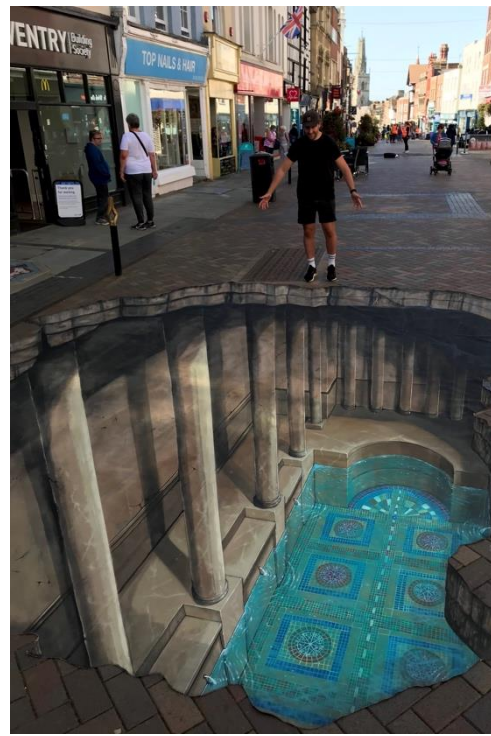




# 3D Joe & Max Information Pack

- Website: [www.3djoeandmax.com](http://www.3djoeandmax.com)
- Registered company address: 37 Warren Street, London W1T 6AD
- Contact tel: (+44) 7810 250 250 or (+44) 7833 581265





## 3D Joe and Max – Who we are:

- **3D Joe and Max** are award-winning artists that give our clients the opportunity to engage in a unique and effective way - we create artworks and content that are eye-catching and interactive, attract footfall, create buzz and that inspire people to share via social media, online and PR channels.
- **3D Joe and Max** are one of the early originators of 3D street art, or ‘anamorphic’ art, which are 2-dimensional artworks that look 3D when completed. We started in 2001 and are now the leading 3D street artists in the UK, as well as around the world.
  - Our clients include city councils looking to attract footfall and buzz back to city centres in a post-Covid world and brands looking to launch a new project or campaign in an impactful way.
- Examples of our previous clients in the UK include: Visit Britain, Bradford City of Culture 2025, Newcastle, Gloucester City Councils  
Examples of brands we have worked with in the UK and around the world: Google, Honda, Ford, MG Motors, Coca-Cola, Disney Pixar, Warner Bros. Pictures, HBO’s Game of Thrones, Vodafone, Canon, Reebok, Mazda, Save the Children, Adidas, Virgin Atlantic, BBC.  
For our full gallery please see: [www.3djoeandmax.com/gallery](http://www.3djoeandmax.com/gallery)
- **3D Joe & Max** were commissioned by Bradford City Council to create a wall mural representing the city which has gone on to win Bradford ‘City of Culture’ 2025
- **3D Joe and Max** broke the Guinness World Record for the World’s Largest and the World’s Longest Anamorphic artwork in 2011 at West India Quay, London.
- **3D Joe and Max** were amongst a handful of innovators chosen to represent British creativity at the World Expo in Shanghai in 2010.
- **3D Joe and Max** create short films which can be shared online and through social media, including time-lapses of the artworks being created and interviews and ‘behind the scenes’ content of the artist. Please see the Video section of our website: [www.3djoeandmax.com/videos](http://www.3djoeandmax.com/videos)

Examples of our previous work and  
case studies:

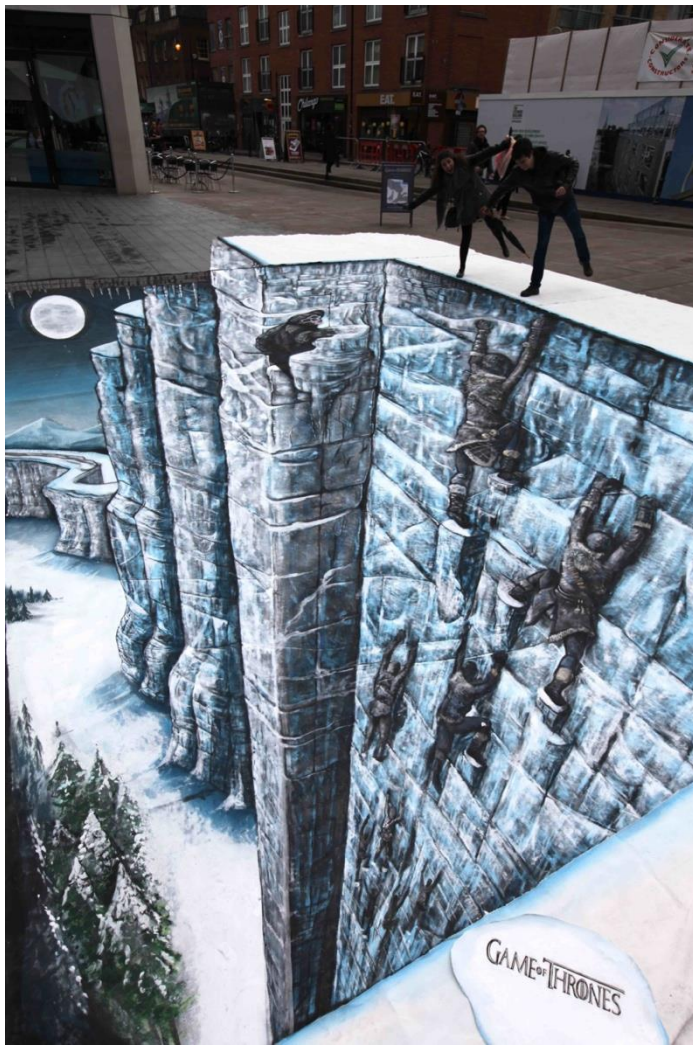




- 3D Joe and Max created ten artworks and ten short films as part of **Visit Britain's** integrated *GREAT Britain* marketing campaign, promoting visitors to Britain for the Diamond Jubilee and Olympics in 2012.



- . The artworks depicted iconic British scenes and were displayed in 10 cities worldwide: *Shanghai, Sydney, Delhi, Singapore, Moscow, Stockholm, Milan, Utrecht, Los Angeles, Sao Paulo* as part of a global tour sponsored by **British Airways** and **Radisson Edwardian**.
- The 3D artwork campaign generated **£6 million worth of media value worldwide** for Visit Britain and **reached 3.5 million through Facebook**.
- The 3D artwork campaign won an award in the Global Marketing category at the Marketing Society's Awards for Excellence 2012



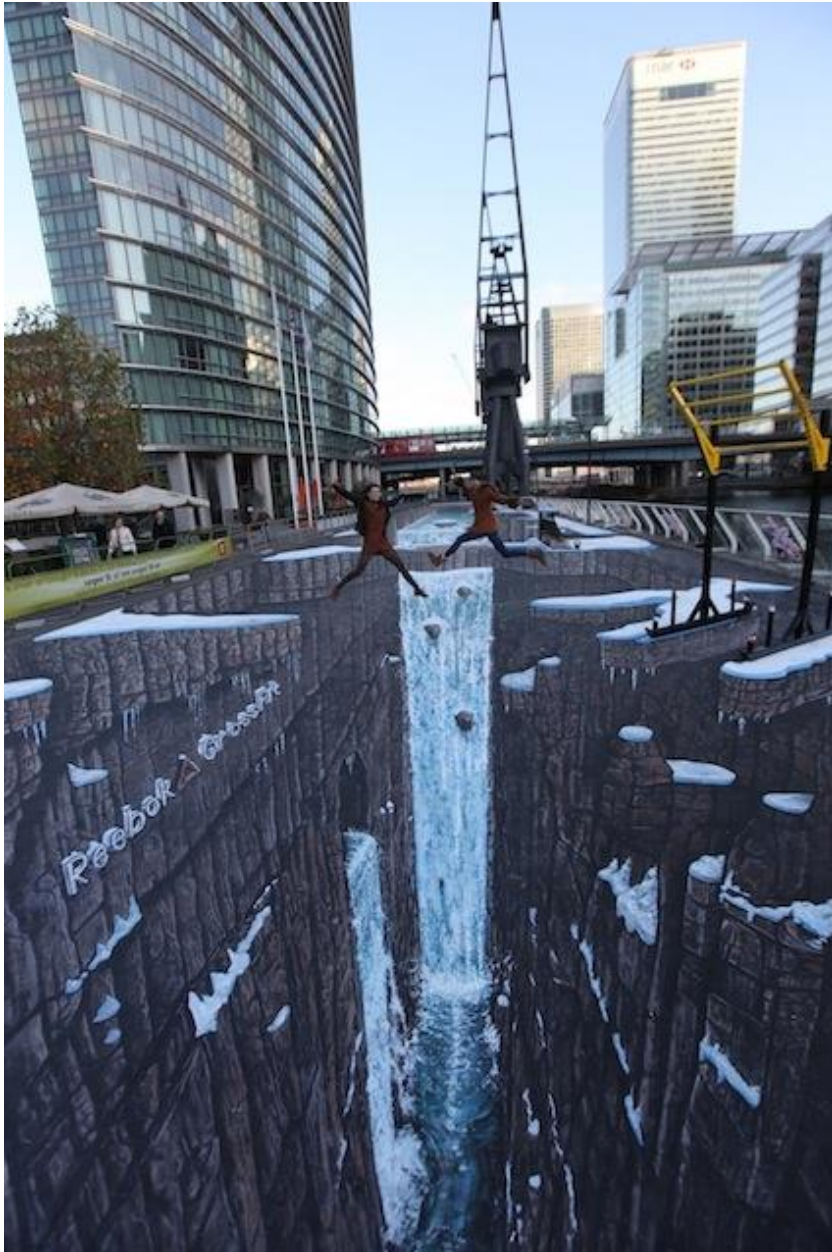
- 3D Joe and Max created an anamorphic artwork of The Wall in London on 17 February 2014 to launch **HBO's *Game of Thrones: The Complete Third Season*** on Blu-ray and DVD.
- The 3D effect worked from more than one angle, making it a 'World First.'
- Coverage achieved in: *The Daily Telegraph*, *The Guardian*, *Mail Online* and *Entertainment Weekly* in the US. **230 pieces of coverage achieved globally equating to an approx. media value of £1 million**



- We created two artworks for **Warner Bros. Pictures'** release of ***The Dark Knight Rises***, displayed in locations around the globe.
- In Australia alone, the seeding of our artwork generated **39 pieces of coverage in total**, with a **16,510,679 reach** and **total PR value of AUS \$ 1,621,386** or **just under UK £1 million.**



- We created this artwork for **Coca-Cola Europe** as part of their *Sprite* marketing campaign which was seen all over Europe in territories including France, Germany, Holland, Belgium.



- 3D Joe and Max created the World's Largest (1,160 square metres) and the World's Longest (106 square metres) Anamorphic Painting for **Reebok EUROPE** at West India Quay, London, breaking two Guinness World Records in the process
- The completed picture was broadcast across the world's media and generated **30,000 online articles in Europe alone**
- We also created 'Making of' videos that were watched a total of **957,135 times** on You Tube
- According to Buzzmetrics, positive sentiment for the Reebok brand rose by **15 per cent** during the campaign period (*Brand Republic*)



- 3D Joe and Max created an artwork for **Nickelodeon** for the launch of their new *Teenage Mutant Ninja Turtles* TV series at London's South Bank.
- There was a great response from kids and families engaging with the artwork over the 2 day event.
- A fan in the U.S. re-posted the picture on their Facebook page and got **238,925 'Likes'** and **9,301 'Shares'** in 24 hours!







Our studio is flooded! - [www.3djoeandmax.com](http://www.3djoeandmax.com)



We created this 'rural scene' for clothing brand Orvis in our studio

The final artwork was displayed in Trafalgar Square, London and **reached almost 1.5 million people through Facebook**

1,432,064 people reached

Like · Comment · Share

109,548 321 577 Shares





Artwork created to promote the new Star Wars 'Rise Against The Empire' game



Artwork created to promote Winter Games

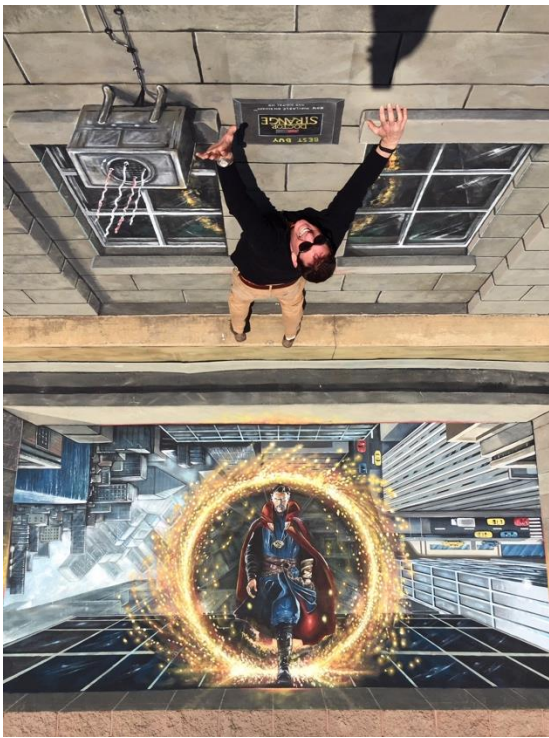


Woodland Trust artwork toured around the UK for their 'Tree Charter' campaign

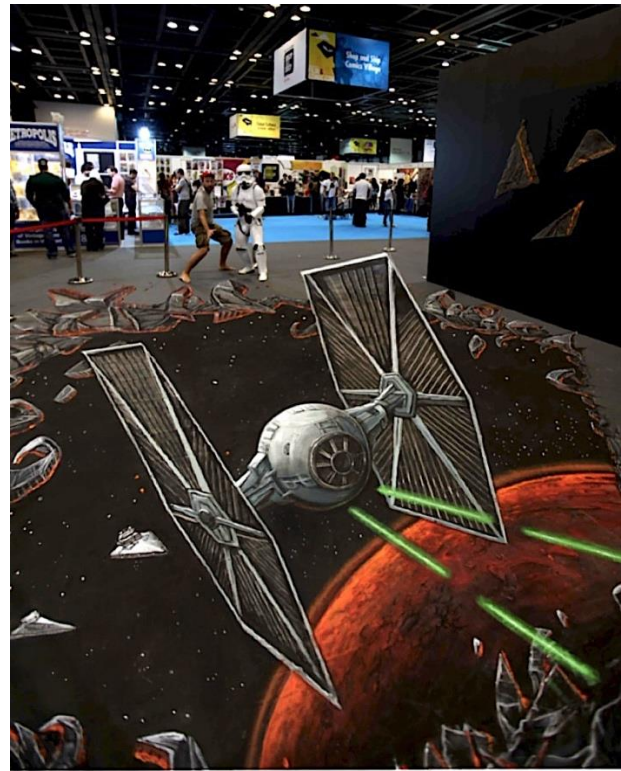


Artwork for the Science Institute, Switzerland





Artwork created to promote the film release of Disney's 'Doctor Strange in the US



Artwork created to promote Star Wars at Dubai Comic Con



Artwork created for Survival TV show



Artwork created for Channel 4 breakfast show





Warner Bros. Pictures 'Jack the Giant Slayer' around Europe



Dinosaur Exhibition at Natural History Museum



Google event at the World Economic Forum, Davos



Google event in Paris



Examples of our press coverage:

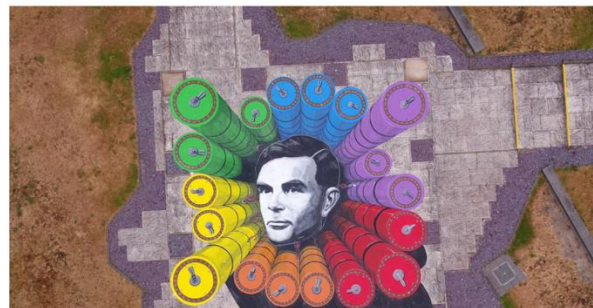


# Can you crack it? GCHQ releases Alan Turing mural with hidden cryptic codes - see how many you can solve

The artwork celebrates the mathematician's legacy as the father of modern computing, but had to be corrected at last minute

By Dominic Nicholls, DEFENCE AND SECURITY CORRESPONDENT and Dominic Penna  
23 June 2021 · 8:14am

Related Topics  
Alan Turing, GCHQ, Bletchley Park



Evening Standard

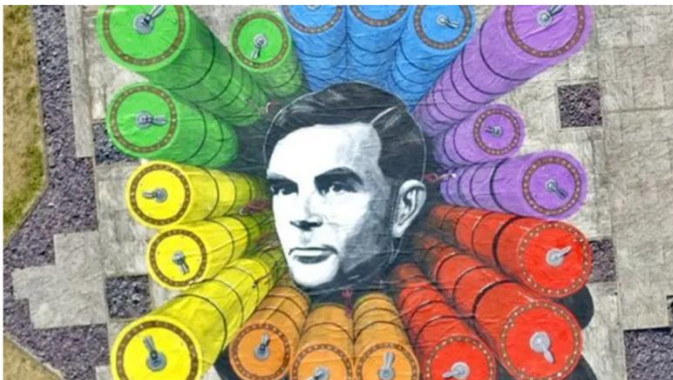
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## Giant 3D tribute to pioneering computer scientist Alan Turing unveiled at GCHQ

VIEW COMMENTS



Joe Hill/GCHQ

GCHQ has  
new £50

**BBC**  
Breakfast with Mark Cummings  
Weekdays from 6am

**BBC RADIO Gloucestershire**

**This giant 3D Alan Turing mural has been created in the centre of Cheltenham's GCHQ.**

## What's that coming over the wall - is it a wildling? London artist creates enormous 3D painting which depicts icy Game Of Thrones wall designed to keep savage southerners at bay

- Huge painting in Spitalfields, London, created to mark the release of series three on DVD and Blu-Ray
- Giant illustration measures 33ft by 25ft and depicts The Wall - a 300 mile-long and 700ft high ice structure
- Passers by and fans of the show were invited to interact with the painting and scale The Wall



Watchmen: A group of workmen make like members of the show's Night's Watch and look for those scaling The Wall

## 3D street art around the world - in pictures

British artist Joe Hill's creation has broken records for the longest and largest surface area 3D painting, according to Guinness Book of World Records. We take a look at some other great examples of 3D street paintings, from crevasses in Ireland to shark-infested waters in China

guardian.co.uk, Thursday 17 November 2011 16:56 GMT



17 November 2011: Actors pose with gym equipment on what the Guinness World Records bills as the world's largest 3D painting, at Canary Wharf in London. British artist Joe Hill's creation measures in excess of 1,120 square metres  
Photograph: Paul Hackett/Reuters



## Do look down! Dramatic 3D image of Kate and Will's wedding sketched on a Sydney street

By MARTIN ROBINSON  
 Last updated at 2:44 PM on 6th September 2011

Comments (69) Add to My Stories Share Like 582

The marriage of Kate Middleton and Prince William was the event that captivated the whole world.

And now this dazzling 3D image showing April's Royal Wedding has been plastered on a Sydney pavement to encourage more Australians to visit the UK.

British street artist Joe Hill has been allowed to work on a large area close to the city's Harbour Bridge dedicated to our most iconic items, events and places.



Best of British: UK street artist Joe Hill has been allowed to work on a large area close to the city's Harbour including this stunning 3D image of the Royal Wedding in April on a Sydney pavement



### World record for 3D street art broken by giant canyon waterfall picture on Guinness World Records Day

3D artists Joe & Max set a world record with Resnick Cassell



Arts + Ents > TV & Radio > News

## Game of Thrones 'Wall' recreated as 3D street art installation in London



The impressive artwork was made to coincide with season three's DVD release





# The Daily Telegraph



WEDNESDAY, NOVEMBER 28, 2012 @ THELEGRAPH.COM.UK 11

## JOE ADDS ANOTHER DIMENSION TO ART



**BATHAN KLEIN**

**CHALK** it up to experience — years of practice have taught Joe Hill to make his pavement art really stand out.

While his street art may not look impressive from a distance, his three-dimensional drawings are anything but dull. "People often look at it from the other angle when they're walking past my work and think it's a complete mess," Mr Hill said.

"But when you get to what we call the magic spot you can see it come to life."

"That's when people's faces come to life, too — I still get a kick out of seeing that."

He said he had developed his skills as a 3D artist over eight years, with creations such as holes in the floor and giant waterfalls.

"The pictures really aren't finished until there's a person in them," Mr Hill said.

"That's why they are always designed with the intention that someone is going to be standing next to the artwork, jumping into it, falling into it, that kind of thing."

Mr Hill is showcasing his latest work in Sydney — a crumbling Gotham City street to promote the global launch of the final movie in the Batman trilogy, *The Dark Knight Rises*, on Blu-ray and DVD.

He provided an exclusive preview of his work yesterday as a teaser for "The Big con" — creating the hit symbol light on his canvas and then "standing" on top of it.

"I love Batman [particularly the director] Christopher Nolan's films," he said.

The artwork is at The Gallery, 500 George St.

Painting artist Joe Hill puts the viewer on the spot with his 3D Gotham City creations. Pictures: Sam Rutkin




**Spending Knight can be built**

The first major film franchise to be completed, the film franchise has a lot of potential for the future.



**Don't jump! Oh, he can't... Incredible chalk drawings that appear to change London's skyline**

By DAVID MUIR REPORTER  
Last updated on 10:01 PM on 28 February 2012

At first glance it appears to be inches from disaster. But the man apparently walking, arms outstretched, on the edge of a 200ft drop is actually perfectly safe.

He is an artist who has drawn this three-dimensional street scene on the flat roof of a building.

**Mirror** 08.03.12

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**3D artwork gives that falling feeling**



By Daily Mirror | 06/03/2012


All bystanders look on in horror, this is the jaw-dropping moment that an artist leaps on to one of his very clever pictures.

Joe Hill created the optical illusion on a rooftop high above London to mark the release of new movie *Man On A Ledge*.

Just goes to show, it's wrong to jump to conclusions.

**CNN GO** Quest Business

Visit Britain's 3D pavement art tours the world



Visit Britain's 3D pavement art tours the world



LEGENDARY PICTURES FUNDING, LLC



The astonishing optical illusion, which he claims is about to fall from a London rooftop, is controlled by a panorama which includes the City.

But when-eyed observers will spot that the street scene below has included a New York yellow taxi and a U.S. police SWAT team.

Here:

- Take a look at the amazing view of the moment before an amateur caught in a falling embrace
- See how the artist used a panorama which includes the City
- A 'dope' moment: Steve Wozniak and the Street Sweeper for game ENTIRE CASEY at Downing Street on his feet

Painting artist Joe Hill was commissioned to draw the scene to celebrate the release of *Man On A Ledge*, a film.



# 3D Joe and Max – Terms and Conditions

## - Please read carefully:

- All fees quoted exclude VAT
- A fixed price will always be agreed before beginning any work. 50% of the total value of the project must be paid in advance (to cover the costs of materials and secure the artists' time) and this sum is not refundable. The remaining 50% must be paid in full upon completion of the work no later than one week after completion of the project. Overdue payment of invoices according to our payment terms carries a 20% penalty charge.
- The artwork price quoted includes:
  - One mock-up design and one set of revisions, any further mock-ups are chargeable at £500 each including a set of changes.
  - The creation of the artwork, and the display of the artwork at the event and for up to 3 months after in the same territory.
- The 'artist on location' price quoted includes:
  - The artist setting up and displaying the artwork in the correct position for the optimum 3D effect.
  - The artist providing a wide-angle lens camera.
  - The artist taking photographs of people standing on the artwork and getting the best shot.
  - Photographs (taken by the artist) of the artwork will be provided to the client on a memory card during the event, for the client to download and return the memory card to the artist, and for the photos to be used on the client's website, social networking sites and for press and PR purposes. This is all included in our fees and there is no additional charge for this.
- Any additional display of the artwork outside the initial terms agreed (eg: an additional territory or an increase in length of term) requires an additional licence fee; please check with us for more information.
- A separate licence fee will need to be agreed if photographs of the artwork are used in an ATL marketing or advertising campaigns (ie: if photographs of the artwork are used in any 'paid for' media such as TV, press, outdoor or online ).
- The artwork and prints remain the intellectual property of the artist, and it is forbidden for anyone, except the artist, to reproduce the artwork in any form without the artist's permission.

# 3D Joe and Max – Terms and Conditions

## - Please read carefully:



- The 'artist on location' fees are based on either a 4 hour or 6-hour working day – please refer back to 'Fees'. The 'live art' fees are based on an 8-hour working day. Any additional hours will require additional fees; please check with us for more information.
- Any external photographers or cameramen capturing or filming the artwork require prior permission from 3D Joe and Max.
- We want to ensure the best possible photographs are taken of the artwork and that the 3D effect is showcased properly. We therefore require:
  - At press opportunities, press photographers/cameramen follow instructions from the artist to capture the optimum image of the artwork.
  - All photographers and cameramen are instructed to bring a wide-angle lens to capture the artwork.
  - Any photographs taken by an external photographer (apart from press) need to be approved by the artist before being shared with press or online.
  - The location of the artwork is discussed and agreed with the artist before being finalized – we need to be careful that shadows from trees and buildings do not cast a shadow over the artwork on a sunny day, as this will interfere with overall effect.
- Please note that for travel and accommodation, all flights should be direct business class flights and accommodation needs to be 4 star hotels. Please discuss with us any other arrangements than this. You will need approval from us before booking any flights on the artist's behalf.
- We require that we are credited in all press releases and a 3D Joe and Max credit accompanies photographs of our work appearing in press or online. The credit should read 'Artwork by 3D Joe and Max' and should include our website [www.3djoeandmax.com](http://www.3djoeandmax.com) where possible.
- Please do not hesitate to discuss with us any questions or concerns you may have – we want to work together with the client to ensure the project is a success for all concerned.

*Many thanks*



To discuss how 3D street art can best work for your project or campaign  
please contact Jane Davies at 3D Joe and Max.

Email: [jane@3djoeandmax.com](mailto:jane@3djoeandmax.com)

Phone: (+44) 7833 581 265