

Show It 2 Me VR Music Video, Two Weird and Wonderful Titmouse Cartoons and A Storytelling Panel Takes Stage at the SXSW Film Festival

Next Month Take a Ride Through a Retro-futuristic Music-reactive Landscape In Show It 2 Me, Featuring Art Created with Google's Tilt Brush

Hollywood, Calif., February 7, 2017 – At SXSW activate your love of pulsating neon beats, phallic architecture, and tech support for the elderly! Join Titmouse for the world premiere of the Virtual Reality music video, [Show It 2 Me](#) in the Film Festival's new SXSW Virtual Reality Program in the Virtual Cinema. But that's not all - you can also check out two of Titmouse's animated shorts, [Coyanuscocksee](#), and [It Should Be Easy](#). Additionally, Chris Prynosi, owner of Titmouse, will be speaking at SXSW Gaming on [Storytelling in Games and Animation](#) panel with George Krstic, Supervising Writer - Story & Franchise Development at Blizzard Entertainment and special guest, Ryan Vermiere, Narrative Lead at Riot Games.

"Are you an experimental film nerd who saw *Koyaanisquatsi* in art college? Have you been craving a parody with more ding-dongs and less Philip Glass? Then *Coyanuscocksee* is for you. Are you a son who has computers and you are so good with these computers, it's unbelievable? Then you will love *It Should be Easy*," said Titmouse founder Chris Prynosi. "And do you enjoy leaving the 'meat world' behind to experience 3 minutes of electrosonic VR dream stabbing? Then give *Show It 2 Me* a try."

[Show It 2 Me](#) is one of 38 unique VR experiences showcased in the VR/AR sidebar; film festival badges are required for entry.

"In this year's new Virtual Cinema, we not only put an emphasis on storytelling and ingenuity but also showcase how other industries are embracing and excelling in this exciting new medium," said Blake Kammerdiener, VR Programmer. "We're excited to include *Show it 2 Me*, *Coyanuscocksee* and *It Should be Easy*, among this year's standouts, to our enthusiastic and smart audiences."

Show It 2 Me features art created by Chris Prynosi and Antonio Canobbio (Titmouse creative director) using the audio reactive brushes in Tilt Brush, Google's virtual reality app. The retro-futuristic VR music experience debuts in the VR/AR sidebar. Donning an HTC Vive headset, the viewer will go on a trippy visual ride featuring demonic cars, pulsating brains, and disembodied tongue-mouths. Named after the song by Night Club (an electronic music duo from Los Angeles that features Emily Kavanaugh and Mark Brooks), *Show it 2 Me* is co-directed by Mark Brooks and Dylan Carter.

Titmouse began working with Tilt Brush in 2015 and immediately saw the potential for this new medium. In 2016 Google introduced the audio reactive brushes for Tilt Brush and recently released the [Tilt Brush Toolkit](#).

"These brushes are bananas! They animate to music!" pronounced Chris P., "They animate to ANY audio playing on your computer. You want to see what fart sounds look like with the disco brush? Fire it up

and you can finally know this joy that I have beheld with my very eyes.” Antonio Canobbio added, “I immediately saw the potential for using these brushes to produce a music video. Previously we’ve had to create VR assets in non-VR authoring environments, OR create assets in VR, but use other software to animate these elements. All the assets for our first VR experience, *Smash Party* (available on Steam) were created with traditional tools. Luckily we have a great line of communication with our friends at Google, and they made it even easier for us to produce this video by developing a custom Tilt Brush Toolkit!”

Tilt Brush creative director, Drew Skillman said, “We are thrilled to help Titmouse's vision for a Tilt Brush VR music video come to life. We open sourced the entire Tilt Brush Toolkit in hopes that other artists can follow in Titmouse's footsteps and create their own VR music videos along with any other narrative, interactive, and immersive content they can dream up.”

For more information on *Show It 2 Me* and the other productions from Titmouse showcased at SXSW, check out the details below.

About *Show It 2 Me*

An interactive music video created using Tilt Brush's audio reactive brushes featuring Night Club's single, “Show It 2 Me.” It will be show at the VR/AR sidebar running from March 14-16 <http://schedule.sxsw.com/2017/events/FS21741>. *Show It 2 Me* will be available for the HTC Vive for free in the coming months. Check out Night Club’s music at <http://nightclubband.com>.

About *COYANUSCOCKSEE (Life About Dicks)*

COYANUSCOCKSEE is a short animated film directed by Gary Ye and inspired by *Koyaanisqatsi*. Perfect for both film and wang connoisseurs, it features iconic imagery and examines the importance of dicks and their influence on the development of human civilization. He created this short to have a laugh with friends, which first debuted at Titmouse’s “5 Second Night.” Check out Gary’s work at <http://gaeree.tumblr.com>.

About *It Should Be Easy*

Ben Meinhardt, director of *It Should Be Easy* shows what happens when a mother calls for technical assistance with her computer while our hero is busy at work and the computer isn’t responding as expected. Ben is an animator for Titmouse, based in Vancouver, Canada. He has worked on dozens of children's TV shows and continues to produce short films for clients such as MTV. More of his work is available at www.bencartoon.com.

Storytelling in Games and Animation Panel

In the constantly-evolving video game industry, the balance between the needs of gameplay vs the very human want of emotional connectivity via story is an ongoing challenge for both developers as well as players. Hear from leading members of both the gaming, as well as TV/film industry including Chris Prynosi, Titmouse and George Krstic, Blizzard Entertainment discuss the role of stories in entertainment on Saturday, March 18 from 11 am – noon in Room 5ABC at the Austin Convention

Center. <http://schedule.sxsw.com/2017/events/PP69369> and <https://gaming.sxsw.com/news/2017/session-highlight-storytelling-in-games-and-animation/>

About Titmouse

Titmouse is a full-service, award-winning animation production company. Our artist-run studios in Los Angeles, New York City, and Vancouver keep 400 of the most talented people in the industry (that are guaranteed 100% human) employed and pushing creative boundaries. Writers, producers, directors, storyboard artists, animators, composers, editors and VR artists are all right here, in house. Its state-of-the-art sound studio is where many of our TV shows, films, commercial work, branded and original digital content projects are recorded. Titmouse founders Chris and Shannon Prynosi launched Titmouse in Los Angeles, the birthplace of the American entertainment industry. Known for series such as *Venture Bros.*, *Metalocalypse*, *Superjail!*, *Son of Zorn* and its first feature film, *Nerdland*, Titmouse creates high-quality cartoons for all ages and interests. Visit us online at titmouse.net and download *Smash Party VR* on Steam: <http://store.steampowered.com/app/568690/>

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