



Yu+Co Tours Chicago for AMC's 61st Street

05.04.2022

Hollywood-based creative agency Yu+Co turned pencil drawings of a Chicago city map into a captivating main title sequence for AMC limited series 61st Street.

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The show, starring Courtney B. Vance and Aunjanue Ellis is set in the criminal justice system of contemporary Chicago. To set the tone, Yu+Co animated the series' characters against the grid with a bold red line directing viewers through the map.

In the end, the red line takes viewers down 61st Street to the location of the show's central incident where the show's title is revealed on a street sign.

61st Street premiered April 10 on AMC.

CREDITS

Client: AMC

Agency: Yu+Co

Creative Director: Garson Yu

Executive Producer: Ryan "Reno" Robertson

Art Director: Ed Baker

Lead Designer: Mulan Leong-Suzuki

Designer: Lydia Kim

Matte Painter: Brad Fraunfelder

Researcher: Rick Spitznass

Editor: Sam Schlenker

Technical Director/Lead Compositor: Gregory Jones

2D Animator: Mari Carlson

3D Animator/Compositor: Jeffrey Dietrich

Animator/Compositor: Ali S  nchez, Tom Gravestone