

EMANUEL TREESON

Emanuel Treeson is a founding partner and principal at NYXdesign.

Over the course of 25 years as a lighting designer, Treeson has gained recognition for his remarkable vision for large-scale special events. He had created dozens of visually immersive experiences with light and video that also seamlessly adapt to video and television.

He has been responsible for the look of many of Microsoft's media and public events, including its E3 media briefings since 2007 to present, The media events that launched the Surface Laptop, the Surface Studio and the Surface Book. He also designed "Zero Hour" which was the launch of the Xbox 360 console. In 2010, Treeson was honored with the Redden Award for Excellence for Corporate/Event Lighting for his work on the Xbox E3 2010 media briefing.

He has designed broadcast projects for ESPN, ABC, NBC, CBS, Spike TV, The History Channel, BET, LWT, The Disney Channel, Fuse TV and Showtime.

Treeson has been the designer for all of Honda and Acura's press events for the North America auto show circuit since 2014 to present. Treeson also designed the worldwide press event Nissan360, a quadrennial international exhibition of Nissan's new and heritage vehicles at El Toro Marine Air Station in Orange County. He lit both the indoor and outdoor events, which included a temporary building to showcase the full width of the brand to the world's media. He also designed the launches for the new Corvette and the Cadillac CTS, and CT6. Other automotive credits include national dealer meetings for Fiat, Hyundai, Suzuki, as well as shows for Mazda, Mercedes, Ford, and Chrysler.

Since 2016, Treeson has is the designer of the RSA Conference Keynotes. He has also designed keynote events for many technology companies including Amazon Web Services, Yahoo, Amgen, and others.

He is also known for his use of theatrical lighting and video installations in architecture. In 2017 he designed The Power of Rock Experience for the Rock and Roll Hall of Fame. Treeson was tasked with lighting the entire guest experience from the cue line, to the show within the theater, the immersive exit hallway and attached gallery space. Along with his partner, Abigail Rosen Holmes, they fashioned a 325-foot long video façade for the Kid's Cavern store in Macau. This façade features over scaled video pixels in a matrix behind frosted glass. The result is a expansive



fluid and evolving canvas of color and pattern. Other Architectural credits include, Ford Rouge Factory Tour (Thea Award), The Bud Selig Experience at Miller Stadium, The Studio Theater and the VCR, both on the Walt Disney Studio Lot.

In 2004, Treeson was responsible for transforming the historic Piazza San Marco in Venice into an outdoor movie theater for the world premiere of the DreamWorks' film *Shark Tale*. Other live spectacular credits include the world premiere of Disney's 2001 film *Pearl Harbor* on the flight deck of the USS John C. Stennis. He also lit the entire harbor including the sunken USS Arizona, and the event garnered worldwide press coverage. Also for Disney, he designed the world tour of *Fantasia 2000*, which played in venues such as New York's Carnegie Hall, London's Royal Albert Hall, and Tokyo's Orchard Hall while the London Philharmonic performed the score live.

Treeson is also an expert in designing movie sequences to look like a live theatrical events within the film. For example, he designed the final rock concert sequence for Paramount's *Rat Race* and the boxing sequence for *Dickie Roberts: Former Child Star*.

He has MFA in Lighting Design from Carnegie Mellon University and a BA from American University. He lives in Los Angeles, and is a member of both USA 829 and the Academy of Television Arts and Sciences.