

GOLO







Message from the founders

WELCOME TO THE 6TH EDITION of our annual Colossal projects book. This 2012 edition features some of our favorite jobs we painted over the past twelve months and highlights our ability to execute the absolute best hand paint walls possible.

We've been growing at over 30% a year for the past seven years, and 2011 felt like the first time we really caught up to ourselves.

We've increased our capabilities by setting up an apprenticeship program to efficiently train young painters in our specialized process, enabling us to paint more walls than ever at the highest consistent quality. One of the benefits of having over 165 years of cumulative sign painting experience is that we have a direct lineage of painters going back 50 years who are training our young apprentices in every aspect of painting, rigging, and color matching.

On the acquisitions side we've put together a dream team of expeditors, lawyers and lobbyists ensuring us the fastest possible route to new legal inventory throughout the country. We added 22 new locations last year and are on track to double that in 2012.

We took a very traditional and inefficient process and modernized it. We're proud of being the fastest and highest quality painters in the industry. No one has our in-house capabilities that along with our experience, team, and equipment enable us to provide the best possible product and also deal with unforeseen circumstances more expeditiously than any one else. We've become experts at dealing with everything from governmental regulation to last minute access issues. By constantly innovating and developing our process we were able to paint close to 300 walls this year which has made Colossal the category leader in hand painted advertisements and large mural projects.

This year we have a number of new initiatives in store including a large public art program that we're really excited about. Please follow us on Tumblr, Twitter, Instagram, Flickr, and Facebook, and Colossalmedia.com to see our most recent projects. We'd like to take this opportunity to thank our ever-growing team for an excellent job in 2011!

TILL NEXT YEAR,
ADRIAN & PAUL



WE ♥ OUR CUSTOMERS

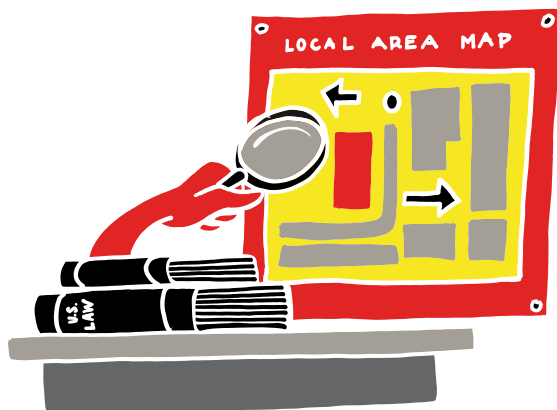


Custom Scouting

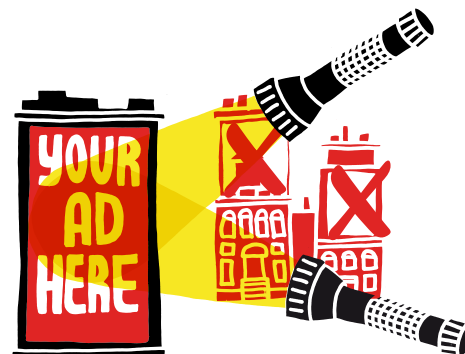
With an in-house acquisitions team, Colossal has the ability to custom scout and permit locations anywhere in the country to fit a client's needs.



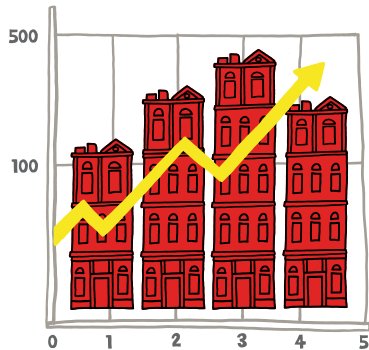
1 TELL US EVERYTHING WE NEED TO KNOW ABOUT YOUR TARGET DEMOGRAPHIC, PRIORITY MARKETS AND / OR NEIGHBORHOODS.



2 COLOSSAL DOES PRELIMINARY RESEARCH ON LOCAL ZONING AND ADVERTISING CODES TO ENSURE A LEGAL AND SMART APPROACH IN EVERY MARKET.



3 OUR ACQUISITIONS TEAM SETS OFF, HITTING EACH MARKET, TAKING TIME TO UNDERSTAND THE LOCAL LANDSCAPE AND CULTURE SO THAT WE CAN DELIVER HIGH IMPACT INVENTORY THAT SPEAKS DIRECTLY TO YOUR TARGET.



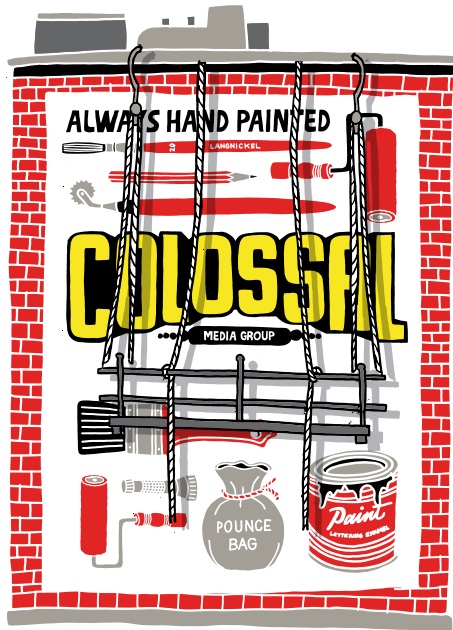
4

WITH PRELIMINARY APPROVAL FROM LOCAL LANDLORDS, COLOSSAL BRINGS YOU AN ARRAY OF INVENTORY OPTIONS TO REVIEW (COMPLETE WITH VISUALS, TRAFFIC DATA, AND INTIMATE DETAILS ON EACH LOCATION).



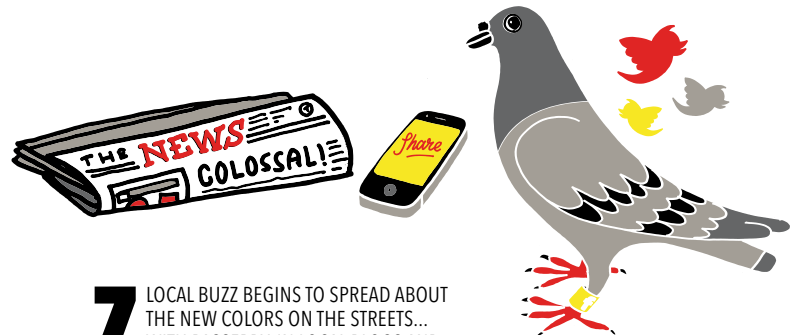
5

YOU SELECT YOUR FAVORITE WALLS FOR THE CAMPAIGN. COLOSSAL REVISITS EACH LOCATION PICK TO SECURE OFFICIAL PERMITTING.



6

OUR TEAM OF PAINTERS GRAB THEIR TOOLS AND FLY MARKET TO MARKET, TRANSFORMING EACH SELECTED WALL FACADE INTO A VIBRANT ART MURAL.



7

LOCAL BUZZ BEGINS TO SPREAD ABOUT THE NEW COLORS ON THE STREETS... WITH PASSERBY, IN LOCAL BLOGS AND NEWSPAPERS, THE MURALS QUICKLY TAKE ON A VOICE OF THEIR OWN!

Permanent Inventory

Colossal Media offers high-impact
wallscapes and unique street-level units
in 21 U.S. markets & our national footprint
continues to grow.

PORTLAND
4,104,000

SEATTLE
4,986,000

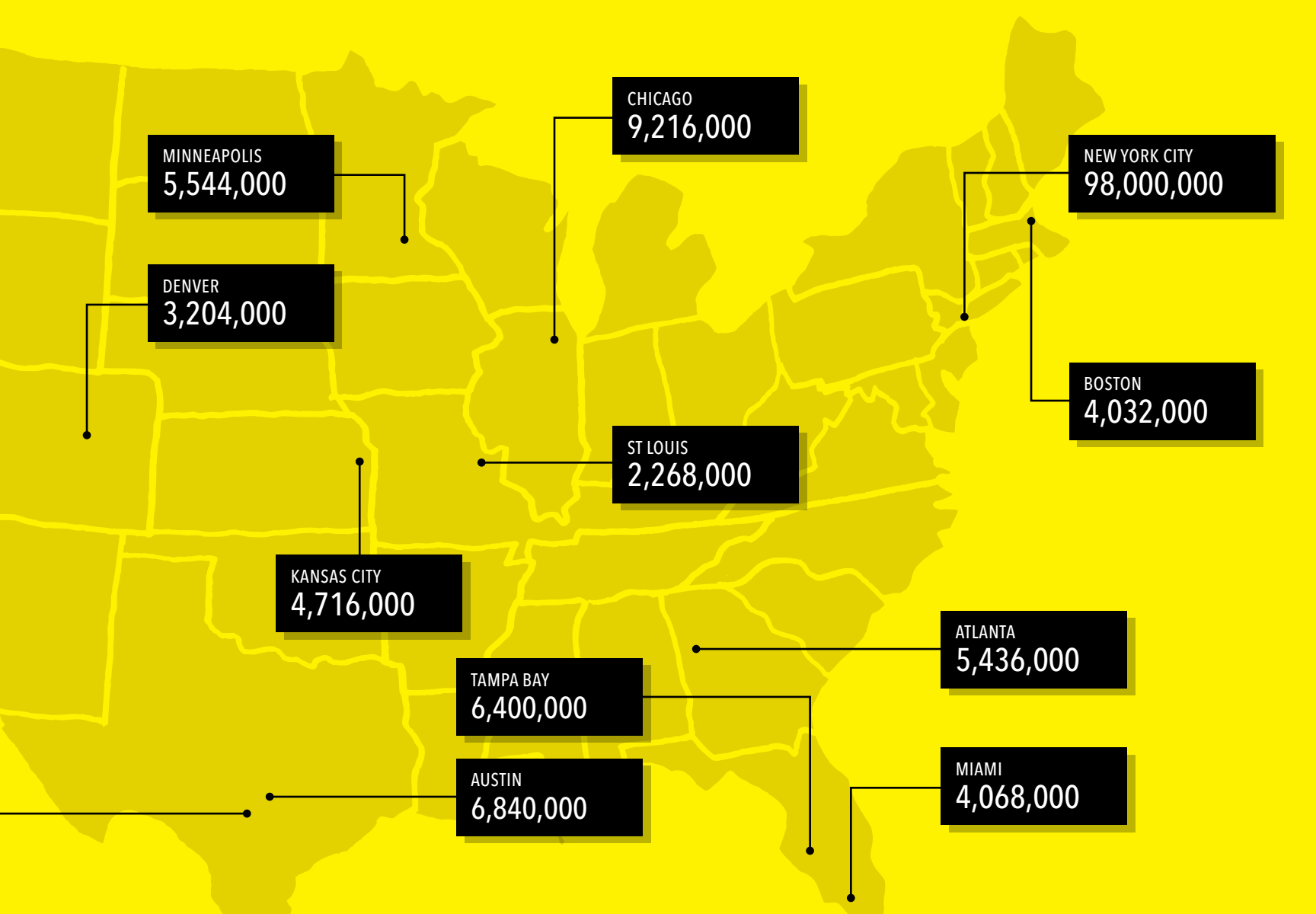
LOS ANGELES
12,636,000

TOTAL MONTHLY IMPRESSIONS:

173,790,000

AND COUNTING...

SAN ANTONIO
2,340,000



MINNEAPOLIS
5,544,000

DENVER
3,204,000

CHICAGO
9,216,000

NEW YORK CITY
98,000,000

BOSTON
4,032,000

ST LOUIS
2,268,000

KANSAS CITY
4,716,000

TAMPA BAY
6,400,000

AUSTIN
6,840,000

ATLANTA
5,436,000

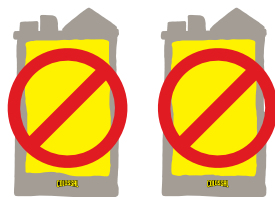
MIAMI
4,068,000

COLOSSAL

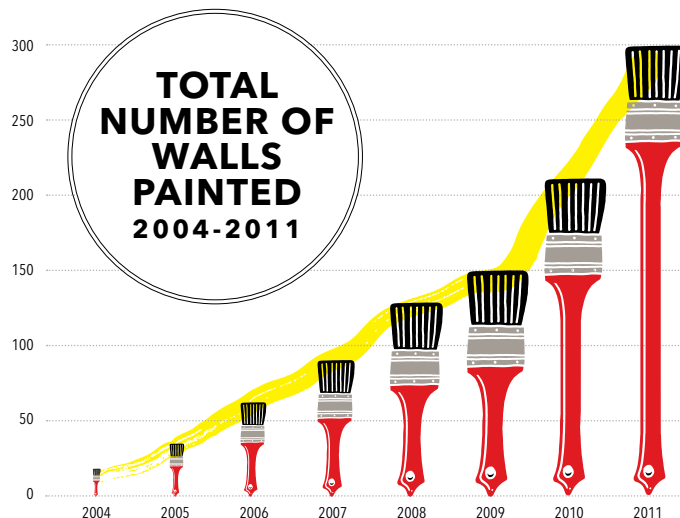
PAINT BY NUMBERS

165

**CUMULATIVE
YEARS OF
SIGN PAINTING
EXPERIENCE**



TWO
NUMBER OF TIMES
THE WRONG WALL
WAS PAINTED



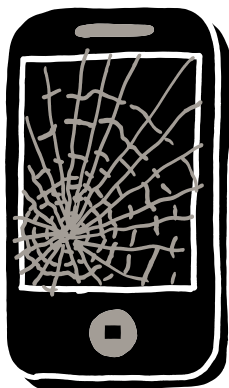
IN 2011:



2,000
MARKERS USED

GALLONS OF PAINT USED:
7,500

GALLONS OF PAINT SPILLED:
2



NUMBER
OF PHONES
BROKEN:
10



TEN
GALLONS
OF HAND
CLEANER
USED

TOTAL SQUARE
FOOTAGE COVERED:
225
THOUSAND

**LARGEST
RIGGING LOAD
CARRIED BY ONE
TRUCK:**

8,000 LBS.



NUMBER OF HOURS WORKING:



IN THE
RAIN

4,800



IN 100+ DEGREE
WEATHER

450



BELOW
FREEZING

2,500



IN THE
DARK

800



YELLED
AT BY PAUL

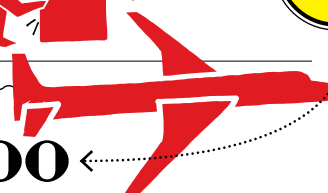
5,000,000

NUMBER OF FLIGHTS
MISSED:



2

TOTAL
MILES
TRAVELED



240,000

2,521,624,590,034,782,342,117,690,999,901,872,345,567,789, 902,974,234,271, 765,276,902,974





**"Wizards
of large-scale,
handmade billboards,
the ragtag team at
Colossal Media turns
blank city walls into
works of art."**

NEW YORK OBSERVER





ASA
562-2047

ATTEN

ATM

Epstein's

Sucker Punch

STOP

ONE WAY

ONE WAY

FROM THE DIRECTOR OF 'WATCHMEN' & '300'
YOU WILL BE UNPREPARED

Sucker Punch

MARCH 25

EXPERIENCE IT IN IMAX

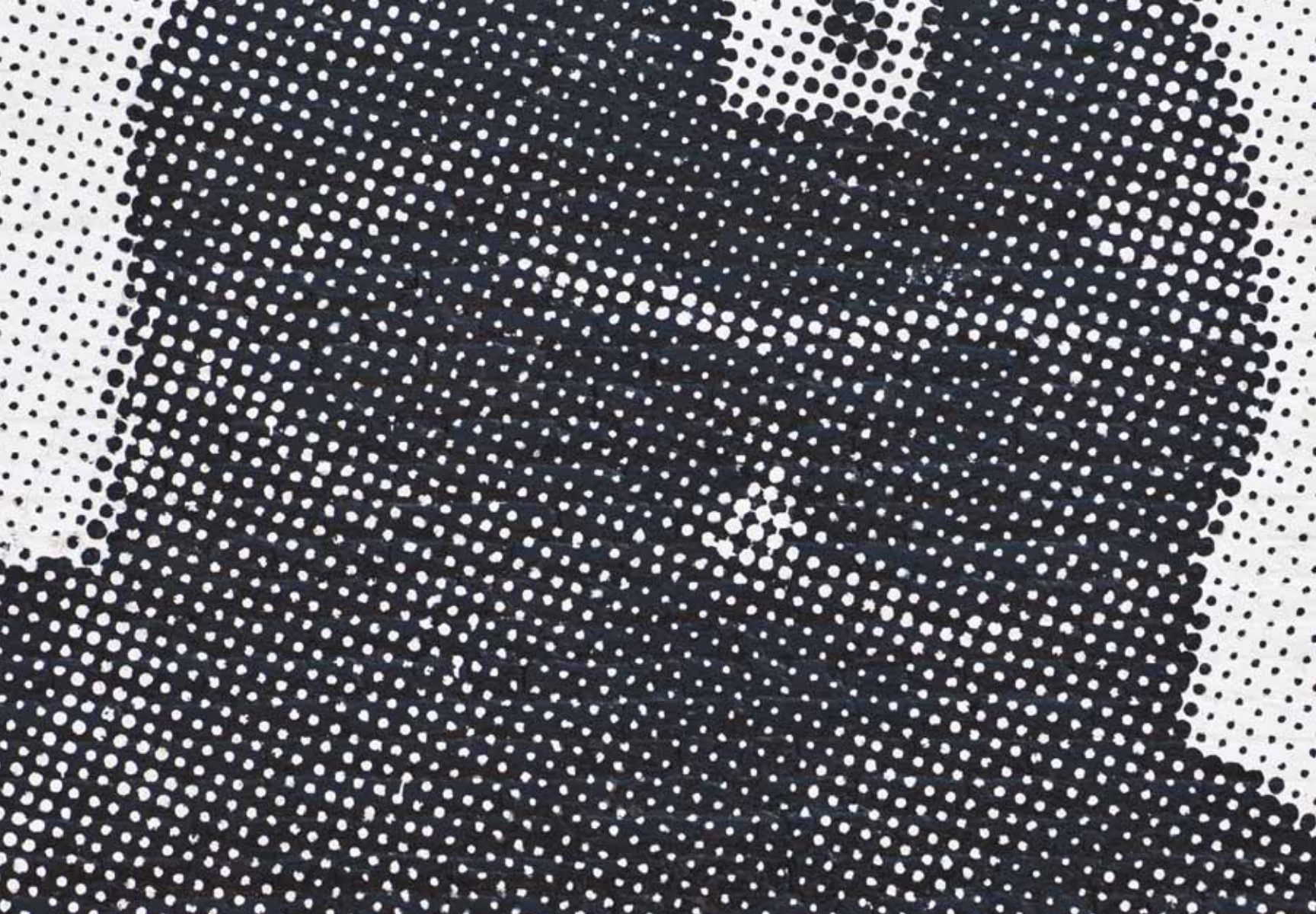
WWW.SUCKER-PUNCHMOVIE.COM

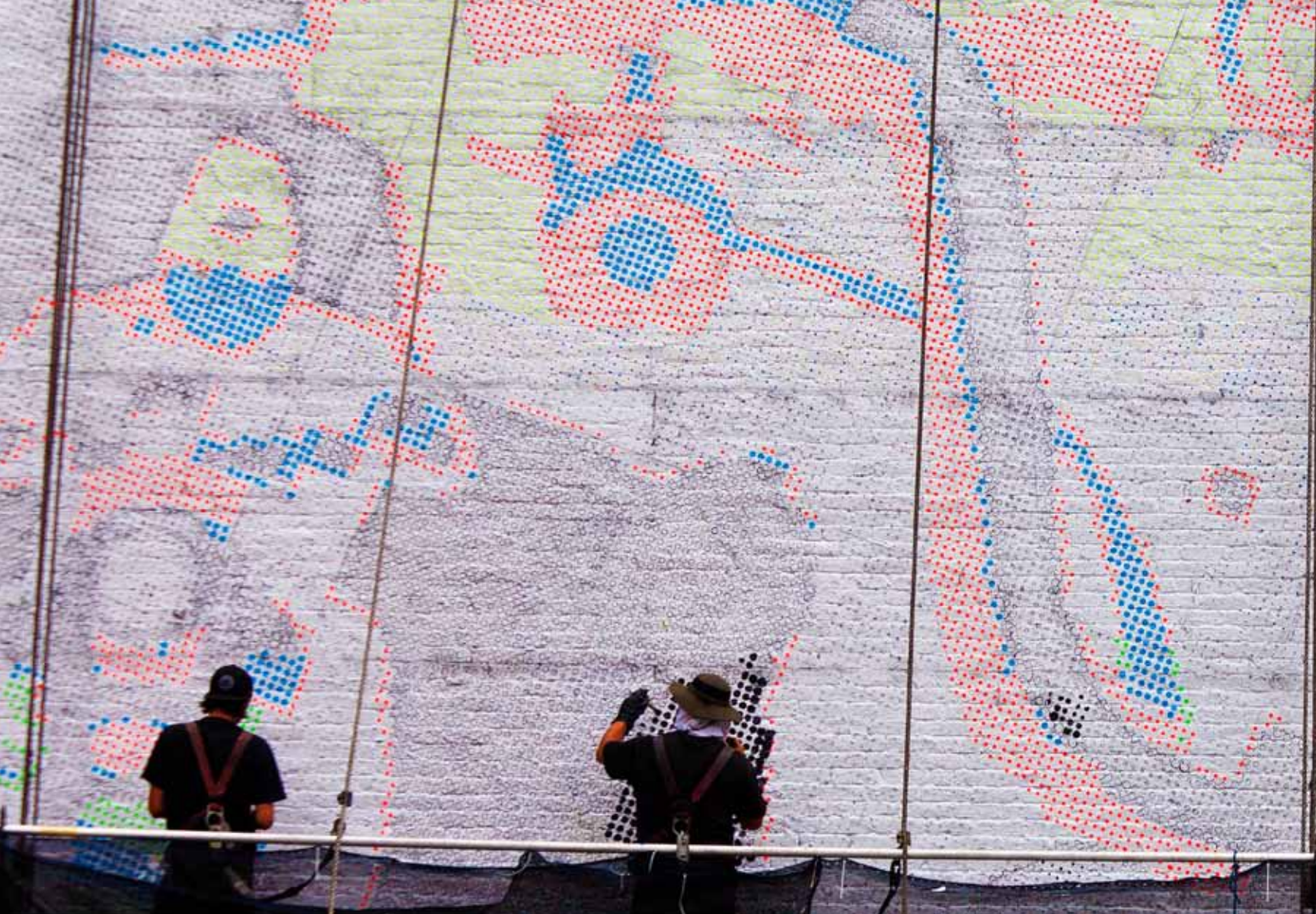


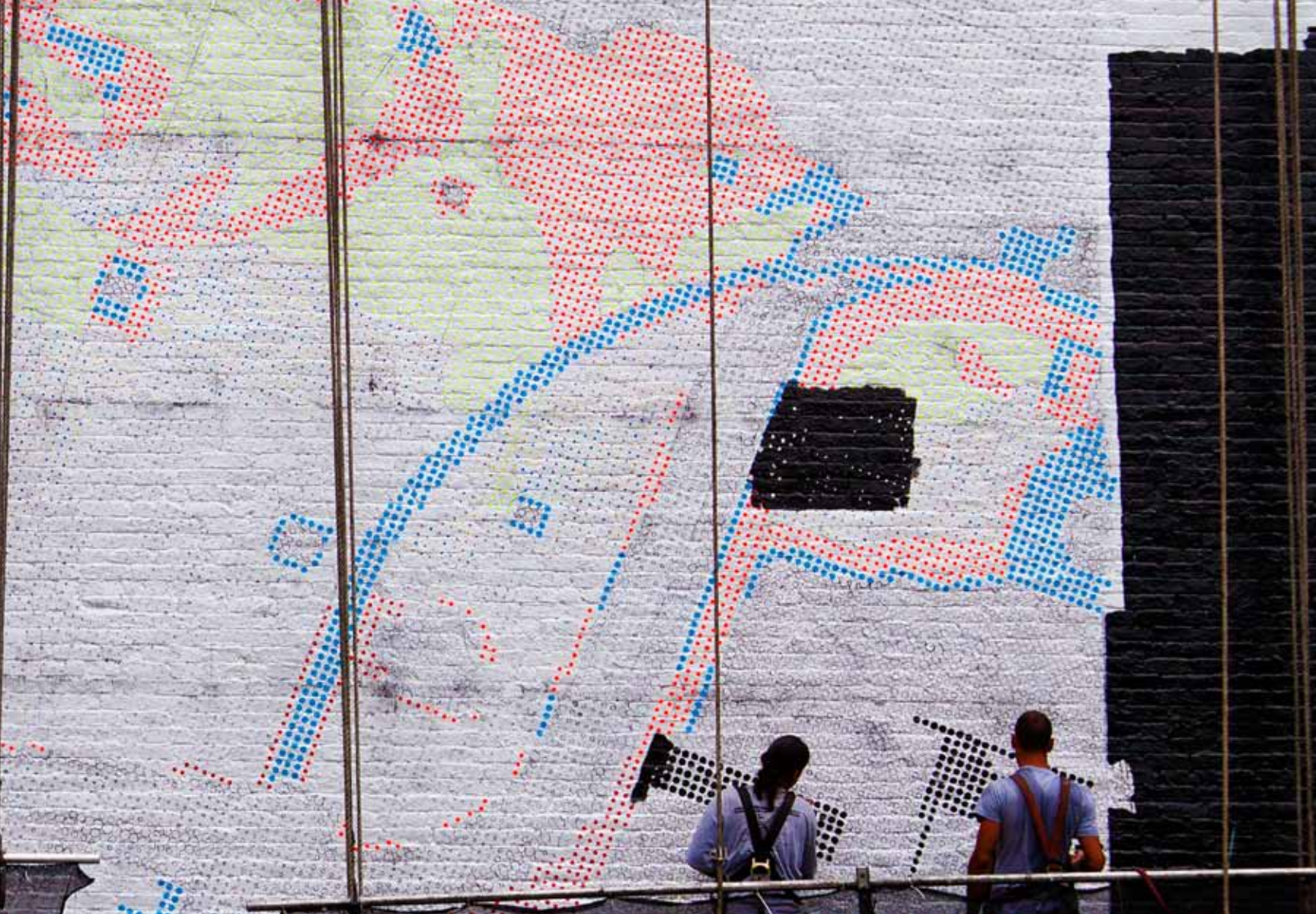














**"Colossal
Media plays an
integral role in
the evolution
of public art in
our city."**

MARLBOROUGH GALLERY









**"Your work
brightens
this city and
places around
the world."**

MIDDLEBURY COLLEGE















**"Colossal is one
of the few creative
agencies that
genuinely conveys
the spirit of an artist
through organic
craftsmanship."**

MOMA PS1



IMAGINATION CHANGES EVERYTHING

FACE OFF



THE HIT SYFY HOLLYWOOD
MAKEUP COMPETITION RETURNS

Season
days 10/9c
es Jan 11

Syfy
Imagine Greater

IMAGINATION CHANGES EVERYTHING

FACE OFF



THE HIT SYFY HOLLYWOOD
MAKEUP COMPETITION RETURNS

Season
days 10/9c
es Jan 11

Sy
Imagine

IMAGINATION CHANGES EVERYTHING

FACE OFF



THE HIT SYFY HOLLYWOOD
MAKEUP COMPETITION RETURNS

New Season
nesdays 10/9c
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IMAGINATION CHANGES EVERYTHING

FACE OFF



THE HIT SYFY HOLLYWOOD
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Syfy
Imagin

IMAGINATION CHANGES EVERYTHING

FACE OFF



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Syfy
Imagin

IMAGINATION CHANGES EVERYTHING

FACE OFF



THE HIT SYFY HOLLYWOOD
MAKEUP COMPETITION RETURNS

Season
esdays 10/9c
eres Jan 11

Syfy
Imagin





A large billboard advertisement for Blue Moon beer. The billboard features three glasses of beer (two tall and one shorter) and a hand holding a bottle of Blue Moon. The text "Artfully Crafted." is visible at the bottom right of the billboard. The billboard is mounted on a building facade, and a person is visible on the roof above it. The background shows a clear blue sky with some clouds.

COLOSSAL

Share BUSHMILLS Responsibly

BUSHMILLS

SINCE WAY BACK



SHARED AMONG FRIENDS

Grant to Distill
SINCE 1608

Made in Bushmills village, Co. Antrim, Grant to Distill 1608

FACEBOOK.COM/BUSHMILLSUSA

COLOSSAL

10
SDG
COST
FUCKED
MADONNA





EXIT



GRAB THE NIGHT
BY THE JUNIPERS

TONIGHT WE
Tanqueray

DRINK RESPONSIBLY
© 2011 Tanqueray, Inc. All rights reserved. 40% Alc/Vol (80 Proof) Imported Gin. Tanqueray is a registered trademark of Tanqueray, Inc. Facebook.com/Tanqueray



1 HOUR PARKING
9AM - 7PM
EXCEPT SUNDAY
← Pay at —
Muni-Meter

70





**"The team
at Colossal
is exceptional,
professional
and creatively
collaborative."**

KIEHL'S





COLLO

and



ESPAÑA

ESPAÑA

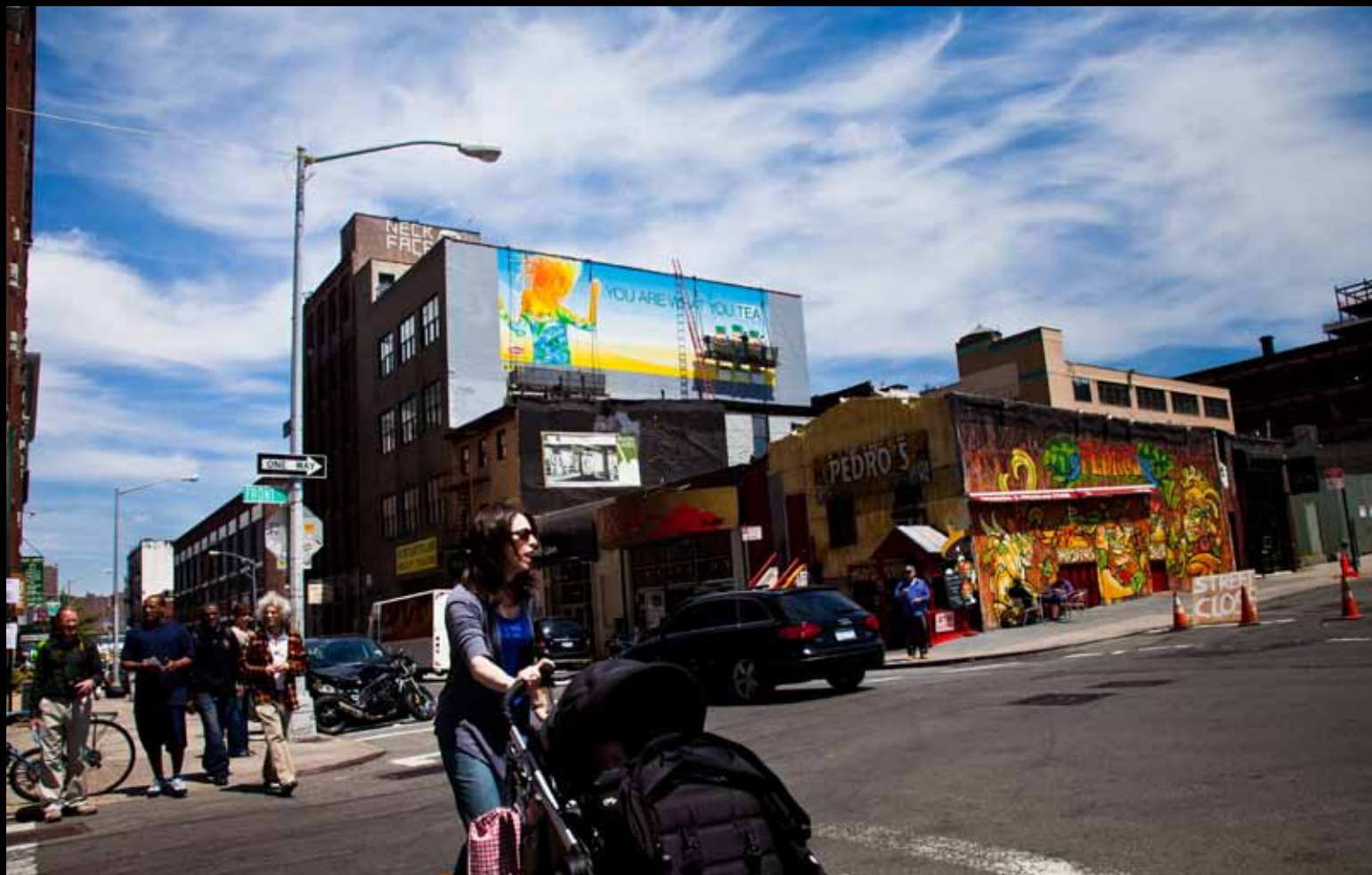


"We as a media team were challenged to come up with unique and innovative ways to reach our core target. Colossal helped us break into the street art scene in an organic/non-intrusive manner. We were able to get our message out there in a way that resonated with our target audience and overall helped the brand positioning. They were and continue to be a great partner."

PLANNING SUPERVISOR, UNIVERSAL MCCANN

















**“Contrary to popular belief,
New York’s most spectacular art
isn’t hanging at the Museum of
Modern Art or at the Met. It adorns
the sides of buildings in some
of the city’s more interesting
neighborhoods, much of it painted
by one company, the aptly named
Colossal Media.”**

THE WALL STREET JOURNAL







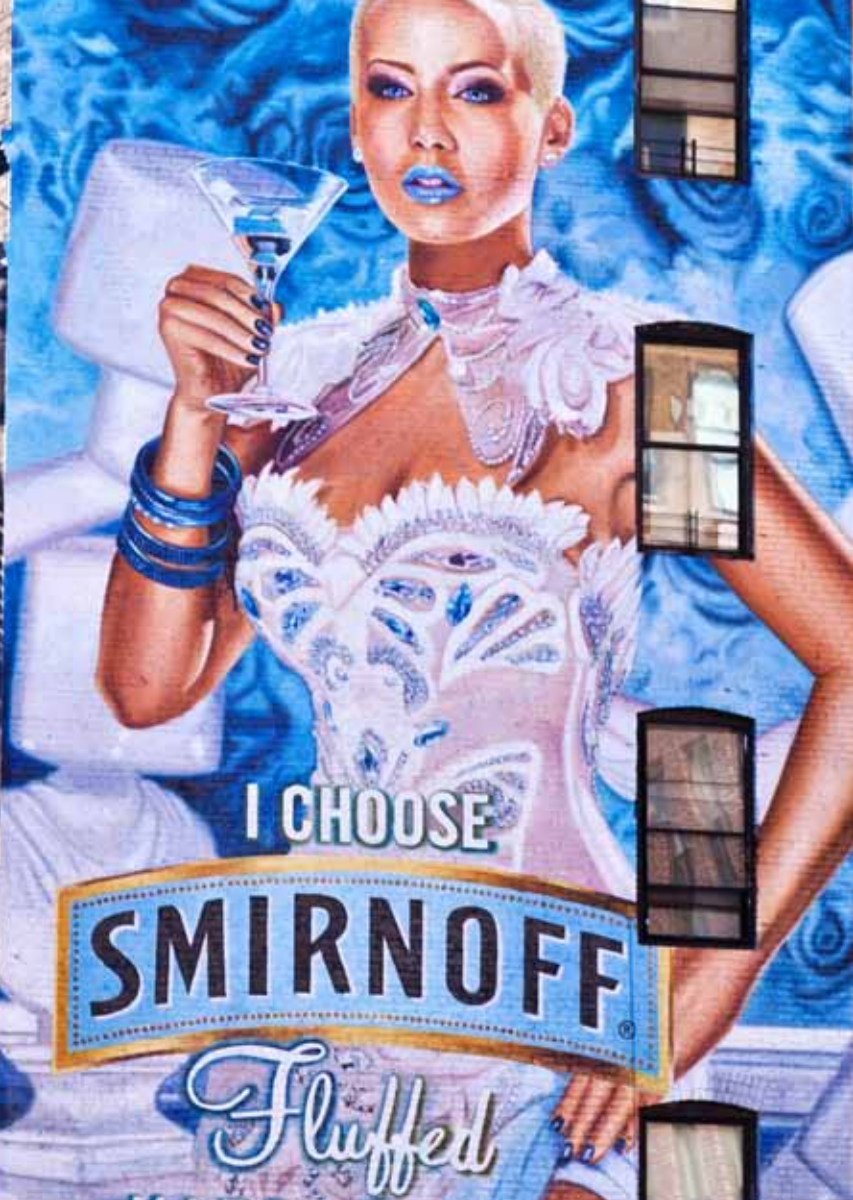


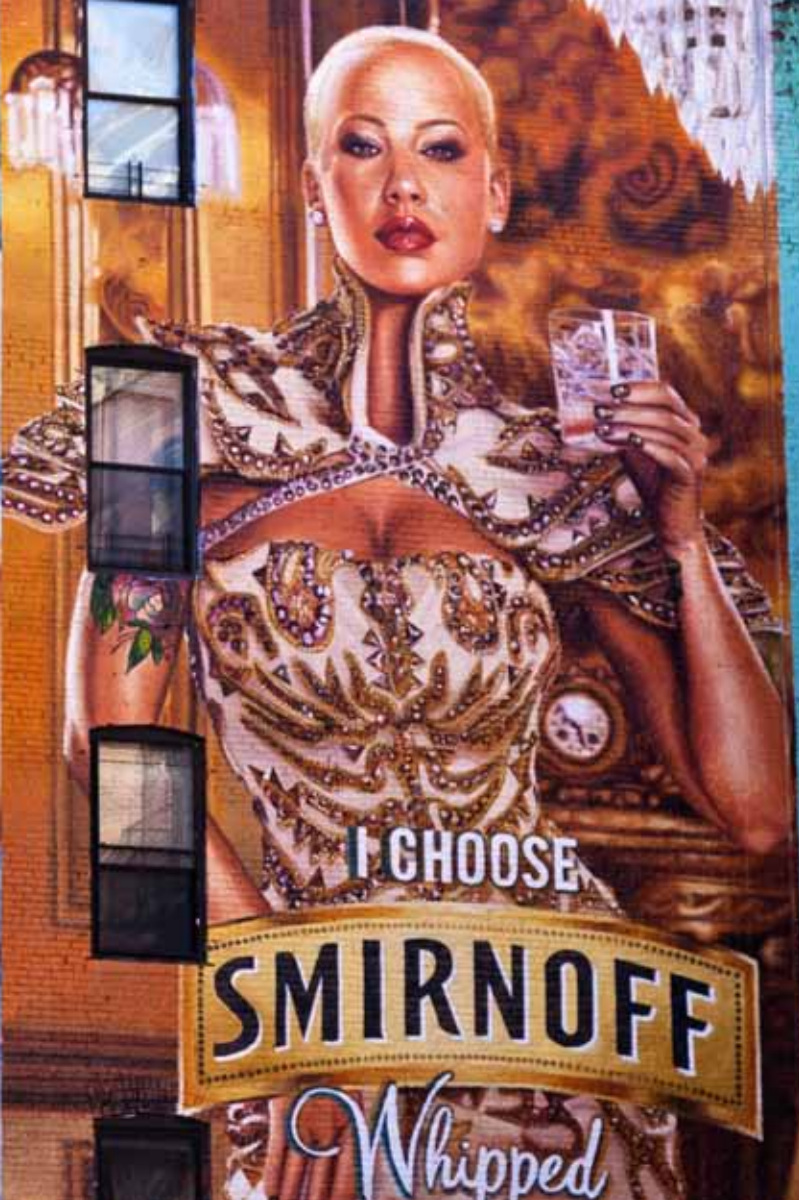


A low-angle photograph of the MoMA PS1 building. A large white rectangular sign is mounted on the side of the building, displaying the text "MoMA PS1" in bold, black, sans-serif capital letters. The building is dark and appears to be made of brick or stone. To the left, there are bare tree branches and a street lamp. The sky is bright blue with some light clouds. In the foreground, the top of a white truck is visible, with the name "DEIANA" printed on its side.

MoMA PS1







I CHOOSE
SMIRNOFF
Whipped



ADIDAS
SLVR



adidas.com/slvr

108 Wooster Street



COLossal







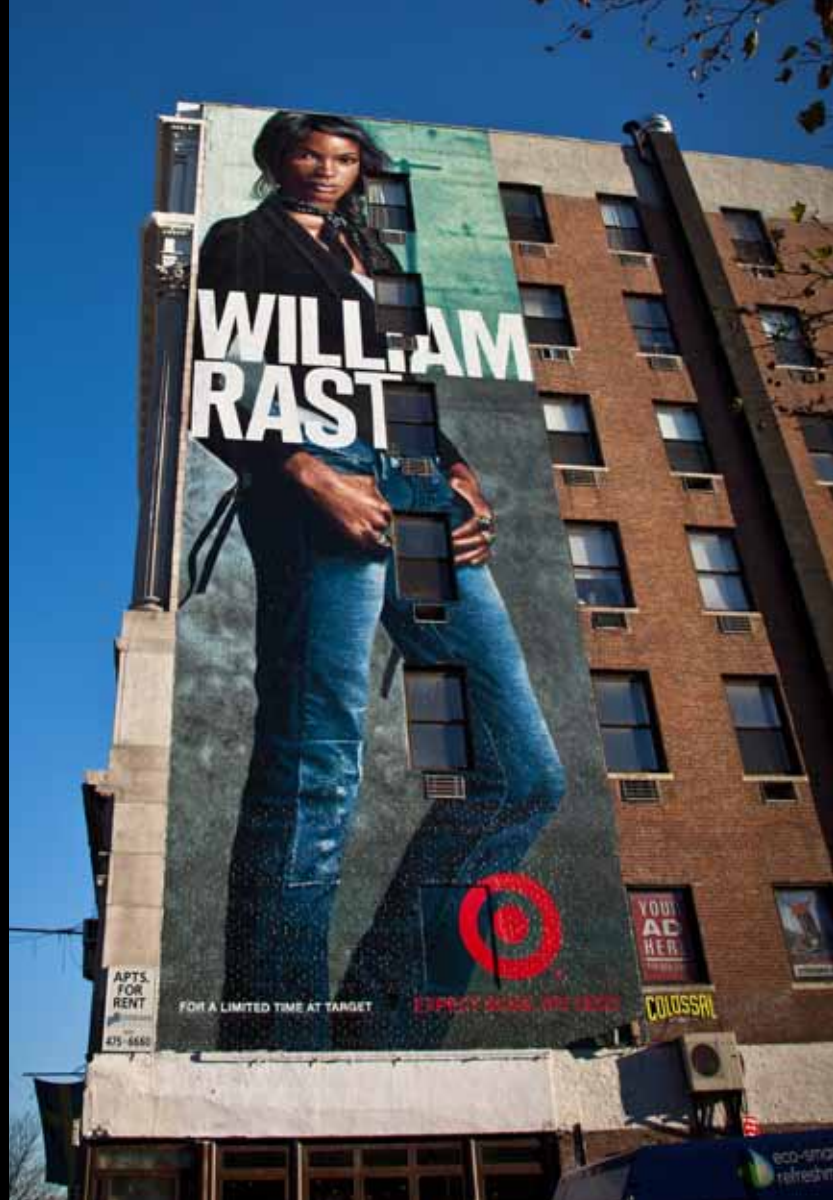


one
SONG
CAN
CHANGE
EVERY
thing

WHERE SONGS LIVE **EMI**
MUSIC PUBLISHING



COLOSSAL



Skylight



"These guys are some of the best in the industry. When people walking by see the work that goes into one of these pieces, even if they're resistant to the idea of an ad in this particular spot, suddenly there's an interaction there. They recognize that it's art, too."

HAWORTH MEDIA





Actually
listening,
not waiting
to talk.

CRAFT YOUR CHARACTER

ABDG 1250



PARK
HERE







NEW YORK



ROCK

Tailored By



umbro



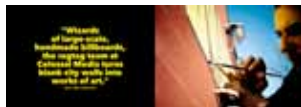
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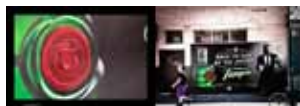
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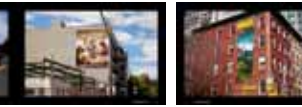
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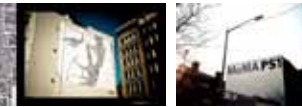
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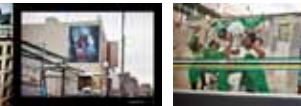
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About us.

COLOSSAL MEDIA is an innovative Out Of Home company that specializes in high-impact painted wallscapes. We are the largest hand-paint advertising company in the United States.

Colossal Media Group is organized into two divisions: Colossal Media has permanent locations in major markets throughout the US, and a custom acquisitions division that scouts locations for clients nationwide.

Sky High Murals hand-paints photo-realistic advertisements and murals for a diverse group of clients including OOH companies, galleries, museums, city municipalities, and advertising agencies.



Colossal Media Group
176 N 9th Street
Brooklyn, NY 11211

718 858 0979

colossalmedia.com

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www.doubledayandcartwright.com

pattern/illustrations by
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crew photo by Marley Kate
<http://www.marleykate.com/>

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SSR