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PRESENTED BY

Adam  
Seidman

# CREATIVE PORTFOLIO

CREATIVE  
DIRECTOR  
&  
CREATIVE  
PRODUCER





CREATIVE DIRECTOR & CREATIVE PRODUCER

I AM

# Adam Seidman

20+ YEARS EXPERIENCE IN ENTERTAINMENT AND DESIGN

With a diverse background in various creative and business fields, I focus on implicit storytelling delivered through experiences.

Additional work samples not included in this portfolio include: Brand Identity, Private Label Design, Web Design, UX Design, Editorial Writing, Screenwriting and Graphics.

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# THE MOMENT

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## Promotional Video PolyScience

### PROJECT DESCRIPTION

A short video to promote the launch of the new DuarChill Benchtop. Shot simultaneously with promotional photography. [View it on YouTube](#)

### ADDITIONAL DETAILS

In addition to the primary video, two additional teasers, one Social campaign, and one long-form interview were produced from the coverage. Produced with local professional crews from Chicago television productions.

### ROLE

Co-Producer, Assistant Director

### BUDGET

\$22000

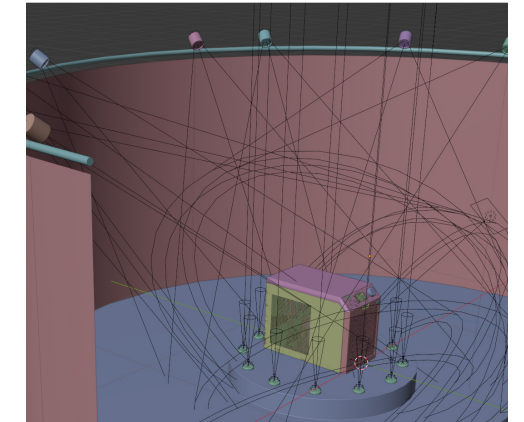
### PERSONNEL

Crew - 7  
Talent - 4

### TIMELINE

Production-2 Days  
Post - One week

# MARKETS



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**ROLE**  
Co-Producer,  
Director, Animator

**BUDGET**  
Music License  
Only

**PERSONNEL**  
None

**TIMELINE**  
One week

## Digital Commercial PolyScience

### PROJECT DESCRIPTION

An uptempo 30-second spot that details just a few of the myriad uses for DuraChill® chillers. Studio and products are all computer generated with stock footage layered onto the screens. Distributed via Social Media and hosted on company website. Modeled and rendered with Blender, edited and color-graded with Adobe Premiere Pro.

[View it here](#)

# YOU'RE WELCOME

## Print Campaign PolyScience



### PROJECT DESCRIPTION

A series of print ads targeting the cannabis industry, though used across other segments as well. Highlighting reliability and profit potential, this piece uses a more direct approach, with messaging distilled to a simple concept: owning a DuraChill® will make your business a lot of money.

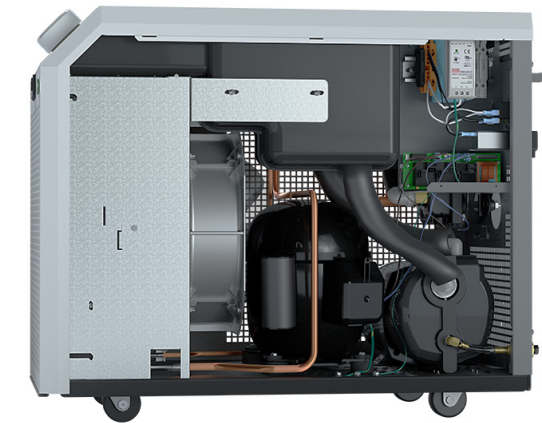


### PROJECT DESCRIPTION

This version again targets the cannabis industry, but with a focus on the company's upcoming appearance at the MJBizCon industry tradeshow in Las Vegas.

# DURACHILL

## Industrial Design PolyScience



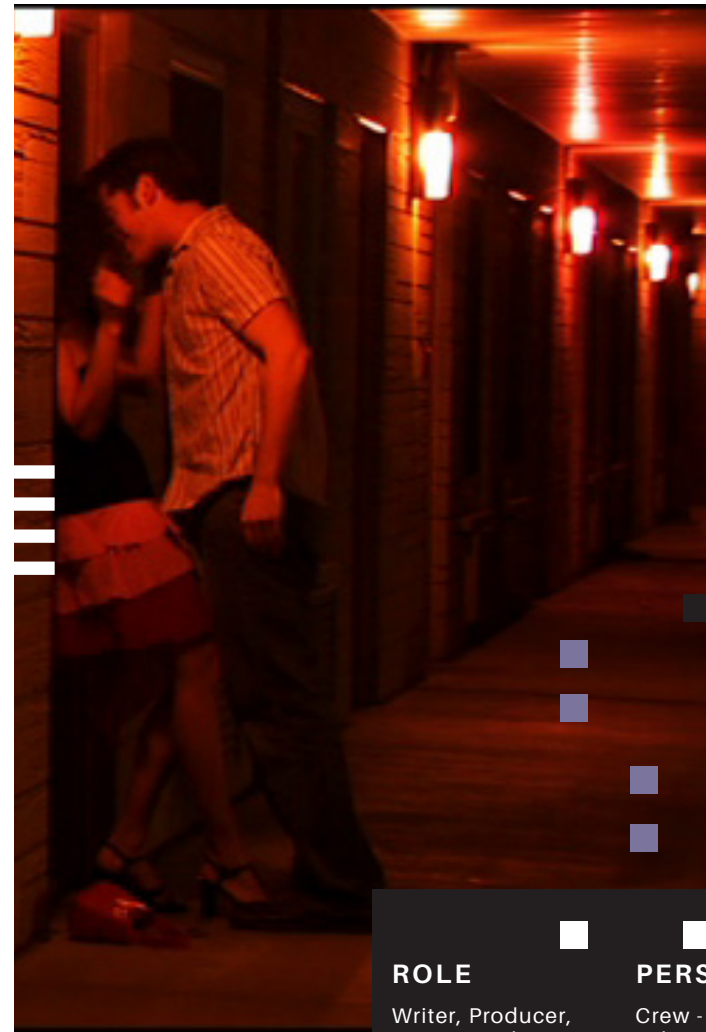
### PROJECT DESCRIPTION

Prototypes are costly, both in time and money. Visual development and virtual previsualizations like this one gave PolyScience a valuable leg up in speed of development and kept material and labor costs down. These images were also used to green light private label designs.

Photoreal internal visualizations are equally valuable, especially for technical products or installations. These images were produced using a combination of Solidworks, Blender, Maya, and Photoshop.



# TRANSACTION



## Short Film Independent

### PROJECT DESCRIPTION

A 13-minute short that follows the path of a single dollar bill as it traverses its way through the best and worst aspects of human nature. Self-funded via donors and grants and produced in association with Dreamscape Cinema. Selected to show at a local film festival. Shot on video and edited on Final Cut Pro.

#### ROLE

Writer, Producer, Director, Editor

#### PERSONNEL

Crew - 14  
Talent - 16  
Executives - 3

#### BUDGET

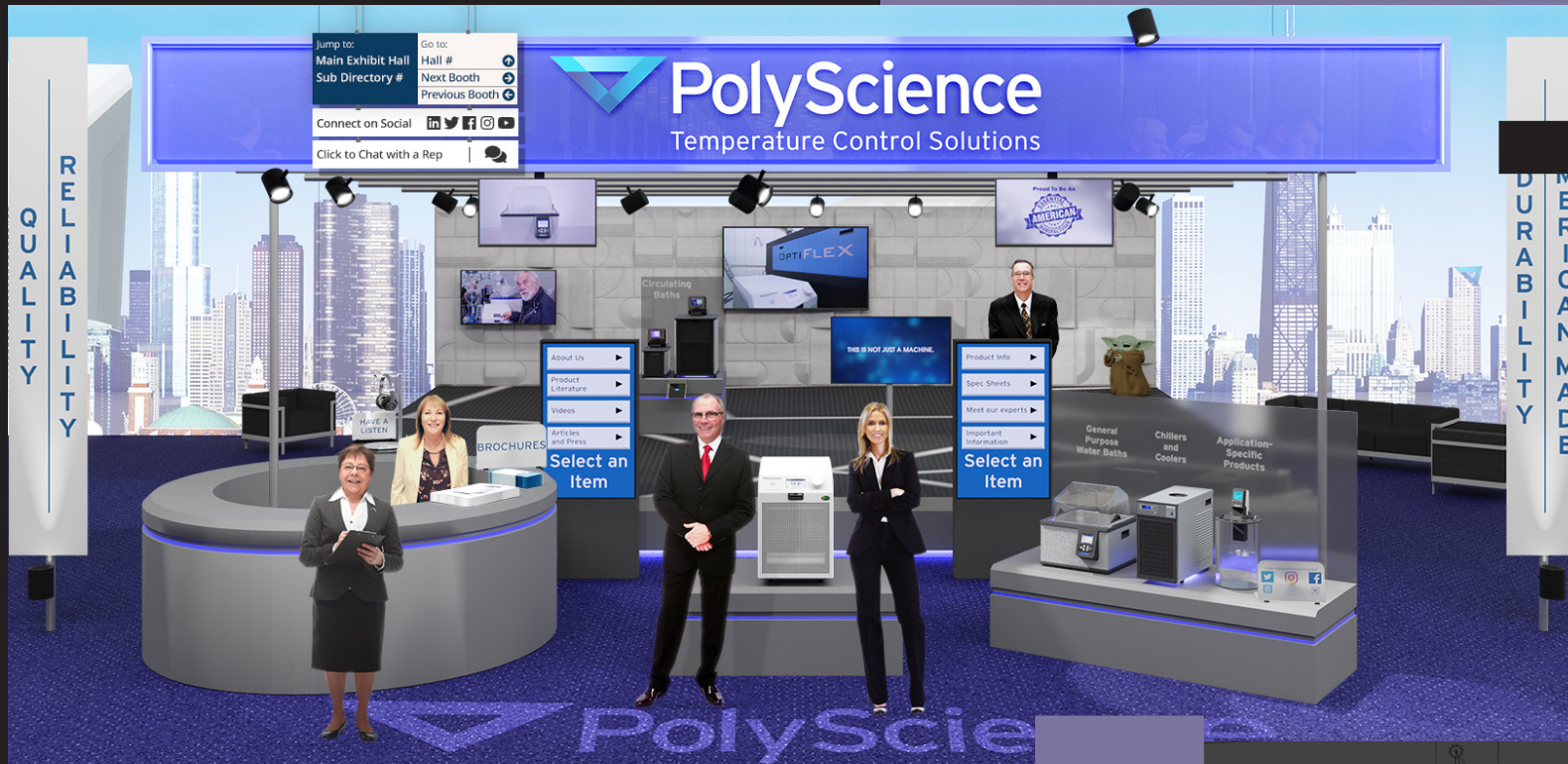
\$13,000

#### TIMELINE

Preproduction - 2 weeks  
Production - 1 week  
Postproduction - 4 weeks

# VIRTUAL PITTCON

AWARDED BEST BOOTH IN SHOW



CREATIVE DESIGN PORTFOLIO

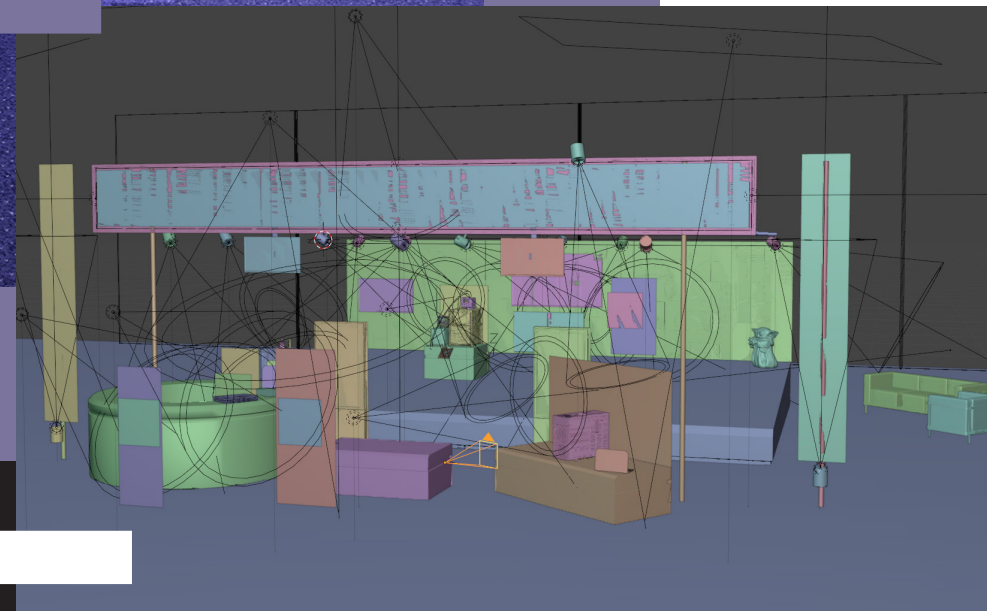
## A UNIQUE CHALLENGE

With only four weeks to create assets and implement content, most companies would have chosen stock assets and limited scope. However, we saw this as a chance to distinguish PolyScience from the average company and took on the challenge of creating a virtual booth with unexpected wow factor.

## Virtual Tradeshow PolyScience

### PROJECT DESCRIPTION

Pittcon was an annual commitment for PolyScience since the 1960s and its largest tradeshow presence. In 2021, due to safety restrictions, the conference was held virtually. To create the same impact usually achieved at the live show, PolyScience elected to create an all-original booth, rather than use a small, predesigned layout. The layout was created in 3D software and then additional components were added via photoshop to create a flat image that presented as a full, realistic tradeshow booth. Clickable assets were then layered in with the corresponding imagery. Digital "avatars" of the company president and real salespeople were created in lieu of stock assets depicting models. More than 400 pieces of literature, video, and imagery were accessible within the booth, in addition to live chat features and bonus pop culture "easter eggs" to generate additional interest.



### 3D FROM 2D

In order to obtain a true sense of depth while still allowing space for everything to breathe, forced perspective was employed to give users the impression of a sprawling booth that was still easily navigable as a static image. Through the use of realistically-placed lighting within the 3D model, I was able to spotlight products and create additional depth and realism that was impossible in the traditional stock booth options.

# CHICAGO AUTHORED

## Permanent Exhibit Chicago History Museum

Tasked with expanding the museum cafeteria, the team broke down a wall to turn a temporary gallery into an eat-in permanent exhibit highlighting the works of poets and literary minds who hailed from Chicago. Highlights include an interactive leave-a-postcard tree, chalkboard wall, audio samples of selected works, and a built-in bookshelf lounge chair.

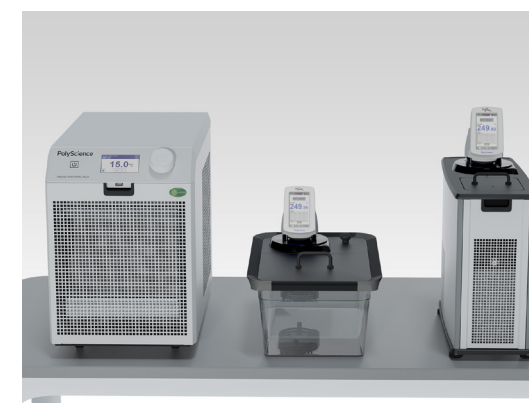
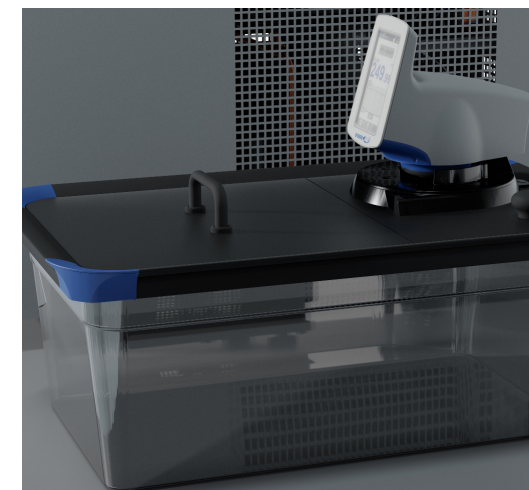
<b>ROLE</b>	<b>PERSONNEL</b>
Exhibit Fabricator	Fabrication - 5 Design - 3
<b>BUDGET</b>	<b>TIMELINE</b>
\$75,000	Preproduction - 2 weeks Production - 1 week Postproduction - 4 weeks



# POLYTEMP

## Industrial Design PolyScience

Another previsualization to select materials and finishes that were true to the established brand style while also maintaining visual consistency with current products.



<b>ROLE</b>	<b>PERSONNEL</b>
Design Lead, Creative Director	Engineers - 3 Designers - 2
<b>BUDGET</b>	<b>TIMELINE</b>
Undisclosed	Preparation - 2 weeks Production - 3 weeks

# OUR HOUSE

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## Traveling Exhibit Peggy Notebaert Nature Museum

### PROJECT DESCRIPTION

The second in a series of exhibits on climate change, this exhibit was developed modularly for easy travel to other museums. Fabrication focused on quick deinstallation and reassembly. Extra emphasis was placed on the use of renewable materials, like wood, to fit the overarching theme.



#### ROLE

Co-Developer,  
Co-Designer,  
Fabrication Lead

#### PERSONNEL

Fabricators - 6  
Designers - 3  
Artisans - 3

#### BUDGET

\$450,000

#### TIMELINE

6 Weeks (from date of hire)



## CONTACT ME

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