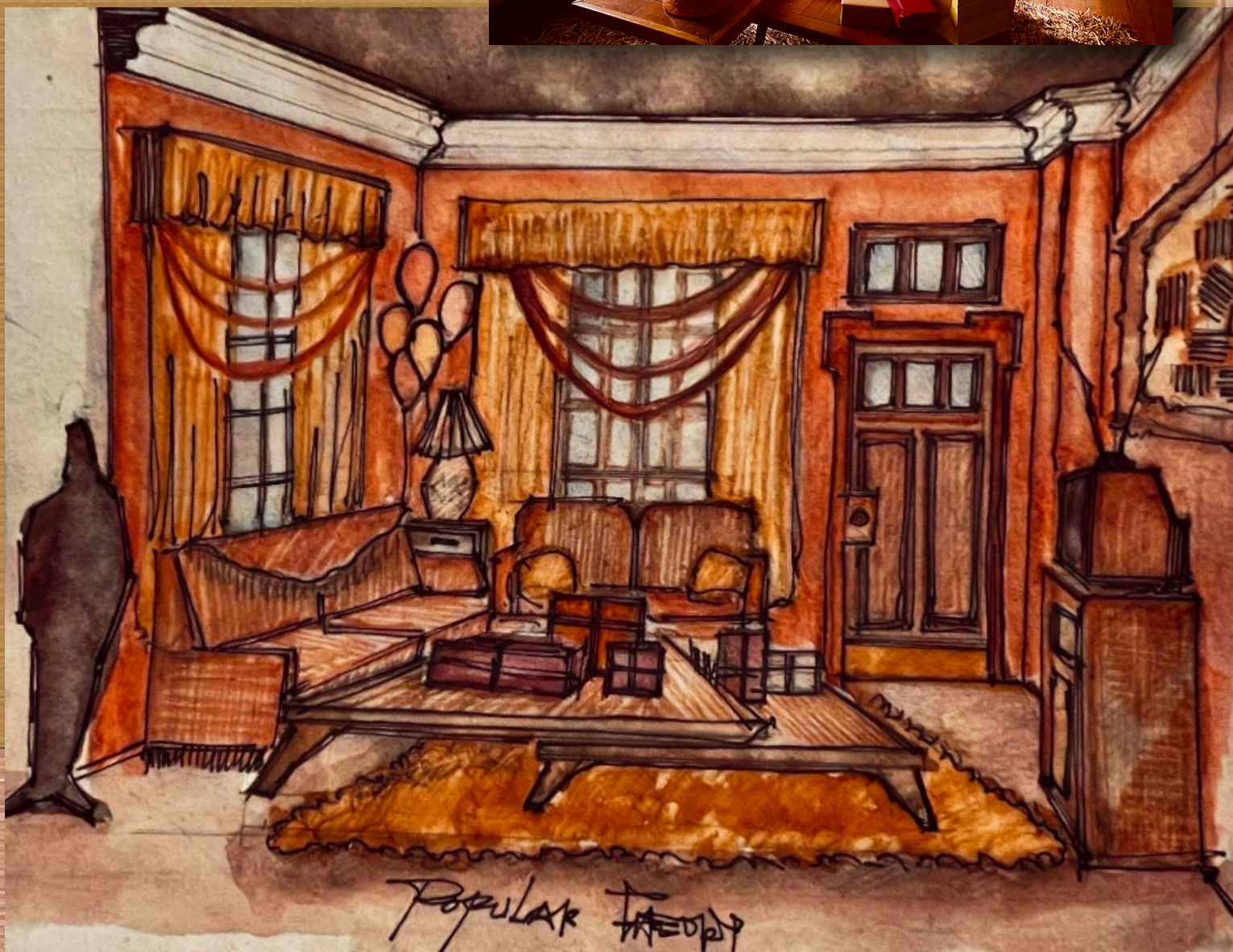


THE ART OF POPULAR THEORY

The Living Room



When designing the common spaces in the house, it was important to establish a palette and overall aesthetic that would directly contrast with the 'coolness' of Erwin. The home is a garish tapestry of retro textiles and decor that doesn't quite belong to any one period. As if stuck in amber, the house reflects a lack of forward thinking to, once again, serve as a foil for Erwin.

THE ART OF POPULAR THEORY

Erwin's Room



erwin's room



Erwin's room is her sanctuary. Here she can escape from a world that doesn't understand or appreciate her genius. In a way, her whole space is like a giant Rube Goldberg machine where everything is rigged to accommodate her inventive spirit. In fact, we designed and built several unique inventions that are completely practical in her room including a Rube Goldberg contraption designed to wake her up each morning. Her palette reflects the only cool tones in the film and establishes her as a freethinker who thinks and acts well beyond her years.



THE ART OF POPULAR THEORY

Winston's Room



While Erwin's room is full of intellectual clutter, Winston's room is as sterile as an Apple Store. There are many layers of contrast between the two characters: Warm vs Cool, Tidy vs Cluttered, Chemistry vs Physics. Since Winston is passionate about Chemistry, his room serves as his laboratory where he is always working on a new experiment. We had fun learning a little Chemistry ourselves and creating the hero prop that would serve as his Science Fair project. The prop was practical and sent several fluids through a maze of beakers and tubes.

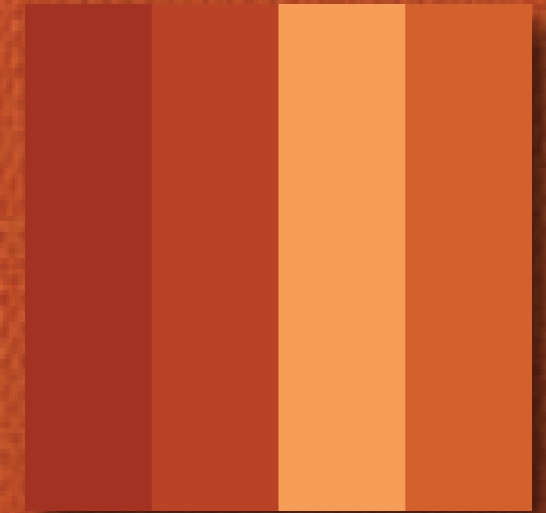


THE ART OF POPULAR THEORY

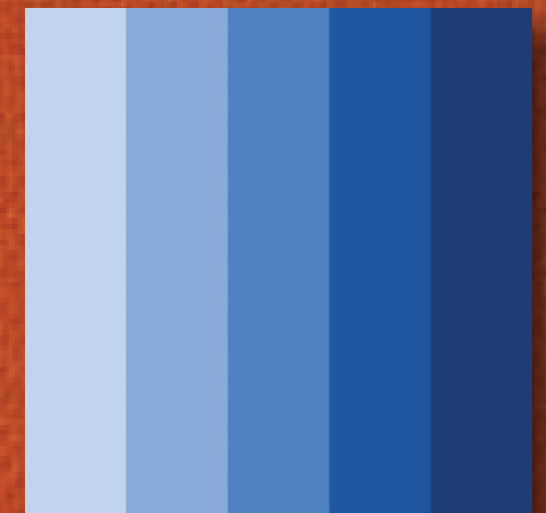
Conflict & Harmony



Winston's Palette



Erwin's Palette



There are a couple of split screen montage sequences in the film that are rather striking. These moments of contrast establish the heavy tension that exists between these two characters in the first act. As the film progresses, they begin to develop a friendship and their color worlds start to blend in a very subtle manner. In the final moments of the film, we see that their two palettes have completely unified in a harmonious celebration of color and light.

THE ART OF POPULAR THEORY

Magnolia High School



We spend at least half of the film in various spots around Magnolia High School, which I named as a nod to one of my favorite PTA flicks. The challenge we faced was making four completely different locations feel aesthetically cohesive as a singular high school. We focused on a brick palette here and painted each classroom a different variation of brick red. There was less than a day of prep time to transform each empty space into a different classroom. The graphics package and set decoration really pulled it all together.