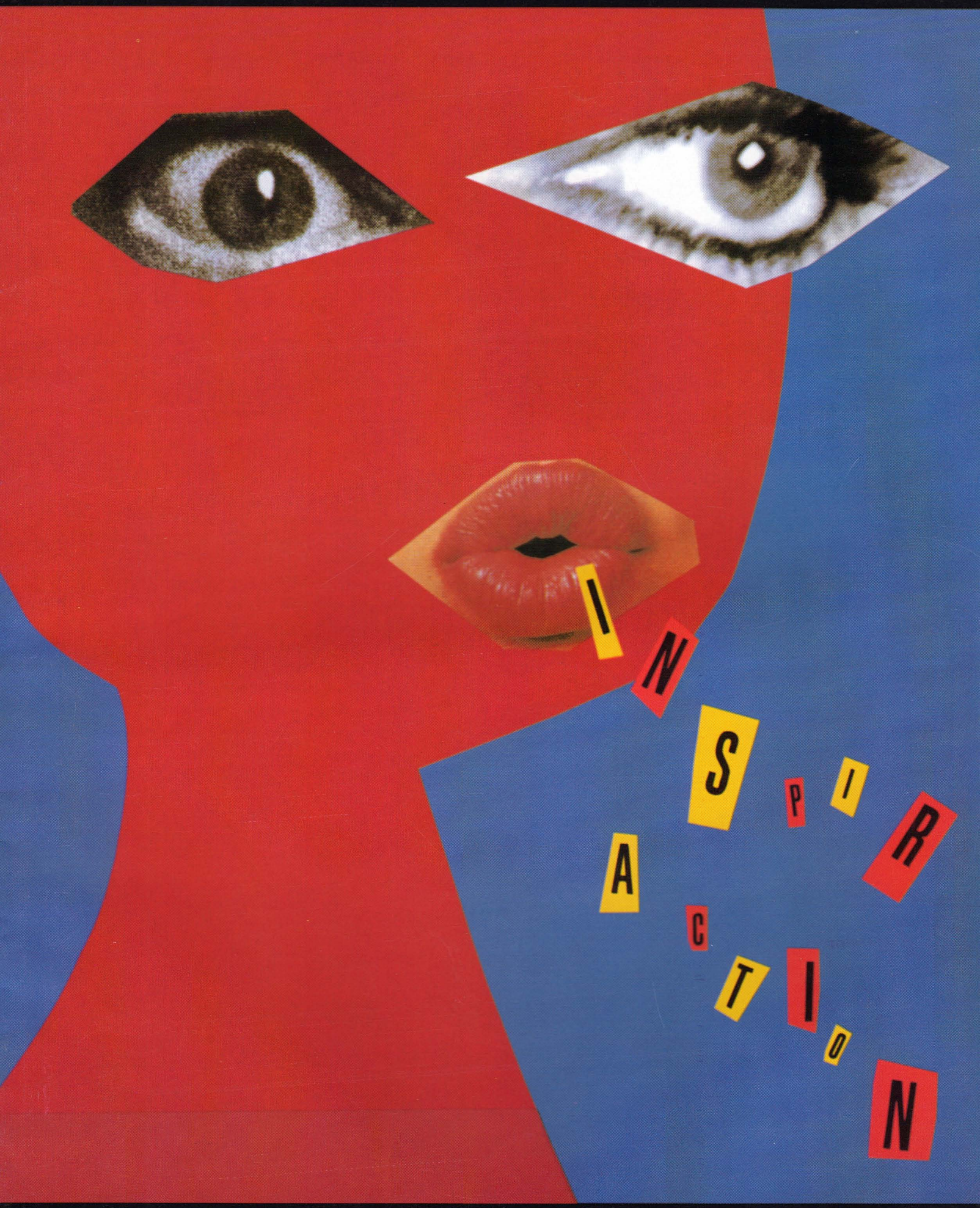
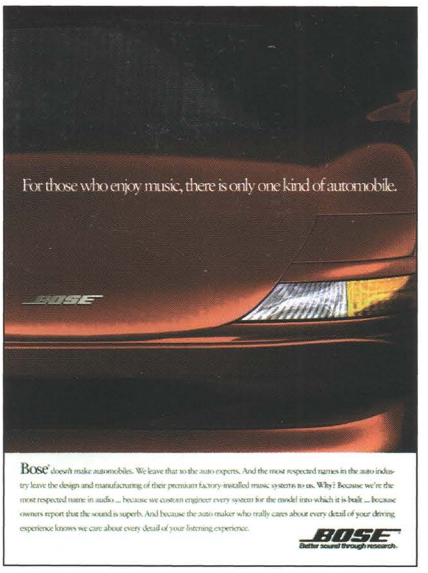
ART • DIRECTION



AUGUST 1994 • THE MAGAZINE OF VISUAL COMMUNICATION • $4.50



AD: **Don Lutkus**
CW: **Cheryl Ferreira**
CD: **Ted Boccelli**
Illust: **DreamLight**
Retoucher: **5000K**
Agency: **house**, Framingham, MA
Client: **Bose**

CGI RPMs

Yes, it's illustration—the roadster Bose *would have* built to fit their car stereo. Ironically, what made the idea attention-getting also made it a nightmare. "It certainly would grab the [auto exec] target to see a car they don't recognize. But the problem," Don Lutkus notes, "is they would certainly recognize a Honda tail light on a Nissan bumper attached to a Ford body. So, photo retouching was out. And airbrush would not be 'fluid' enough for last minute changes. Not to mention I wasn't convinced it would be absolutely photo-real.

"I told DreamLight that I wanted a red sports car, unlike any other, delivered in four weeks. Basically, a miracle in a month. They sketched freehand to get a design, then computer generated on a Mac 3D program. At first," Lutkus "thought we'd use reflection mapping of mountains or something in the panels, but decided it was too cluttered and went for studio light. And in some cases the Mac took 4 or 5 days to re-render it if we made a change. But the ultimate test was showing it to a car buff"—who couldn't place the car, but couldn't believe it wasn't real. Glitches? "We kept getting a dimple just below the logo and red banding in the color. We had to send it out to smooth it."