Balloons (2011) [Figure 1] was Smokey Robotic's first big project, receiving over a hundred thousand combined views and plays. I produced 10 pencil illustrations that form a narrative in the video: the protagonist holds on to a balloon from infancy to old age, eventually using it to fly and gain a greater vantage point. I also produced a detailed version of one of the images for use as additional marketing [Figure 2].

In addition to an album (2012's The Shark and the Helicopter) [Figure 3] I produced several illustrations for large and small projects, ranging from marketing for music videos to flyers for larger shows [Figure 4].

I contributed a central prop for the video Barefoot (2013) [Figure 5], which was produced for Converse in their Rubber Tracks studio. The concept behind the short film was that the protagonist sees a painting that turns her into a painted version of herself, with viewers seeing the painting at the end. I also assisted in art production during shooting. The tagline is featured in the painting: You are who you pretend to be, so be careful of who you pretend to be.



Figure 1: Razors and Balloons (2011), starring Mike Lohan Jr; I contributed the pencil drawing sequence that unfolds throughout.

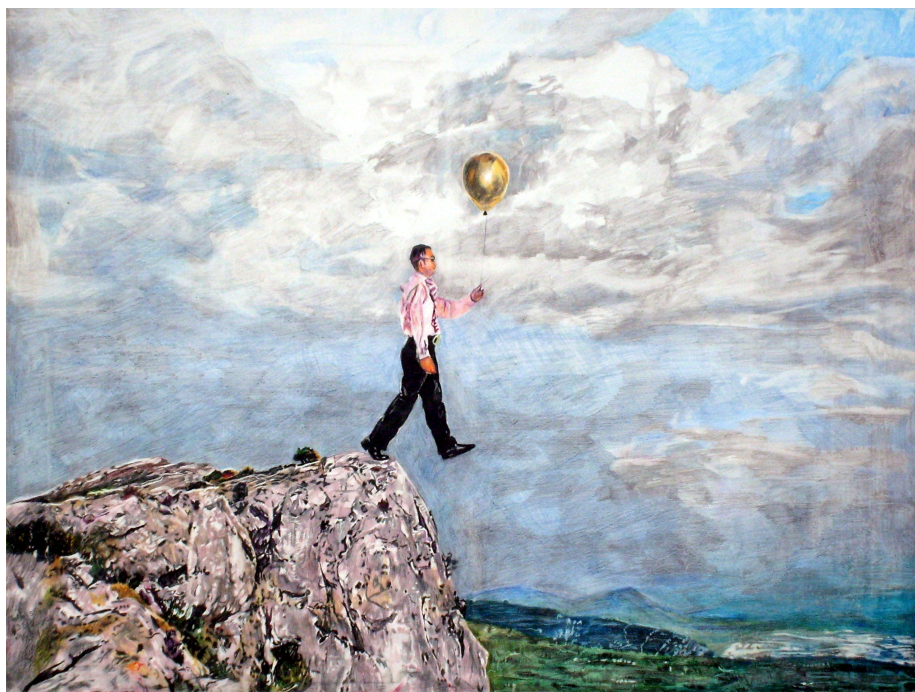


Figure 2: Illustration used to market the music video Razors and Balloons (2011); color pencil on clayboard varnished with acrylic; 18" \times 24".



Figure 3: Illustration for the album *The Shark and the Helicopter* (2012) by Smokey Robotic; color pencil on clayboard, varnished with acrylic; 24" × 18".

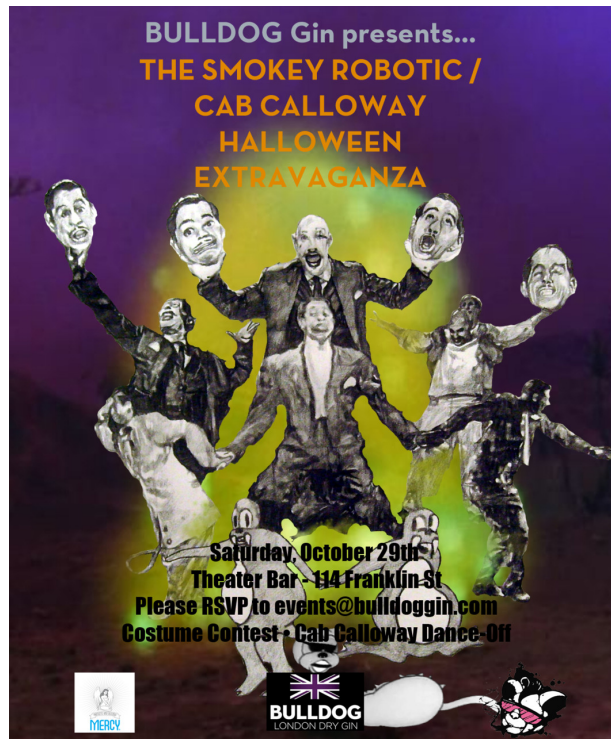


Figure 4: Advertisement for a Halloween show sponsored by Bulldog Gin.

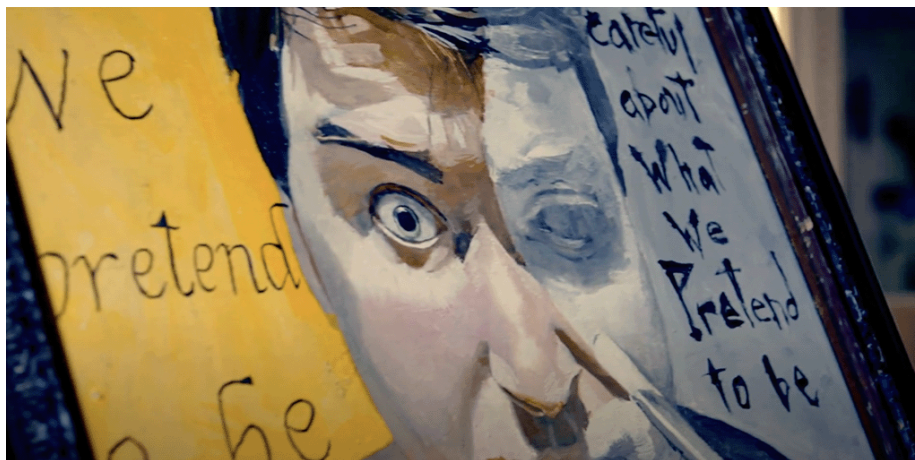


Figure 5: Barefoot (2013); I contributed the painting at the end, and to the artistic production during shooting.