

PEARL JAM



ART OF DO THE EVOLUTION

My deepest thanks to-

Terry Fitzgerald for all of his input, behind-the-scene stories, and strong support and encouragement.

Todd McFarlane for making this all possible and trusting us with the production.

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And finally and especially, Kevin Altieri, for stepping up to direct this animated rocket ship.

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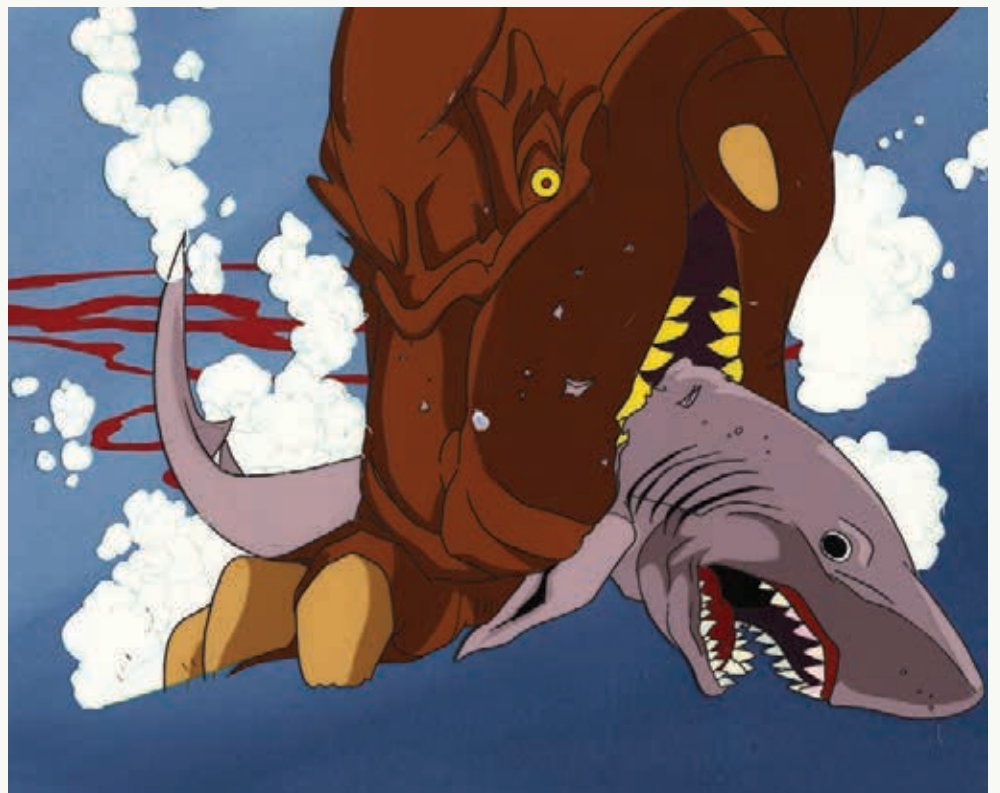
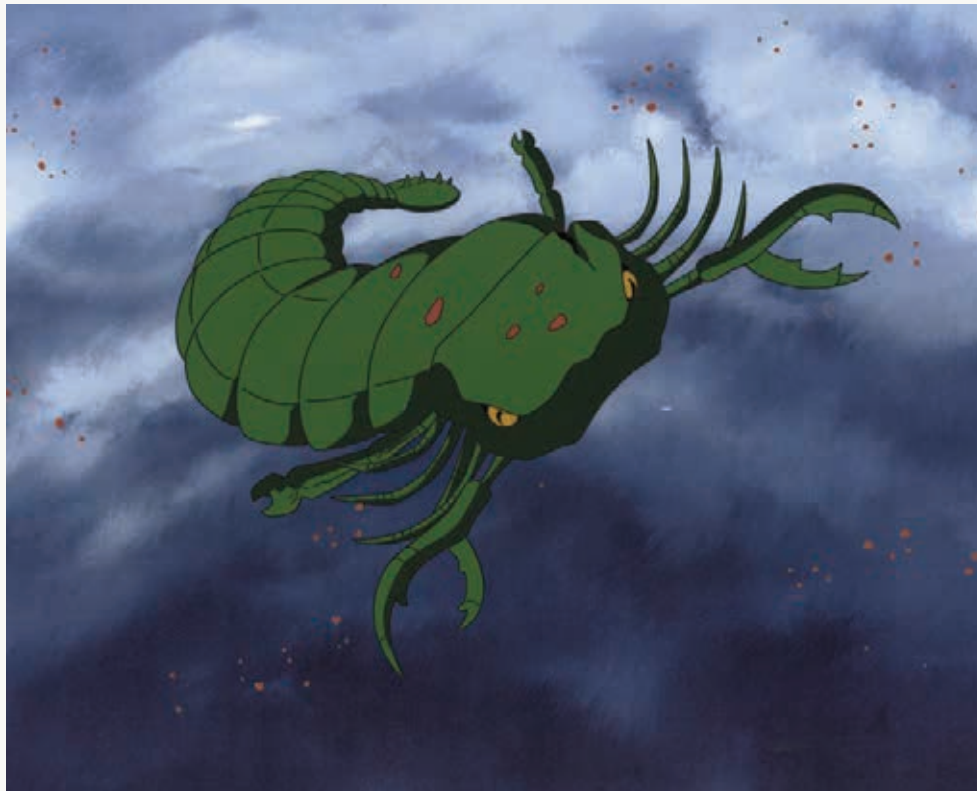
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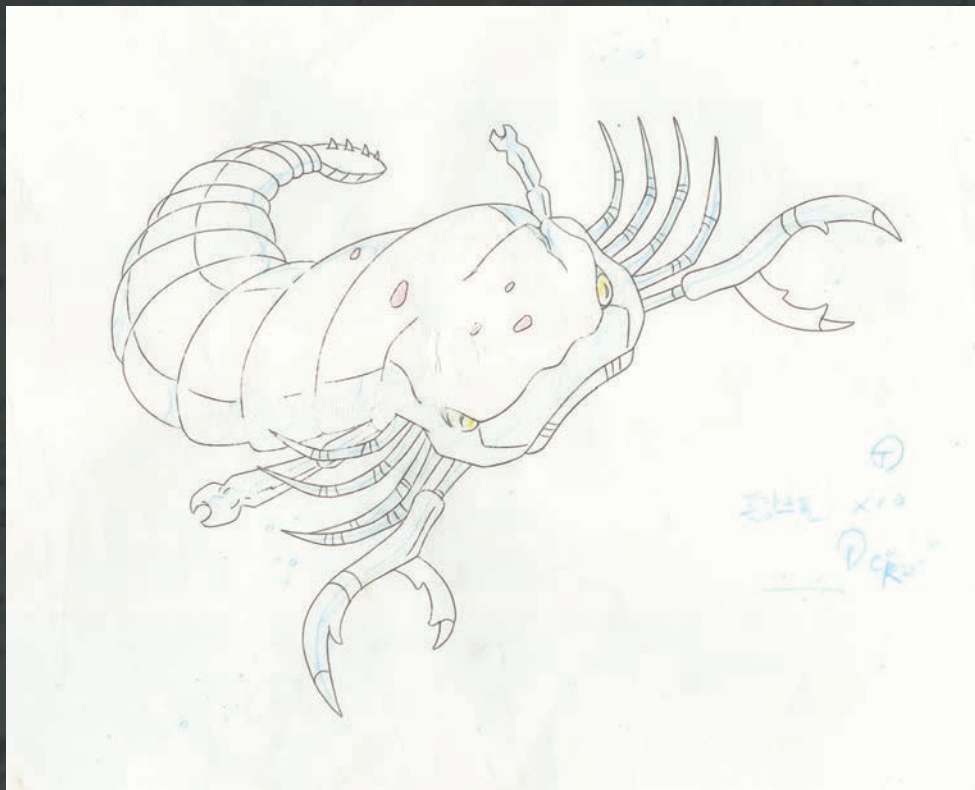
I'M A HEAD, I'M A MAN
I'M THE FIRST MAMMAL TO WEAR PANTS, YEAH
I'M AT PEACE WITH MY LUST
I CAN KILL 'CAUSE IN GOD I TRUST, YEAH
IT'S EVOLUTION, BABY

CHAPTER THREE









Kevin and I were in synch that we wanted to start the video with a big bang, beginning with a comet striking the ancient Earth, mixing up the primal "stew" and beginning the cycle of life. We followed this by showing the development of life from the plankton stage to the end of the dinosaurs and rise of Man. Big fish eating little fish and then getting eaten by bigger fish was a natural image to conceptualize, but then in typical Altieri fashion, Kevin ramped it up a notch by ending the fish segment with a giant prehistoric shark cruising the sea like a boss and THEN having it be literally ripped up out of the water by a freaking T-Rex!

Crucial to this sequence was the terrific artist and designer, Jim Mitchell. A Disney-trained artist, with a genuine love of animal anatomy and drawing, Jim was the ideal choice to design and storyboard this opening tour de force.

