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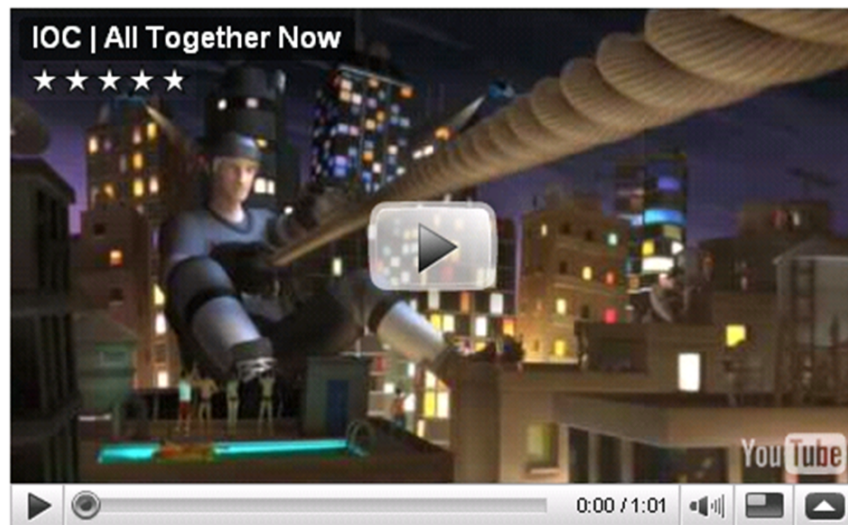
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## Fx and Mat: IOC "All Together Now"

Posted by [Justin Cone](#)



[Nexus Productions'](#) directing duo [Fx and Mat](#) put their powers to use for the International Olympic Committee and agency Coler & Weber United in "All Together Now," a beautifully rendered tale of titanic Olympians literally pulling the earth's geography together into a neo-Pangea.

Like [their work for the Royal Bank of Canada](#) (through Parisian prodco [Mr. Hyde](#)), "All Together Now" uses soft lighting and a rich palette to evoke a sunny, feel-good vibe reminiscent of Art Deco's happier imagery. The contours of the characters remind me of [Tamara de Lempicka's](#) hefty but friendly human forms—just without all the sitting around and pouting.

### Credits

*Full credits requested*  
Agency: Coler & Weber United  
Production: Nexus Productions  
Direction: Fx & Mat

Posted on 20 August 2009 |