



BLUESCAPE<sup>®</sup>

# Concept Arts Creates Entertainment Magic on the Big Screens

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KRISTEN KAMEI

MANAGING DIRECTOR, CONCEPT ARTS

## Faster Doesn't Always Equate to Better

Speed in business can be important, but some things can't be rushed – and in the creative field, ideation is one of them. Like a flavorful stew, ideation takes time. It doesn't happen out of nothing and it doesn't always happen when someone is set in front of a computer. It could happen in the shower. On a walk. In the car. The question then becomes: When ideas do arrive, is there a way to hasten their execution?

More and more leading creative agencies and entertainment companies are turning to Bluescape to help them capture, share, and improve the creative processes that are inherent in storyboarding and communicating digital content. Concept Arts is one of them.

A digital, print, and social advertising agency, Concept Arts has worked on some of the most iconic campaigns in entertainment, including “La La Land” and “Moonlight.” Established in the early 70s, the company has long experience with workflow management, but is looking to update its traditional approaches for the betterment of the company and its clients.

## Bluescape Benefits

- The ability to show clients the entire creative process - from ideation to execution.
- Improved workflow management and team productivity.
- Deeper client connections.

## CONCEPT

## About Concept Arts

Concept Arts started as a small London print agency in 1972. Since then, the company has grown into a Hollywood-based agency working on the most iconic campaigns in entertainment advertising. It thrives on challenges and has the resources to build brands with thoughtful, integrated, and highly successful print, AV, digital, and social campaigns.



"I think technologically, we're really forward-thinking not just in the ways we actually service our clients but also in the way we manage our projects and our use of technology," said Aaron Michaelson, president at Concept Arts. "We're aggressive in our approach to improve workflows and be proactive. Technology for us is not just something that's fancy or cool, it has to impact the way we work in positive ways."

## Removing the Mystery

At Concept Arts, ideation is as important as the work itself. It may take two weeks to come up with a concept, and two days to execute. But without the idea, there is no work to do. With Bluescape, Concept Arts will be able to nurture a collaborative, customer-centric process to advance idea maturation. In short, the technology will let the company bring customers under the hood.

"The ability to use Bluescape to show clients the necessity of every part of the process and how we work is going to be incredible," said Michaelson. "They'll get to look over our shoulder and see that

it doesn't simply involve execution, but ideation, interactivity between team members, and critiques from the creative director."

Accountability and time compression are hugely important to Concept Arts. While Bluescape can't help the creative staff ideate faster, it will allow them to collaborate and share ideas more effectively – and those improvements alone can begin to compress time.

What's more, Bluescape will also help to show how the simple solutions generally aren't the answer, and that the creative process often requires deeper exploration. For Concept Arts, it's about taking away the mystery to remove client anxiety and, rather, leave them with something that's clear, concise, and organized.

"Showing the process and delivering projects with Bluescape is only the first step," said Kristen Kamei, managing director, Concept Arts. "Our goal with Bluescape is to deepen our client relationships; and we're already working toward integration with Slack for enhanced transparency and collaboration."

“We’re at the point where we know there’s a sports car in the garage. Our priority is getting our creative staff trained and using Bluescape as quickly as possible.”

**AARON MICHAELSON**  
PRESIDENT, CONCEPT ARTS

## A Vision of Reinvention

Often, companies will adapt to new technology because they think it’s the cool thing to do. For Concept Arts, Bluescape is not just some cool thing to do; the company sees it as the future and absolutely the best way to improve collaboration and deepen client relationships.

“I like to say that ATMs and gas pumps are the worst technology in the world, but we’ve had to use some digital asset management systems that have challenged that premise. Technology doesn’t always make lives better; and we have no patience for solutions that are poorly designed or lack a clear intention,” said Michaelson. “With Bluescape, our vision is reinvention, and we know we’re in for a completely different experience. It’s going to make our lives better. No discussion.

“We’re at the point where we know there’s a sports car in the garage. Our priority is getting our creative staff trained and using Bluescape as quickly as possible so we can start to improve our workflows to enhance creativity while compressing time.”

# About Bluescape

Bluescape is a visual collaborative workspace designed to help people and enterprises produce great work. A subsidiary of Haworth, Bluescape was conceived in 2010 when Haworth partnered with Obscura Digital to create a new way to interact with large data sets. Today, Bluescape works with some of the most creative enterprises in the world.

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