

*Take a moment in utopia with BARCELONA-based studio SIX N. FIVE, whose pastel-hued vistas have been deployed by leading brands to communicate a different kind of reality.*

Six N. Five's surreal 3D renders feel like film stills from early sci-fi blockbusters, evoking scenes like the deserted landscape and monolithic apparition of Kubrick's *2001: A Space Odyssey*. The studio's founding director, Ezequiel Pini, finds parallels to the silver screen in his own trajectory as well. "My background is in motion design. I started working as a 3D designer in Buenos Aires where my designs came to life as animations," he says. "But I also finished my studies as a graphic designer, a discipline where I learned about scale, color, shapes, and typography. This knowledge applied to the 3D space is pretty related to scenography."

The studio's designs aim to move viewers into a utopian space, if only momentarily. An overdose of visual information prompted Six N. Five to consider "willful escapism" as a strategy to access tranquility: lone furniture often takes

center stage in their compositions, evoking a sense of existential solitude. They've exercised this technique in their practice, as well, periodically closing the studio to escape external deadlines and focus on in-house projects, in what they refer to as "the Lab."

Founded in 2014, the studio has created an impressive roster of advertising, editorial, and video commissions for clients like Samsung, Rimowa, and Microsoft. Their foray into dreamscapes began in 2018, with a project for Samsung, where they designed and developed an interior and exterior composition using the TV as a window connecting two worlds. "It was the first time we did this kind of complex landscape," Pini explains. But they still find time to focus on experimentation outside of brand collaborations, pushing the limits of CGI as a mode of artistic expression. ✦

