

DAVID J. KAISER

A Life in Pictures – Lots of Lines and One Big Circle

It is difficult to say when it really began because it probably began before he could speak, before anyone knew the thoughts, the pictures that were appearing in the brilliant and creative mind of David Kaiser. He did the proverbial boy things in his youth—he built forts and raced soap box derby cars—but he also wrote, drew, painted, and sculpted works that received national recognition. He was fascinated with his ability to make lines come to life as if he was some sort of magician. His gift for creating pictures became glaringly obvious when he won a scholarship to the Disney School of Animation when he was just ten years old. At 11 he was accepted to the Bosco Technological Institute for Advanced Learning and at 17 he became the youngest person ever to be accepted into the Art Center College of Design in Hollywood. His future in pictures was cast not so much by choice, but by the opportunities that showered him.

Today David Kaiser has his own company in North Hollywood. Kaiser Creative is an entertainment advertising dynasty with over 2000 entertainment titles, over 250 awards, seven pieces in the permanent collection of the Library of Congress, and a client list that includes Disney, Warner Bros.,

Universal, Lions Gate, Blockbuster, Havas Interactive, and RHR International. More recently Kaiser has branched out into other mediums, keeping his company fluid to meet the changes in the entertainment world. But as he continues to move forward in a technological world he also steps backwards—to relish creating art with his hands.

He has traveled full circle, back to the joy he felt as a small boy when he made dark lines on a clean white piece of paper.

Last year his exhibit “Images of the Old West” was a sell-out show. The compelling line drawings of cowboys and Indians were an exquisite expression and representation of his life in Montana when he was a teen.

Now he is creating larger paintings that allow him the big gesture that reflects the intensity of the man. He compares them to the movie posters that he created because they both rely on the ability to tell the story in a single page. Just as he aspired to convey the movie’s story in a poster, his goal is to capture the story of his subject in a 40” x 60” painting. Kaiser says, “There is as much story in the line of the painting as a script in a movie.”

The theme continues to be western, allowing him to return to a brief but indelible time in his life when



The man behind the movies.



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The birth of videos expanded the home entertainment industry and gave the movie and television audience the option of viewing entertainment when and where they wanted. Kaiser helped pioneer the new market of packaging movie and television series videos that were offered to rent or own. Advertising campaigns were created for the movie and the subsequent video release. Kaiser notes, "It extended studio revenues by 10-fold."

His clever and fresh approach won him an account with CBS and the platform for Kaiser Creative. The company he launched in a guest studio grew to a 10,500 square foot building and a 45-member staff. While competing companies handled 200 campaigns Kaiser Creative handled 2000 key art campaigns. They included hit movies such as "Out of Africa," "Jaws II," and A.I., Steven Spielberg's "Artificial Intelligence." Jaws II catch phrase "One Bite Deserves Another" was just one example of Kaiser's command of the language as well of the image.

In response to the advent of the video and home entertainment and the resulting sagging theater attendance, new technology of surround sound and higher optical screens created a unique viewing experience to entice movie-goers back to theaters. Kaiser said this presented an opportunity to invent and innovate. He met the challenge with exciting campaigns that created a buzz for the movie. His spectacular openings in large theaters for major motion pictures included giant ghost-buster blimps floating over the city for the "Ghostbusters" premier and the dressing of The Cinerama Dome with cut-outs of the stars and a beach scene for "Blue Lagoon."

He continues to parallel the rapidly changing world of advertising and entertainment. His recent endeavors include webisodes, branding, and infomercials. He also directed the development of a new media division, a new home entertainment label, and a licensing arm.

He experienced the thrill and excitement of riding the front of the wave in his industry for three decades. He does not discredit this great time or the resulting success, but something inside of him said, "Time for a quiet walk on the beach."

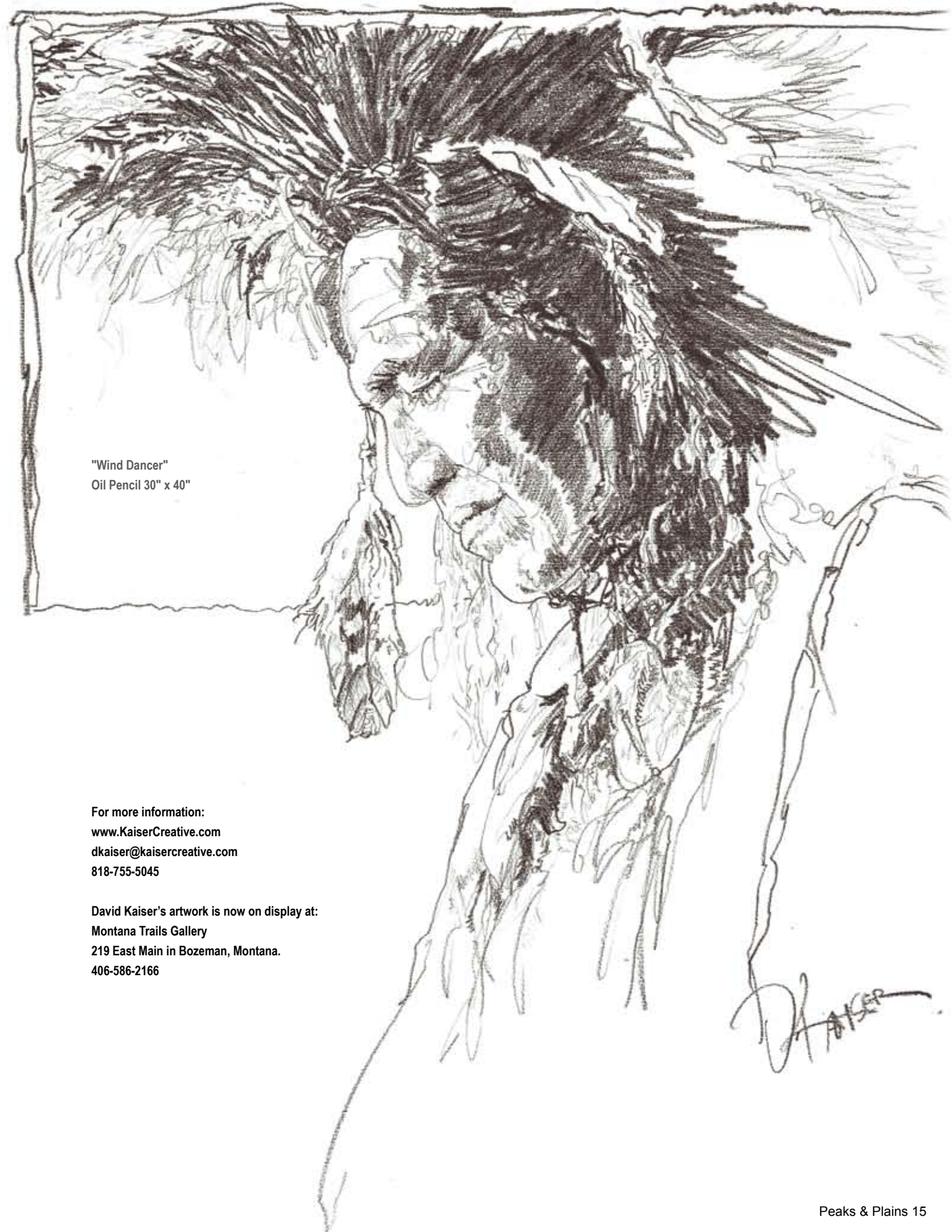
Now he makes a point of getting out of the hubbub he has created for a quiet journey back. It is time to harvest what he has planted and what he has grown. **POP**

He is traveling back to a time when he used his hand to create the pictures, relishing each stroke, each gesture that brought the image—and his soul—to life.

"Peace Pipe"
Pen & Ink 26" x 30"



"Indian Council"
Watercolor 30" x 40"



"Wind Dancer"
Oil Pencil 30" x 40"

For more information:
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David Kaiser's artwork is now on display at:
Montana Trails Gallery
219 East Main in Bozeman, Montana.
406-586-2166