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Pearl Jam partners with Evolve Studios to produce music videos for *Dance of the Clairvoyants* and visual album experience

Nashville-based Evolve collaborated with the band to create a stunning new visual album, theater experience & series of music videos

Nashville – Evolve Studios, an independent, award-winning content studio, known for its conceptual and compelling original and branded content, is the creative engine behind the visual experience of *Gigaton*, the first album from Pearl Jam since 2013 which is set for worldwide release on Friday, March 27.

In addition to creating three new music videos for *Dance of the Clairvoyants*, the first single off the record, Evolve also produced the immersive *Gigaton Theater Experience*, which was a limited, one-night-only event slated to be shown in more than 200 Dolby Atmos theaters around the world before the COVID-19 pandemic closed theaters across the country and forced the cancellation of the screening.

The band still has plans to release the full visual album in the near future, so stay tuned!

The *Gigaton Theater Experience* was designed to allow Pearl Jam to project their vision like never before with an experiential event befitting of *Gigaton's* scope, size, and spirit.

Pearl Jam guitarist Stone Gossard called the visual experience *extraordinary*.

“The visual musicality is very evident,” Gossard said. “The build of the edits, the symbolism, the syncopations. It really is a mystical experience. The whole thing. It’s extraordinary and we are a lucky band to have Evolve collaborating with us.”

Evolve Studios’ Joel Edwards, executive produced & co-directed all of the Pearl Jam visuals and said his team paired the band’s inspired visuals and footage archives to create an experience that enhanced the massiveness of this album. “We used hundreds of live-action film clips that spanned the globe, micro table top and macro lens elements, deep space and organic textures.”

The full *Gigaton* Visual Album was an organic evolution of Evolve's prior work together with the band on *Dance of The Clairvoyants*.

The trio of music videos for *Dance of the Clairvoyants* were released in February and hailed as "...very National Geographic-meets-rock" by *Billboard Magazine*. Evolve and partners [Filmsupply \(www.filmsupply.com\)](http://www.filmsupply.com), the world's leading premium film footage licensing agency, were specially positioned with a massive library of insane landscape and abstract footage that were used to illustrate the story of *Dance of the Clairvoyants*.

All three versions of the music video (Mach I, Mach II and Mach III) were released to much critical acclaim. Click [HERE \(https://evolve.studio/portfolio/pearl-jam-clairvoyants/\)](https://evolve.studio/portfolio/pearl-jam-clairvoyants/) to watch the compilation of music videos.

"We knew this new song and album are very globally and environmentally charged," said Edwards. "We wanted the videos to illustrate our world and all the beautiful intricacies of it. The band wanted a big, National Geographic-type feel and since we have been filming that kind of footage for years, we were armed to visually tell this story."

The Evolve team had multiple creative sessions with various members of the band, who Edwards said were very hands-on throughout the creative process for the music videos and the theater experience.

Pearl Jam frontman Eddie Vedder said of the collaboration with Evolve: "You guys inspired me. I'm looking at my lyrics a new way. You interpreted this in a way that we would never be able to pre-visualize or prescribe. But the feeling we wanted to invoke, Evolve found a way to visualize that."

Edwards added working with the band to execute this vision was an incredible, artistic and creative process.

"This was certainly one of our most favorite projects to date," he said. "The band was full of big ideas and inspirations, that we would then interpret and pull footage from our vast library to create the visual sequences and abstract story arc."

The full album, *Gigaton*, is set for release on Friday, March 27, and will be supported with a tour of Europe and the U.S.

ABOUT EVOLVE STUDIOS

Nashville, TN based independent, award-winning studio, Evolve produces premium content for a wide array of partners including Disney, National Geographic, ESPN, Netflix, NBC Universal, HBO, Discovery and many others. Evolve was founded in 2010 by brothers, Joel & Jesse Edwards. What started out as an entrepreneurial dream for

the two “Vimeo Kids”, fueled by an iMac, DSLRs & ramen noodles, Evolve Studios is now becoming one of the most discreetly influential original & branded content studios. As a full-service production company, Evolve produces a diverse range of premium content from original episodic series, branded & commercial content, films, documentaries, promos, music videos, digital films and immersive VR content.

Evolve’s work has been recognized with numerous awards including 5 National Television Emmy’s, 40 Emmy nominations & many other top industry accolades.

Empowered by incredible young talent, team culture and blue collar creative work effort, Evolve has built a multifaceted studio that produces in three industry verticals all from the new content frontier in Nashville, Tennessee.

To learn more, visit www.evolve.studio

ABOUT FILMSUPPLY

The exclusive footage licensing platform of Evolve Studios, Filmsupply, is a full-service licensing agency that has partnered with leading filmmakers across the world to bring footage from their passion projects directly to agencies, production companies, studios, and other creatives through a highly curated catalog. Learn more about their intuitive platform and free footage research at Filmsupply.com. To learn more, visit www.filmsupply.com