



KAISER
PERMANENTE®

Production Design

Eye Twitch



Art department credits:

Production Design - Kurt Gefke

Art Director - Gordon Stotz

Set Decorator - Ryan David Watson

Propmaster - Jared Scardina

Leadman - Jeremy Villalobos

Charge Scenic - Ashleigh Scott

Eye twitch was a commercial that served both the "realism" itch as well as that desire to explore trippy camera gags and have some fun. The objective was to do the mirrored room trick by building a green bathroom twice for a camera pull out, allowing us to move through the mirror. Besides that, this project was an excellent challenge as we had less than a week from concept to stage. An entire NY city apartment comprised of 2 living spaces and the bathroom, plus 3 other residential spaces all miraculously appeared on schedule and in time for all our departments to ply their crafts. This one was my favorite, because I pulled references from my NY friend's homes and living spaces. Walking around onset was so familiar due to the amalgamation of recognizable zones from my time spent in Brooklyn amongst friends and loved ones. It's a special job we have, being able to create places we miss or long to visit. How wonderful is that?

-Kurt Gefke



Eye Twitch - Set Photos



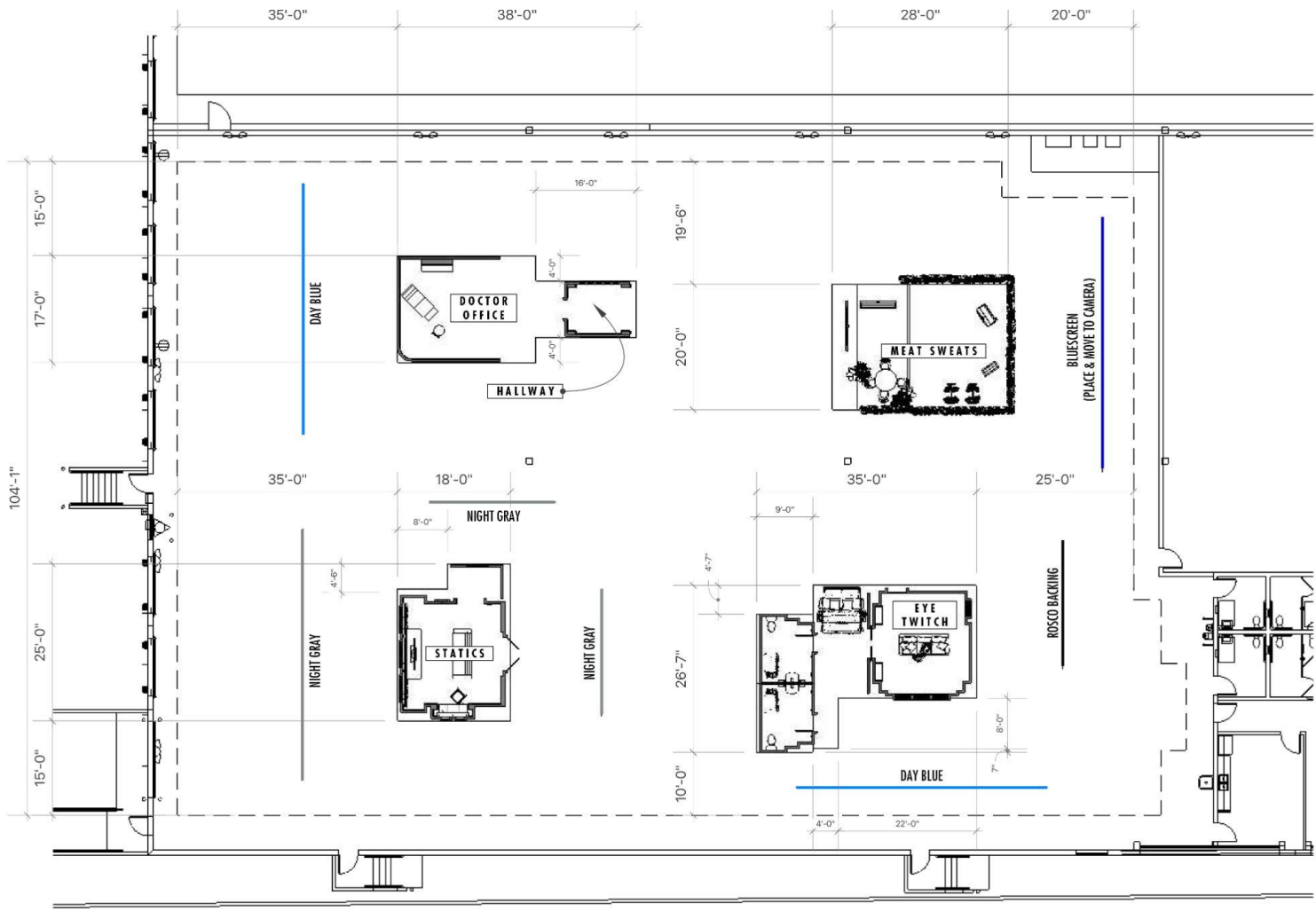
Eye Twitch - Set Photos



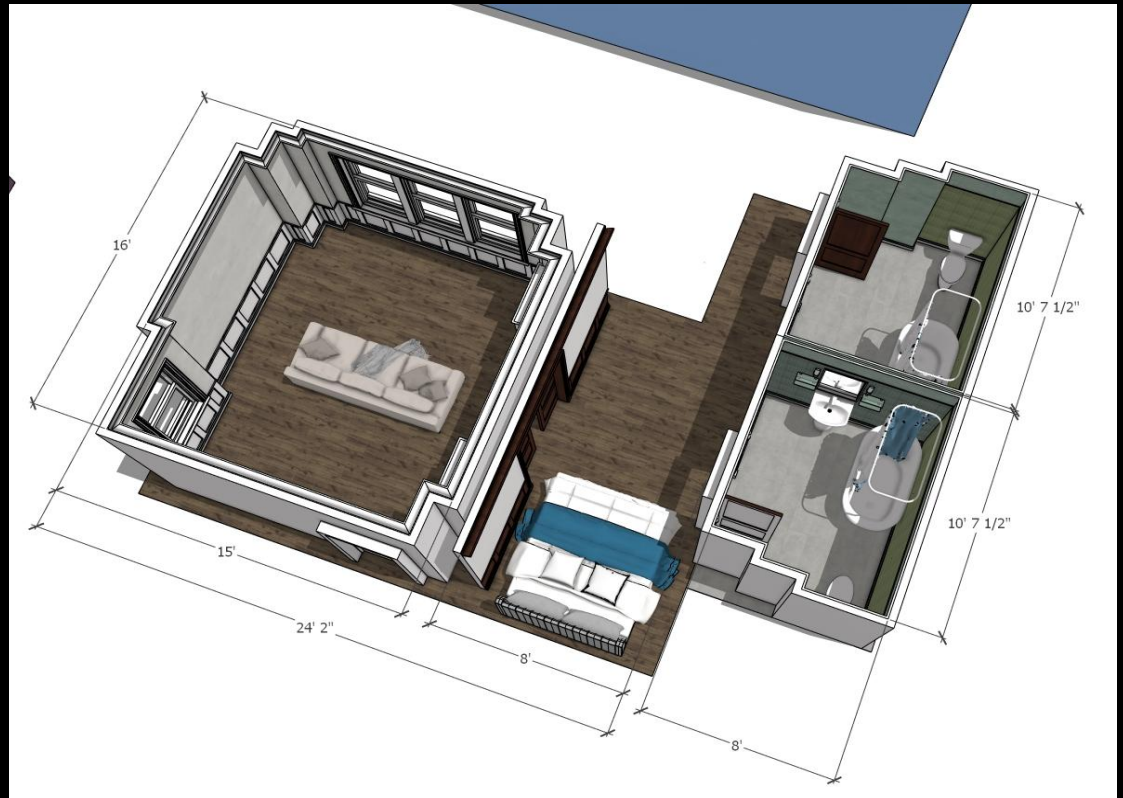
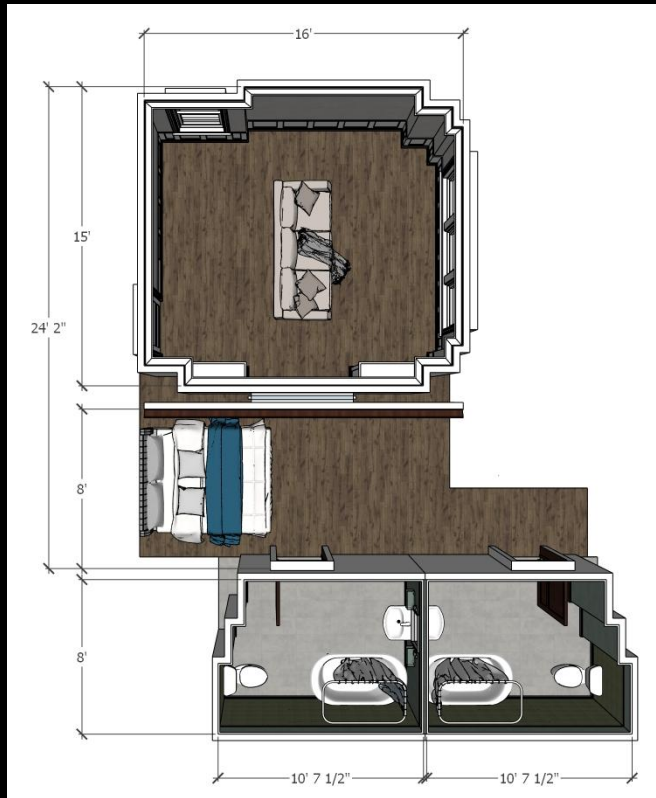


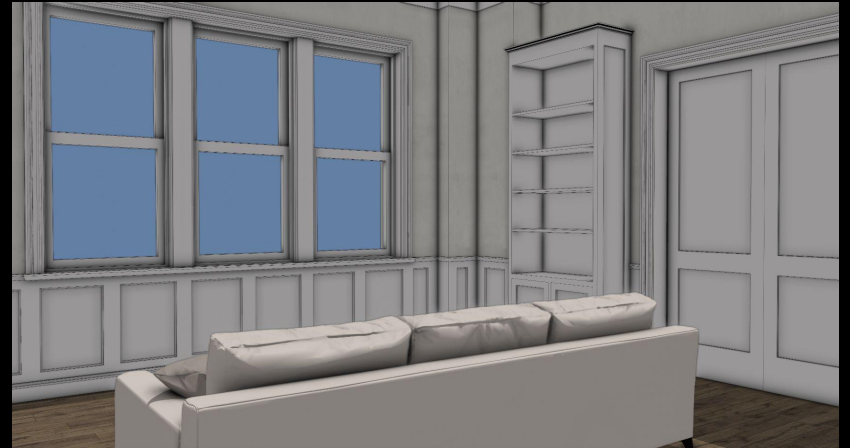






Eye Twitch - Set Design



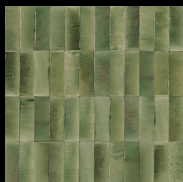


Eye Twitch - Materials

Dining Room Trim & Moulding - Stained



Bathroom Walls - Green Wall Tile



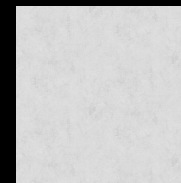
Bathroom Walls - Pale Green - Plaster w/ Medium Movement & Light Age



Bathroom Floor - Quartz Linoleum



Walls - White - Plaster w/ Medium Movement & Light Age



Trim & Moulding - Painted
Color: Off-White
Finish: Semi-Gloss



Wood Flooring



“Whenever Kurt calls I always pick up. Having spent most of my time recently on television and film, I always look forward to teaming up with Kurt on a fast paced commercial or music video. These projects push us to hinge on our instincts and bring as much layered richness that we can to a project that only gives us a few days to put it together. Kurt also was able to compile an incredible team. Working with a seasoned professional like Ryan David Watson and his crew was an absolute joy, and seeing them bring these sets to life was magic.”

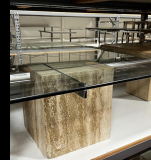
-Gordon Stotz



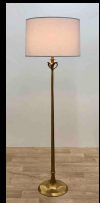
Overhead blackback attached, or can use straddone with caps. Can paint to match floor yellow one, can't paint yellow one the had to be painted well or L&O (see spec 3112)

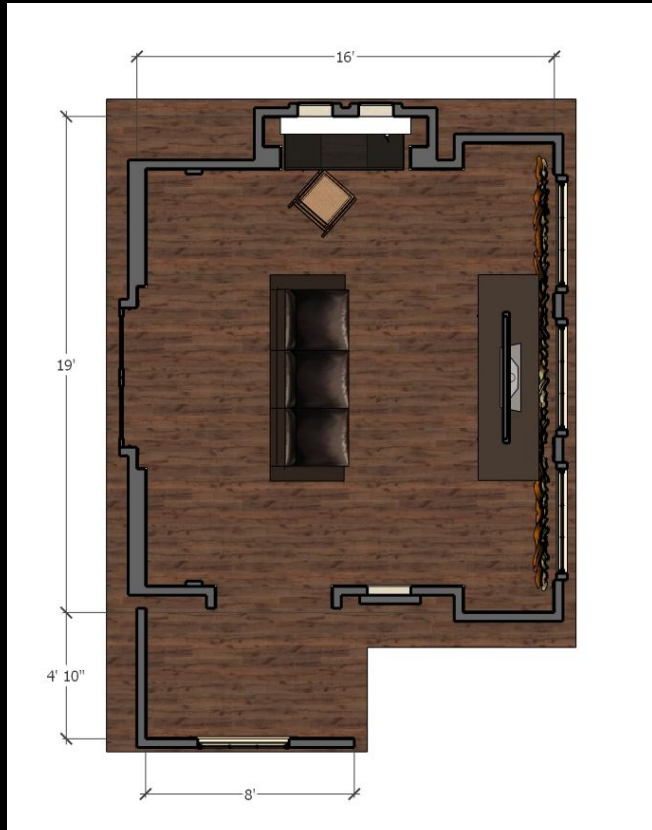


2x1H 24" x 20" #350
A. HERRICK Aged stainless hardware painted to match



objects 64" x 36" - M02743









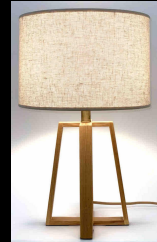
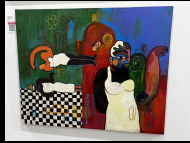
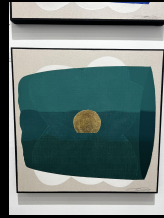
Int Walls - Beige
Plaster -
Lightly Aged

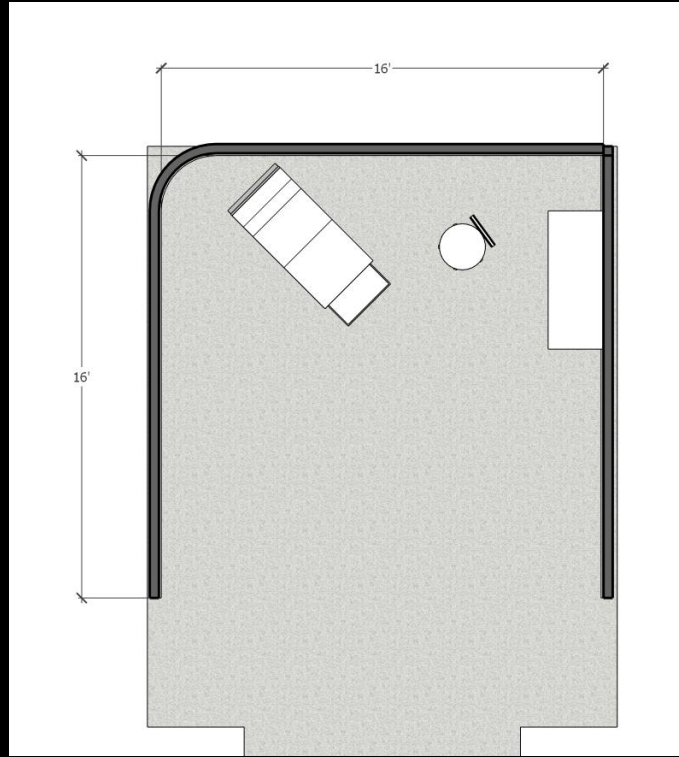


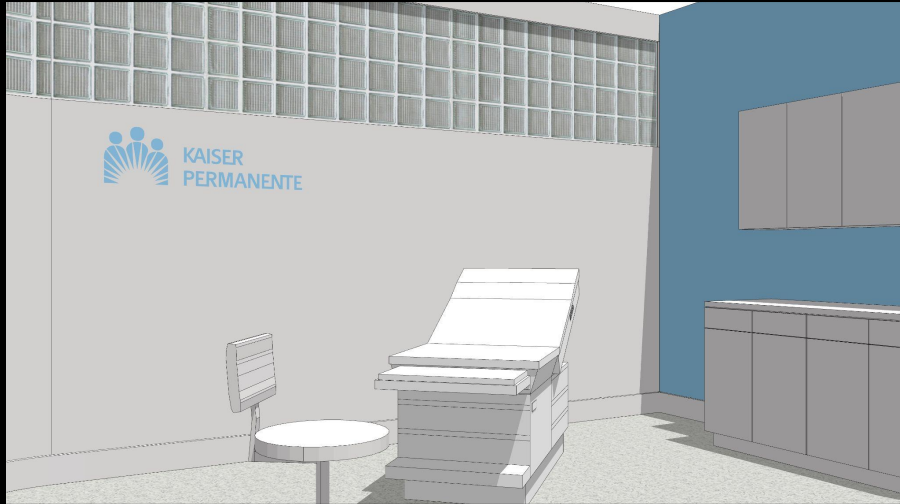
Trim & Moulding
Painted Beige
Finish: Semi-Gloss



Wood Flooring



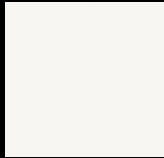




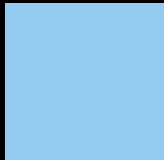
Glass Block Wall
8" x 8" Blocks



Painted Drywall
Color: Off - White
Finish: Semi-Gloss



Painted Drywall
Color: Kaiser Blue
Finish: Semi-Gloss



Terrazzo Tile Floor
*Same as Hallway Set

