

We wanted to share with you that our Parsons-founded creative technology studio, recycleReality, just won two [OBIE Awards](#) as part of the 2022 “Breakthrough Artist” ad campaign with Amazon Music and Overall Murals. The campaign won the OBIE Craft Award for Best Illustration and a Silver OBIE Award in the Billboards category. These awards are presented annually by the [Out of Home Advertising Association of America \(OAAA\)](#) – “the premier trade association for the US out of home advertising (OOH) industry.”

“The OBIE Awards, also known as the advertising industry’s oldest and most prestigious honours for creative excellence in out of home advertising design, is a special time to acknowledge the most innovative and impactful campaigns we experienced in the last year,” said Anna Bager, President and CEO, OAAA. “We are proud to support and celebrate all of the talented individuals who continue to reimagine public spaces as open canvases that celebrate art and humanity.”

Amazon Music hired recycleReality as the lead creative team to design a mural of rising country artist Breland. Our design process involved an AI model called a generative adversarial network (GAN) to create elements of the mural’s background scene. Researched and designed at the end of 2021, our work was months before the AI breakthroughs of newer user-friendly models like Dall-E or ChatGPT.

“It’s an honour to be considered and recognized for our role in this award-winning campaign,” said Nicholas Byrne, Co-Founder and Partner at recycleReality. “As a studio we’re excited to continue pushing ourselves in our client work while we also develop our own products and creative tools. We’re grateful that Amazon Music gave us this opportunity to design with experimental AI protocols.”

recycleReality makes bespoke design and software solutions with clients and collaborators in music, fashion, art, and architecture. They’ve led digital campaigns for Grammy-nominated artists, designed lighting for a NYFW runway show, and much more. The studio was founded in 2021 by Scott Diekema, Nicholas Byrne (Parsons MFA Lighting Design ‘23), and Sam Lowe, and is based in Brooklyn, New York.

Attached is an image of the final mural in Williamsburg, Brooklyn. More media and background on the project is available at recyclereality.net (files available on request).

We’re happy to add any additional information or quotes if you’d like to share this story!