

From Everyday Objects to Surreal Worlds

The Directorial Style of Adam Pesapane, Known as PES, in Contemporary Animation

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PES, the American filmmaker and animator, has become one of the key figures in independent animation through his short, creative works. By giving life to inanimate objects and creating surreal narratives from everyday life, he has developed a unique visual language that has left a lasting impact both in the artistic field and in commercial advertising.

The name PES is most closely associated with “creative stop-motion animation.” In films like “Fresh Guacamole” (2012), one of the shortest animations ever, and “Western Spaghetti” (2008), he demonstrated how the simplest everyday objects can be used to create a new and amazing world. “Fresh Guacamole” even earned an Academy Award nomination.

Turning Everyday Objects into Visual Metaphors

A distinctive feature of PES is his use of unexpected objects as familiar elements. For example, in “Fresh Guacamole”, a grenade is used instead of an avocado, dice are used instead of tomatoes, and a ping-pong ball replaces an onion. This clever substitution not only surprises the audience but also changes their perception of the everyday objects around them.

Humor, Playfulness, and Surrealism

In PES's works, there is always a type of subtle and playful humor. He creates a surreal world by combining the impossible—such as cooking spaghetti with electric wires—that is both funny and poetic. This visual humor, without the need for dialogue, allows for the most universal form of communication with the audience.

Obsessive Attention to Detail

The stop-motion technique PES employs is based on very precise details. The selection of appropriate objects, the design of motion rhythms, and the coordination of music and sound all reflect his obsessive attention to detail. It is these details that make each of his short

films a fresh and memorable experience.

The Fine Line Between Art and Advertising

PES has not only succeeded in the independent short film realm but has also created brilliant works in commercial advertising. He has developed creative campaigns for brands such as "Honda", "Nike", and "Coca-Cola", which, much like his artistic films, have become memorable. His ability to navigate between "pure art" and "commercial markets" has made PES a unique figure in the industry.

Influence on a New Generation of Animators

PES's visual language has inspired many young animators who aim to express maximum creativity with minimal tools. He has shown that to create impactful animation, large budgets or complex special effects are not necessary; "creativity in looking at simple objects" is enough.

PES, with his blend of creativity, humor, and a fresh perspective on everyday objects, has carved out a unique place in contemporary animation history. His works blur the lines between art, entertainment, and advertising, showing that sometimes the grandest worlds can be found in the smallest objects.