



## **Carmichael Photography wins 6 Telly Awards for Maroon 5 Video “The Story”**

**Boulder, CO** —A music video by the band Maroon 5 that was directed and photographed by Bob Carmichael of Carmichael Photography in Boulder, CO has been awarded 5 Silver Telly Awards in the category of Online Video at the 31st Annual Telly Awards. The video won in the categories of: Campaign – Not-for-profit, Music Video, Editing, Graphics and Music Video/Concert.

The video also won a Bronze award as part of the competition’s new People’s Tellys category, co-sponsored by YouTube, in which the public picked the winners. The Telly Awards honor the very best local, regional, and cable television commercials and programs, as well as the finest video and film productions, and work created for the Web.

Titled “**The Story**,” the video consists of hundreds of still photographs taken by Carmichael, an Academy Award-nominated, Emmy Award-winning commercial director/cameraman and a Nikon-featured music photographer, during the band’s 2008-2009 World Tour with dazzling animation and graphics applied by a team of artists from Vitamin, Chicago and editor Brad Wetmore of Wetmore Digital Arts, in Los Angeles, CA.

The video climaxes with performances by the band in Washington, D.C. during official inaugural balls celebrating the election of President Barack Obama.

Carmichael, editor Brad Wetmore, Vitamin Creative Director Danny DelPurgatorio, and Dallas based producer Fran Gaconnier who had collaborated on an earlier Maroon 5 video, reprised their roles to create the second generation of a unique video format they call “photoGRAPHICvideo.” Vitamin’s team of designers and artists enhanced the photographs by applying bright, poppy graphics and color treatments. The graphic elements emerge organically from the photos and help drive the story by linking still frames together and creating dazzling transitions. Brad Wetmore, the LA editor is a top commercial cutter. The trio has created an entirely new visual experience through their photoGRAPHICvideo concept, which is a powerful marketing tool for any band or brand.

Maroon 5 is an internationally renown, multiple Grammy winning band. Maroon 5’s third album is coming out Sept 21, 2010. The band debuted The Story Video on the website for the charitable group, Harlem Children’s Zone. It was done to draw attention to the group’s work in providing educational and social services in its community. Carmichael has recently moved to Boulder, Colorado from Los Angeles, where he directed and shot national and international level commercials as well as feature 2nd units. For more information on **Carmichael** please contact executive producer Doug Millington at 303 394.3456 or visit **[www.bobcarmichael.com](http://www.bobcarmichael.com)** for a look at the wide range of Carmichael’s film/video and still production.

Carmichael is represented by the Eastern Talent Agency for directing assignments @ 323 856.3000