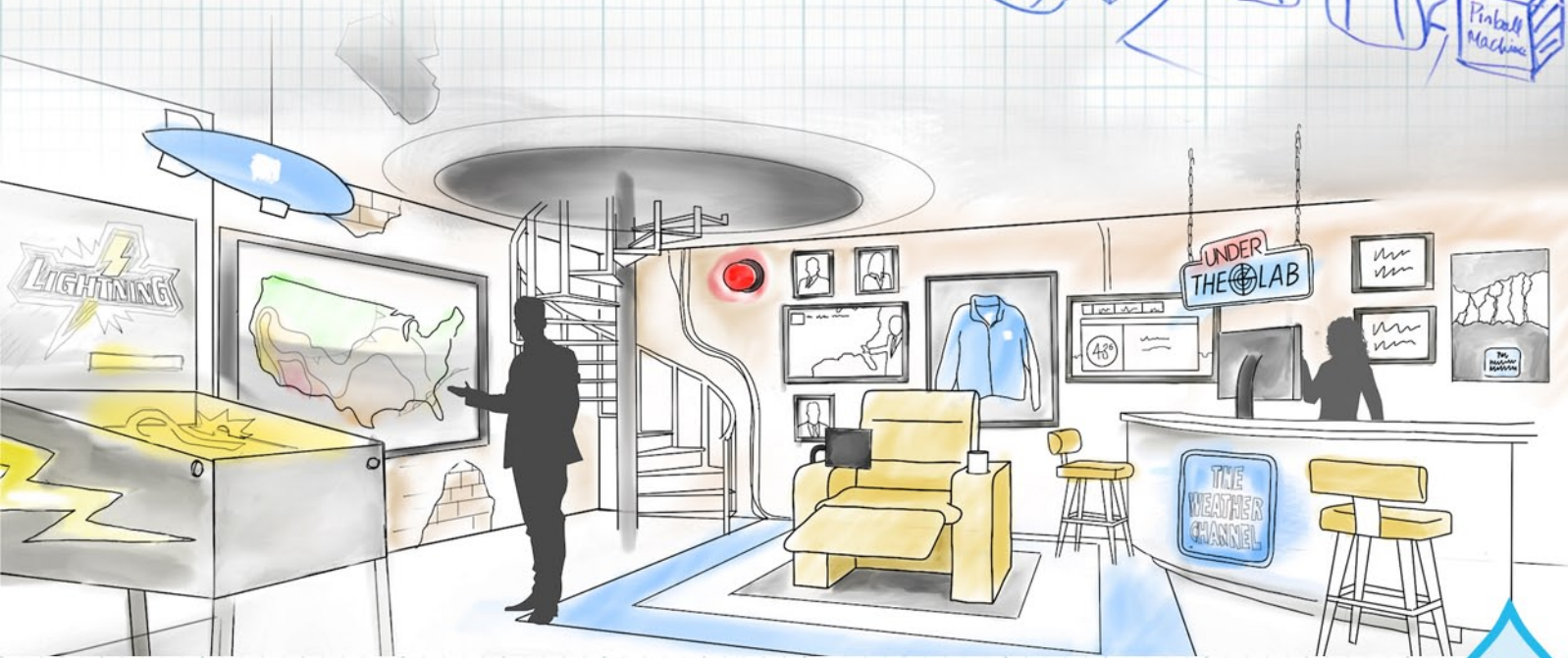


# Weather Underground on The Weather Channel Show Development, Branding and Set Design



Anyone new working at The Weather Channel quickly learns just how passionate about the weather meteorologists are. There are plenty of healthy debates about forecast models, past weather events, scenarios, etc. Our new Director of Live Programming loved the energy of these debates and wanted to capture that passion on tv. She wanted to develop a show held in a meteorologist's "man cave" - where the mets would hang out, relax, debate, and teach weather.

Given this idea, I thought it would be fun if this "hangout" were in the basement of The Weather Channel - directly under The Lab, the on-air studio /workplace of for expert meteorologists. Their secret space would have a bunch of set relics from TWC's 30 year history - an old anchor desk turned into a bar, old show posters and network paraphernalia, cool weather technology and old school gadgets, etc.

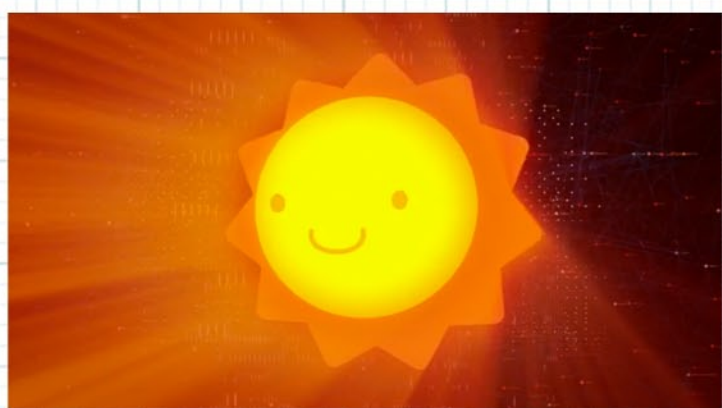


One of our talented team members drew this rendering from the lame dry-erase sketch I drew... So, we had our studio. Now they needed to develop the show and get the money to pull it off.



After a lot of discussion about the content and the feel the show should have, executive leadership thought it would be perfect to partner with our sister company Weather Underground, an all-digital service that could benefit from TV exposure. They collect weather data from over 100,000 personal weather stations around the world and use that data in their weather apps and website. With their partnership, we were approved to move forward and we gained a wonderful brand to work with - young, fun, and one that bucked the expected.

Weather Underground has a fun logo and some cute characters, The Wunderfriends, that were easy to run with. My concept for the show's packaging has Weather Underground interrupting the signal of The Weather Channel, taking over its programming. Color bars worked perfectly to represent interruption and were a nod to the rainbow colors in WU's logo.



We worked closely with a set designer to get the set built. I had a lot of fun curating everything to decorate it.

