I met Evan on set of a video shoot. Iconologic enlisted Evan and his partner, Steve Dinozzi, because the video required visual effects, one of their many specialties. The concept was to shoot a short video that utilizes color to tell a special story of rebirth. When the four-day shoot was a wrap, I asked the guys some questions on camera about their experience on set for a behind-the-scenes package that we were putting together. The short conversation with Evan left me with new insight and a few quotables. So, when our site was ready for some iconoclastic content, I knew it was time for - another brief exchange with Evan Nyquist.

image

Evan Nyquist is an Atlanta-based digital/fine artist, according to his LinkedIn (though, I’d say the title is a bit modest). In the last four years, he’s worked with Turner Studios/Creative Services and, more recently, teamed up with Steve to do the visual FX and motion graphics on music videos for Will.i.am, Mac Miller, and Maroon 5—the latter has amassed over 19 million YouTube hits.

image

From Maroon 5’s Love Somebody, watch here

Aside from film, editing, visual effects, graphic motion, design, and illustration, Evan can spit out middle school poster quotes like watermelon seeds. So much so, that Steve dubbed them “Evan’s Nike Quotes”.

image

“Watching a master be masterful is the pinnacle of learning.”

Yup, let it sink in.

This gem emerged while Evan explained the significance of surrounding yourself with people that you can learn from. He put it frankly: “I love being around people who are better than me.”

image

The idea is simple: every creative, artistic, or ambitious person should develop a relationship with someone who can be a mentor in order to maximize creative success.

Right now, Evan is prepping his canvas for something he’s never painted before—launching a business. He always knew he required creative freedom in order to be content with his career. After developing a seamless working relationship with Steve on several projects, they knew starting an agency together would be a natural move.

image

According to Evan, artists are supposed to possess an inherent characteristic that contaminates everything he or she touches. From a life insurance company logo to street graffiti, artists should leave their mark on all of their work. Evan calls it “style and soul”.

When I asked Evan to describe his own style and soul, the wordsmith, ironically struggled to find the right words. “I’d say sharp,” he said after several moments. “And, juicy too. Add juicy.”

image

Culture, creativity, and individualism were fixtures of life in Alphabet City, the East Village neighborhood where Evan spent half of his childhood. Discovering art and fresh perspectives was never a problem for a young and adventurous Evan. He even recalls the legendary Kieth Haring selling pottery outside of his home. Later in his childhood, Evan and his family relocated to Minneapolis, another progressive and artistic city that influenced his style and soul.

Some times Evan is nostalgic about the old days as a child when his art and thoughts weren’t so clouded by the outside world. He believes that people often allow the universal online culture to perpetuate trends and diminish individuality.

image

“If I saw art that was bad, I closed my eyes or I looked to the ceiling,” Evan said about his days as a student at SCAD. “We’re being inspired whether we want to or not.” And, Evan refuses to be inspired by anything that will not convict him to create the most provoking art possible.