

Case Study - Caterpillar Inc

In collaboration with History Factory

CONTENTS

- Introduction
- Concept Art
 - Vehicles/Equipment
 - Environment/Characters
 - Final
- Conclusion
 - Testimonial
 - In Action



➤ INTRODUCTION

This project was for a client who wanted me to develop a visionary art project celebrating their legacy and future potential. The work consisted of three original animated illustrations that imagined what the company could look like over the next 100 years. Each piece highlighted innovation, growth, and possibility, designed to spark excitement and inspire audiences about the company's long-term vision. By blending creativity with forward-thinking concepts, the project celebrated the client's milestone while positioning them as a leader shaping the future.

EQUIPMENT



Figure 1a

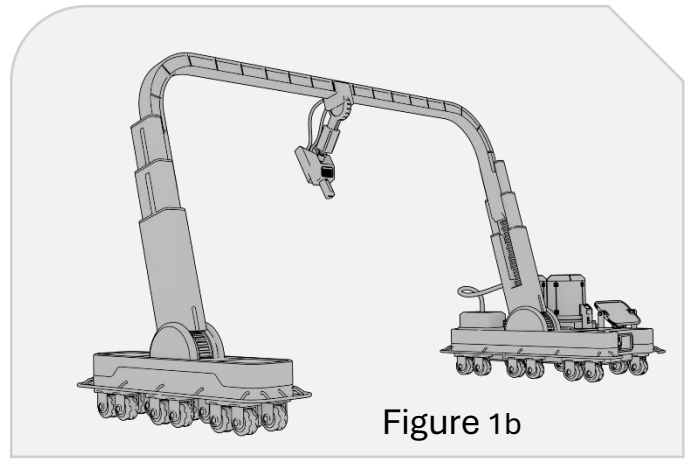


Figure 1b

The client wanted to showcase a 3-D printer (figure 1a-b) that would be able to create the equipment and tools needed to build their project on site

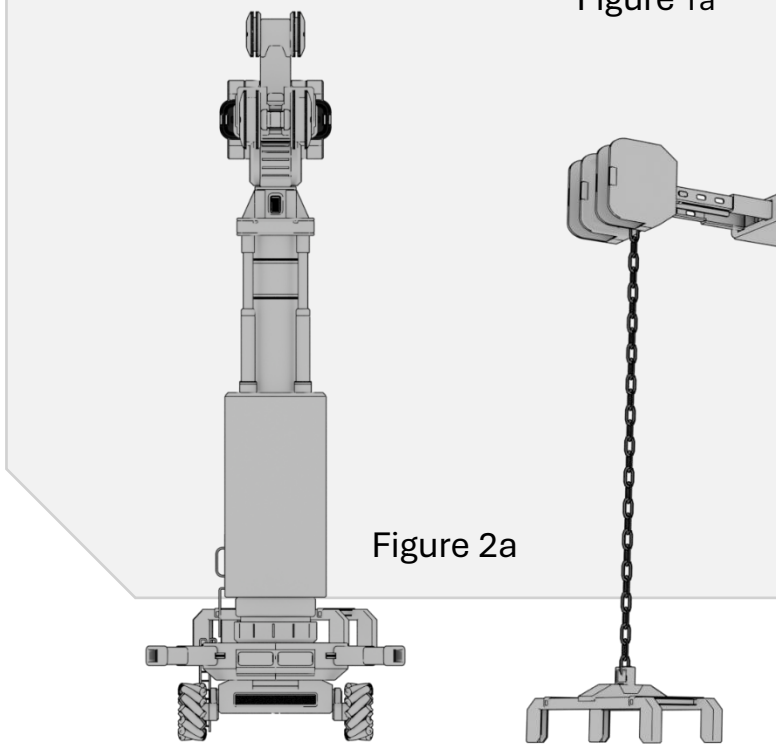


Figure 2a

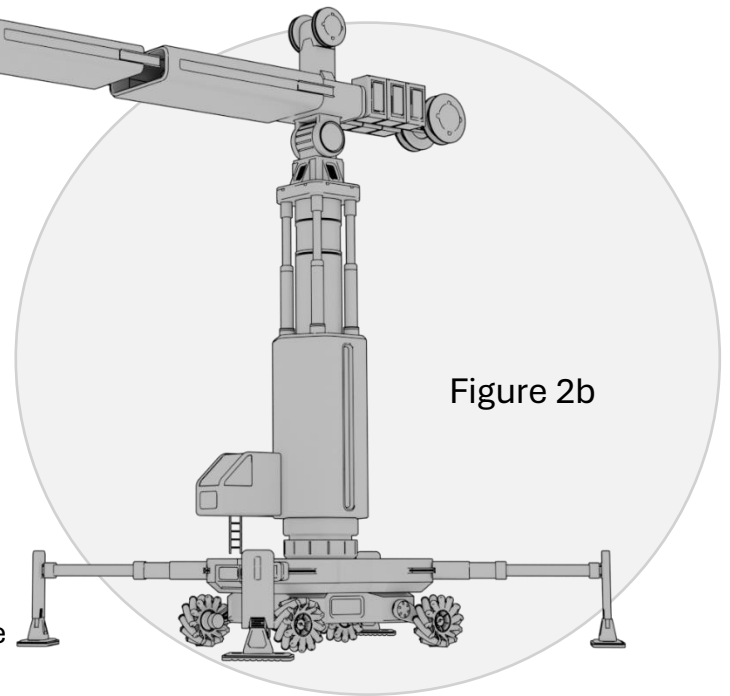


Figure 2b

I created an animated crane (figures 2a-b) designed to lift the pieces produced by the 3D printer and position them along the bridge structure for assembly. The worksite generators (figure 3) were developed to support on-site equipment operations and ensure continuous productivity

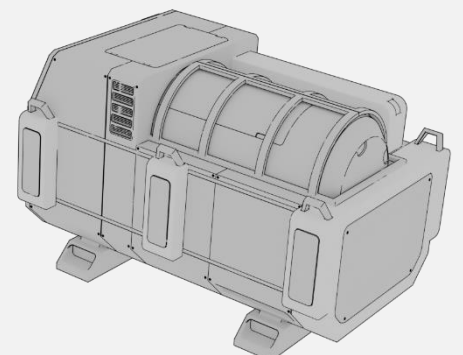
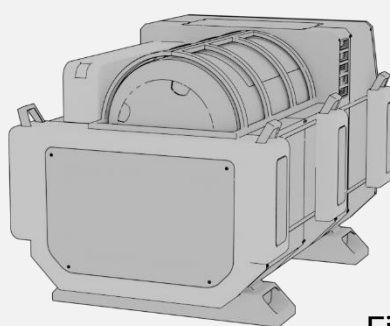
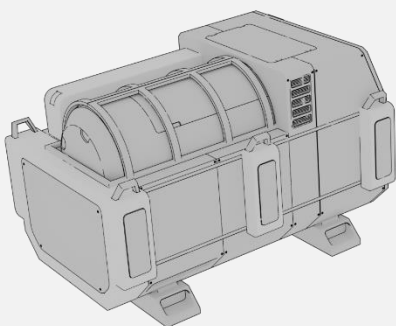
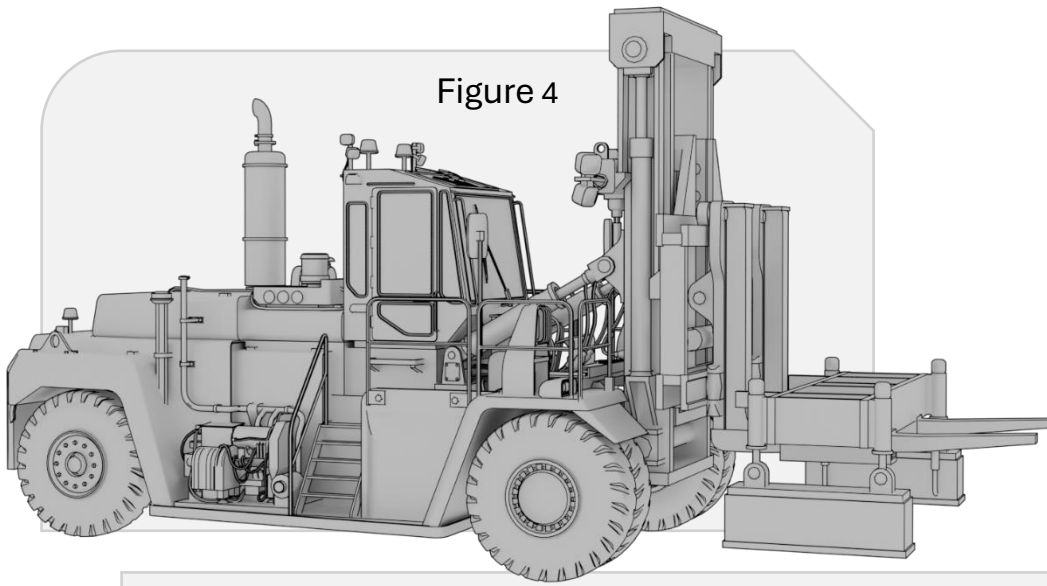


Figure 3

Figure 4



I created a future-focused fleet of vehicles (figures 4–10) optimized for multi-role functionality, supporting critical operations such as lifting, material transport, and exploratory surveying.

Figure 5

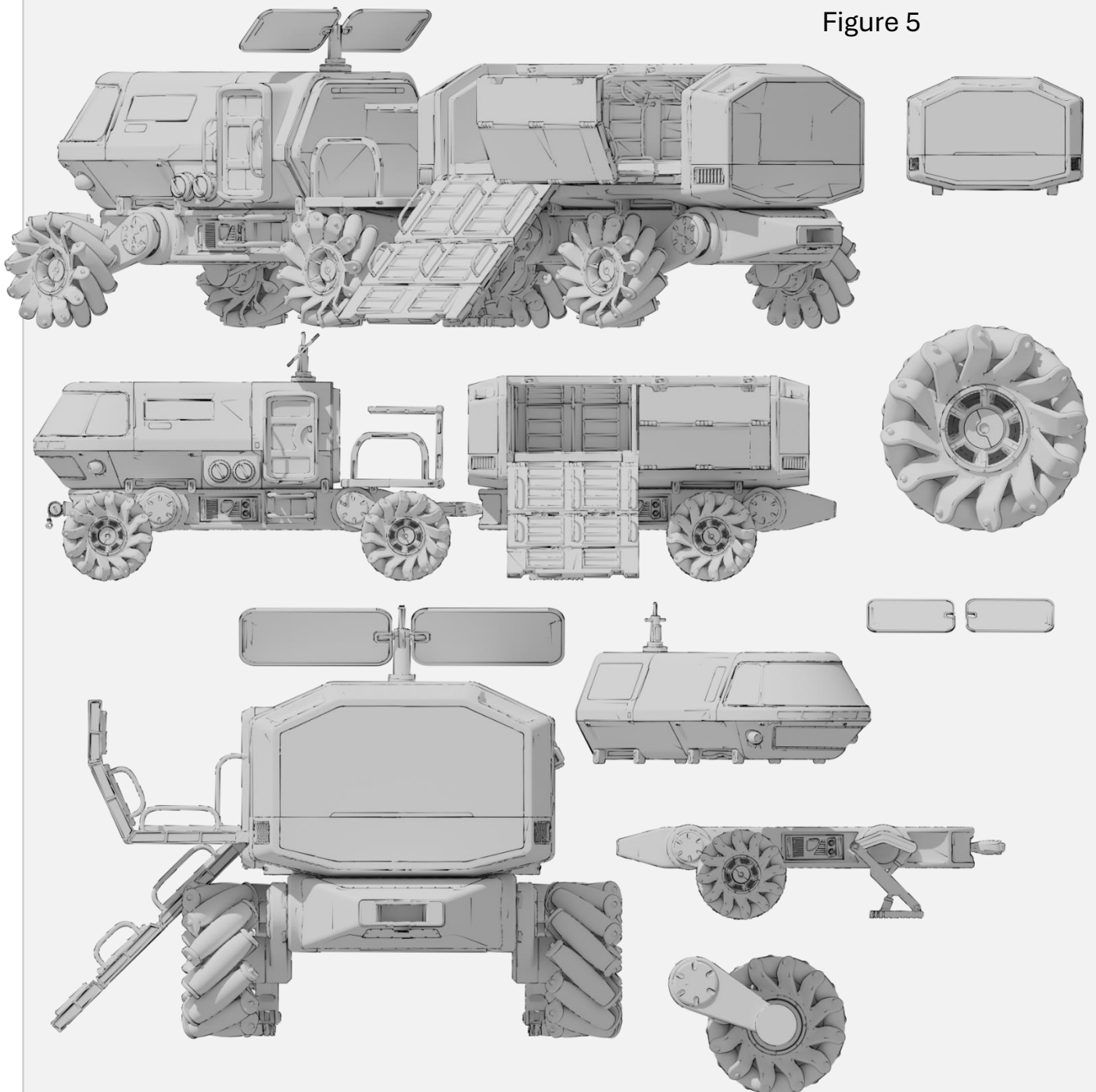


Figure 6



Figure 7

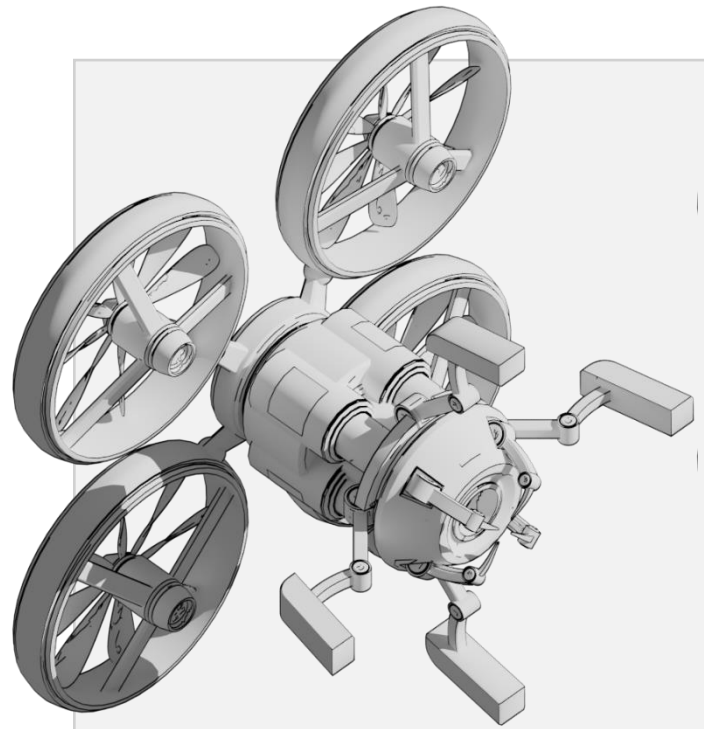
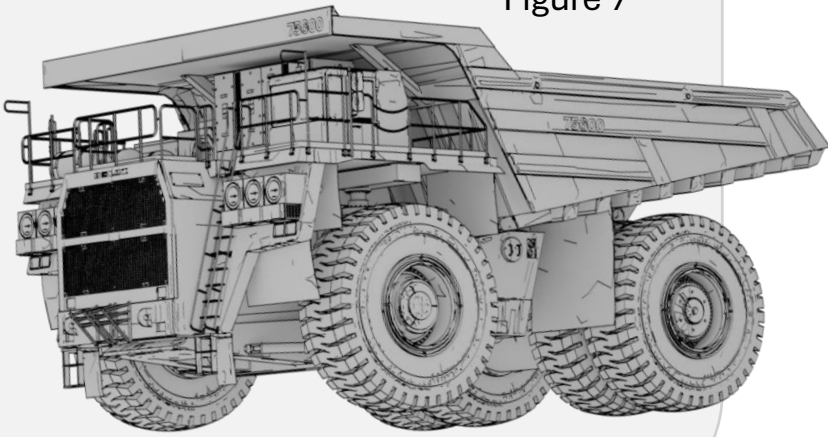


Figure 8

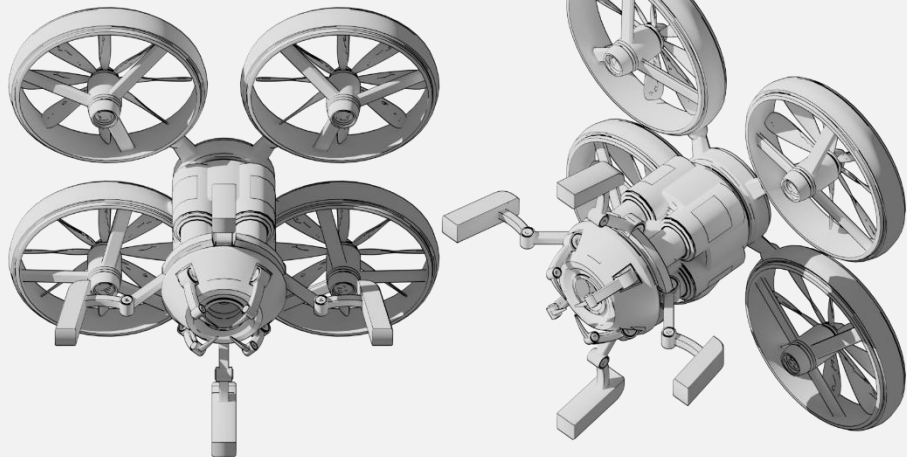
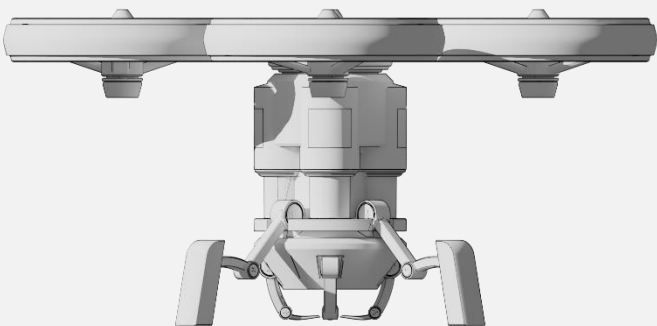


Figure 9

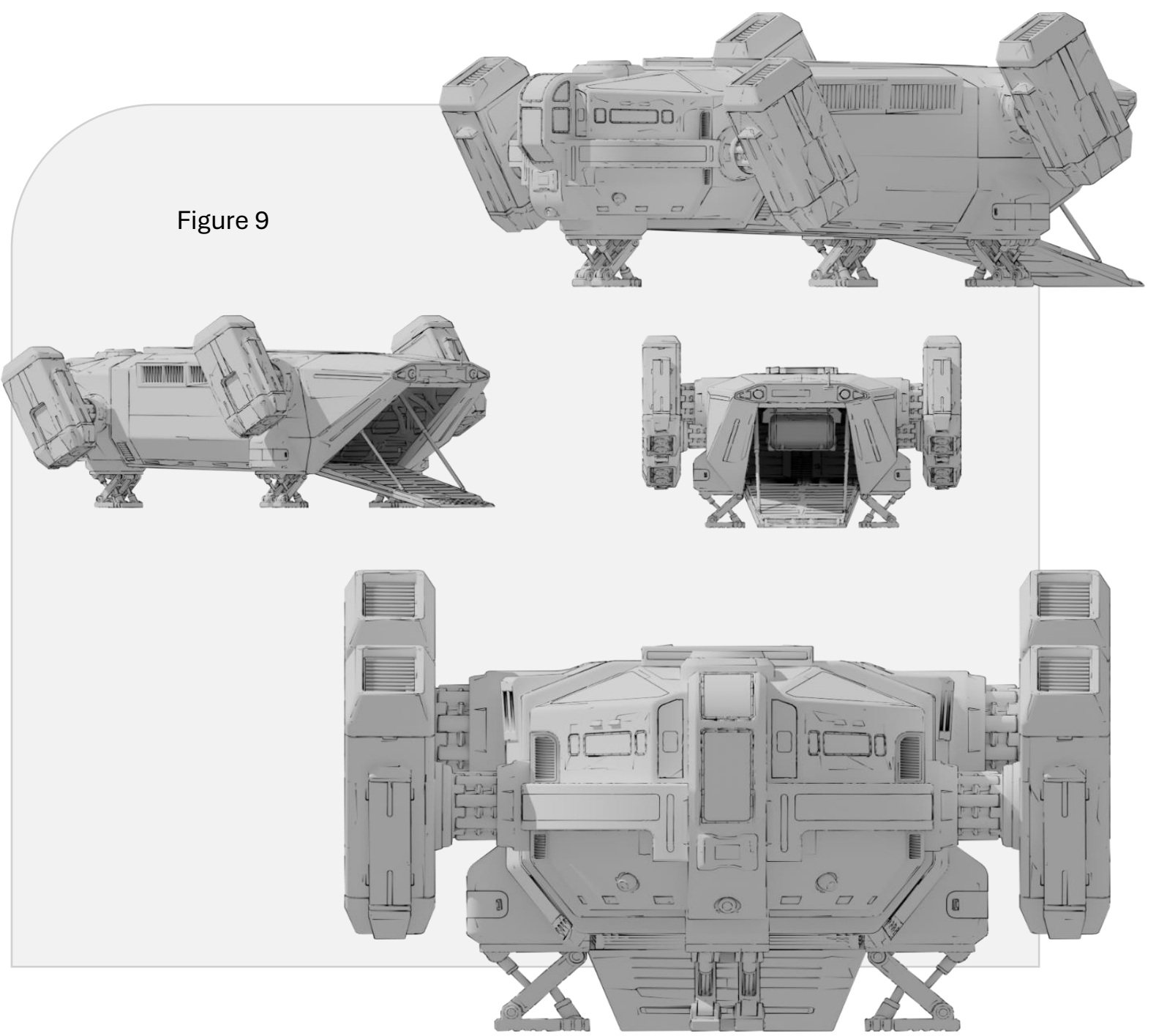


Figure 10

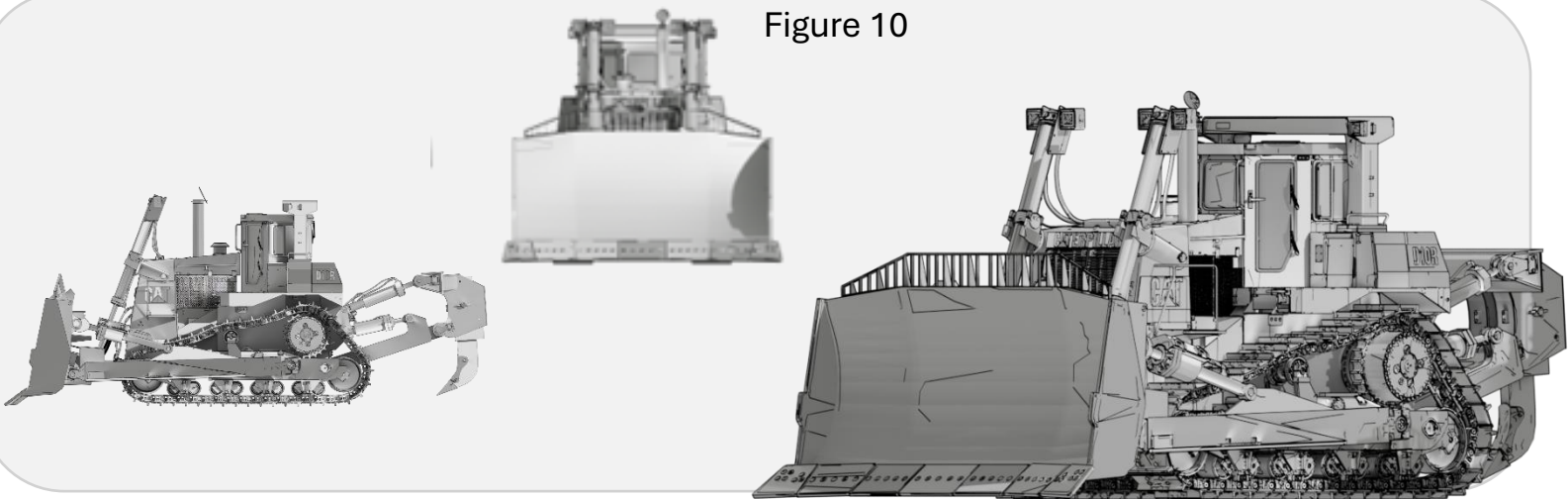
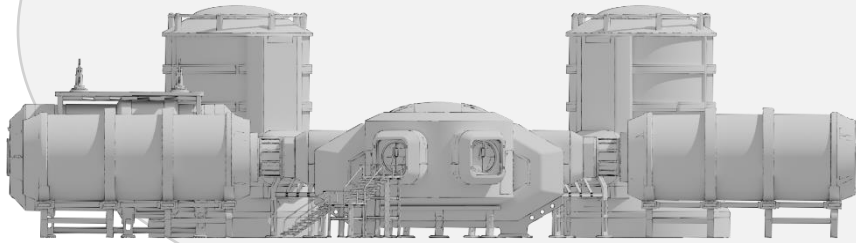
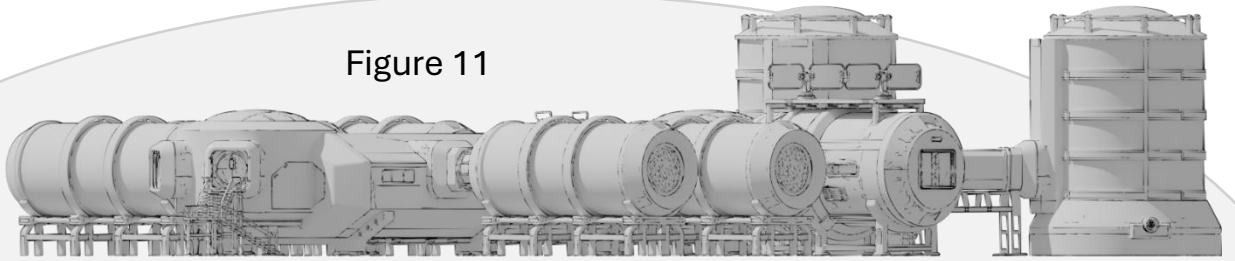


Figure 11



I designed a range of modular buildings, storage units, and worksite infrastructure (figures 11–14) focused on organization, secure resource management, and seamless information relay across the site.

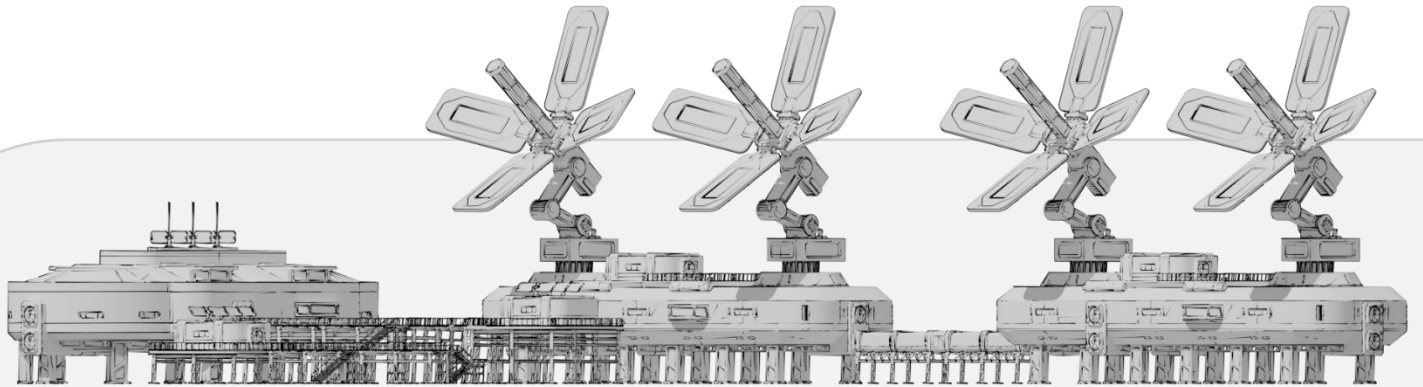


Figure 12

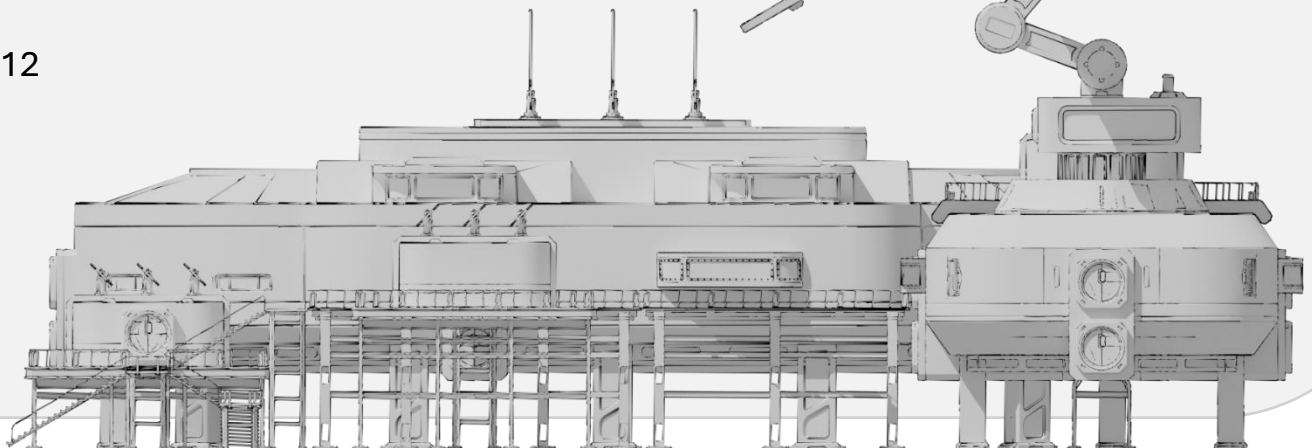


Figure 13

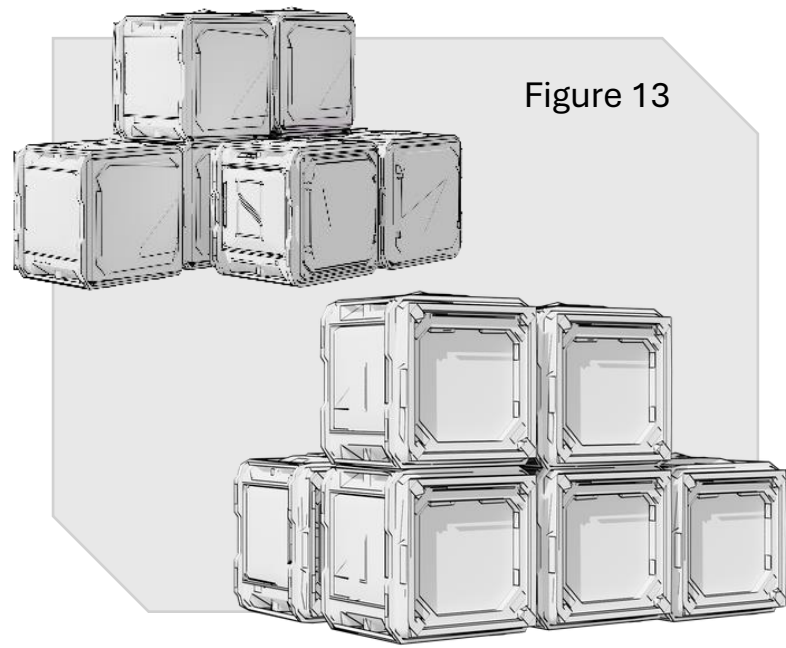


Figure 14

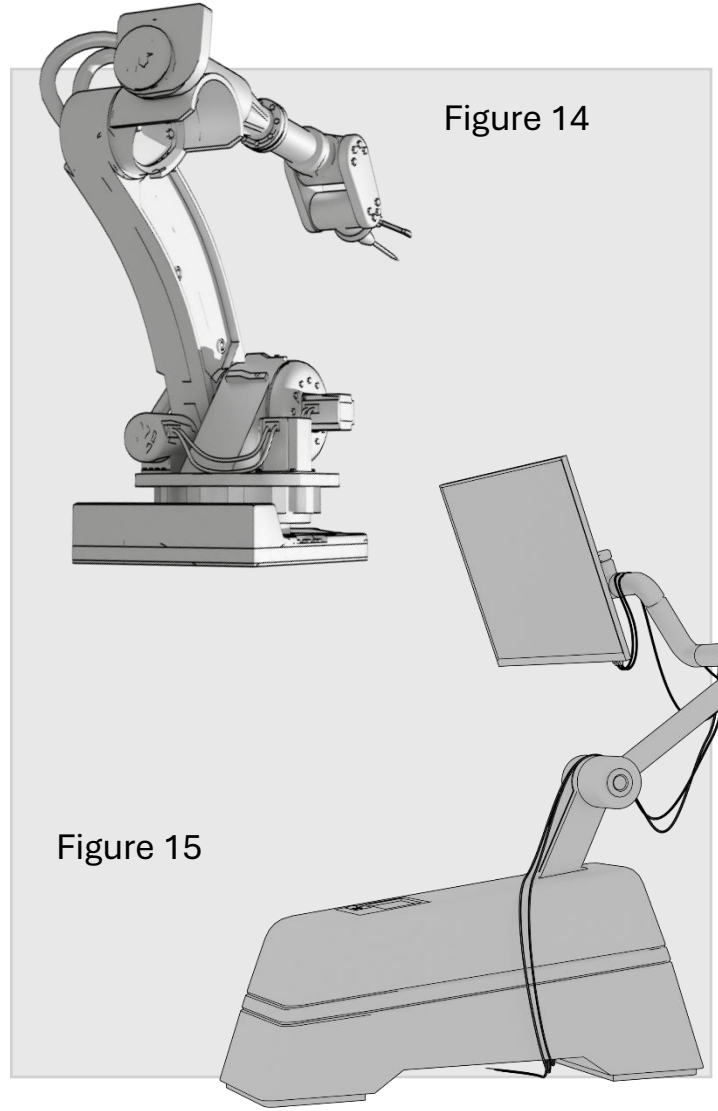


Figure 15

Figure 16

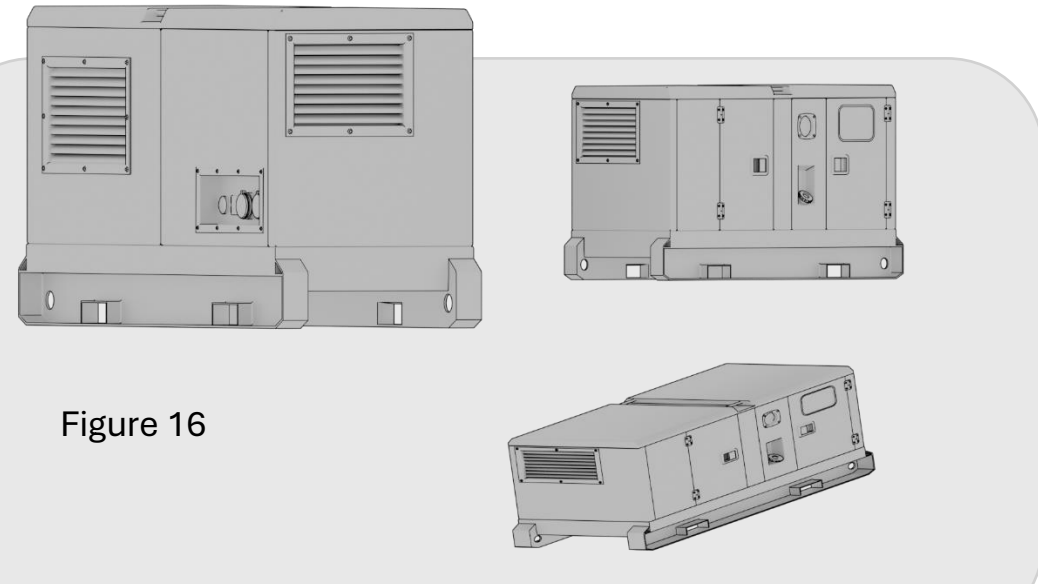


Figure 17



To bring the environment to life, I developed a cast of future operators and engineers (figures 17–21). These characters embody the human element behind advanced machinery—welders, pilots, coordinators, and field technicians working in sync to drive progress on site.

Figure 19



Figure 18

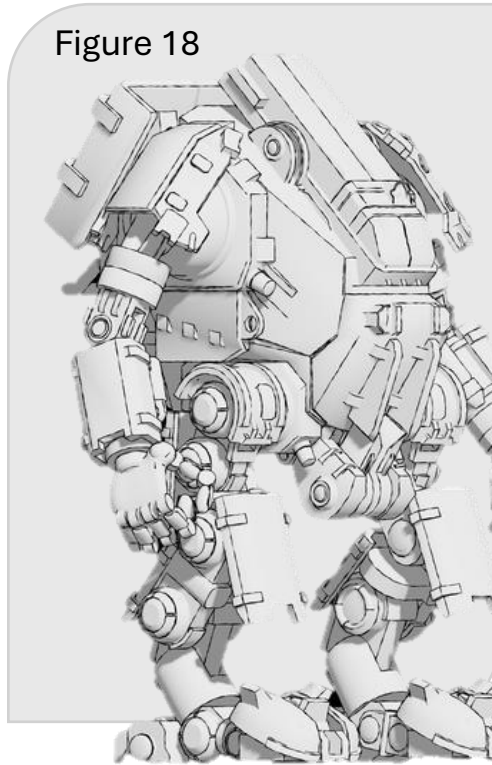
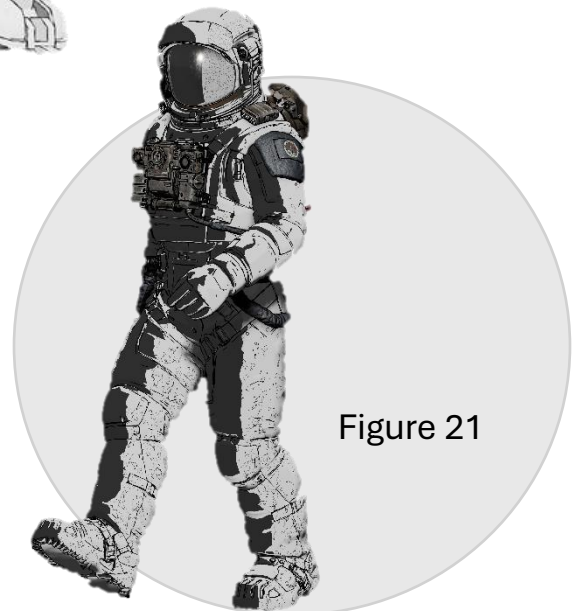
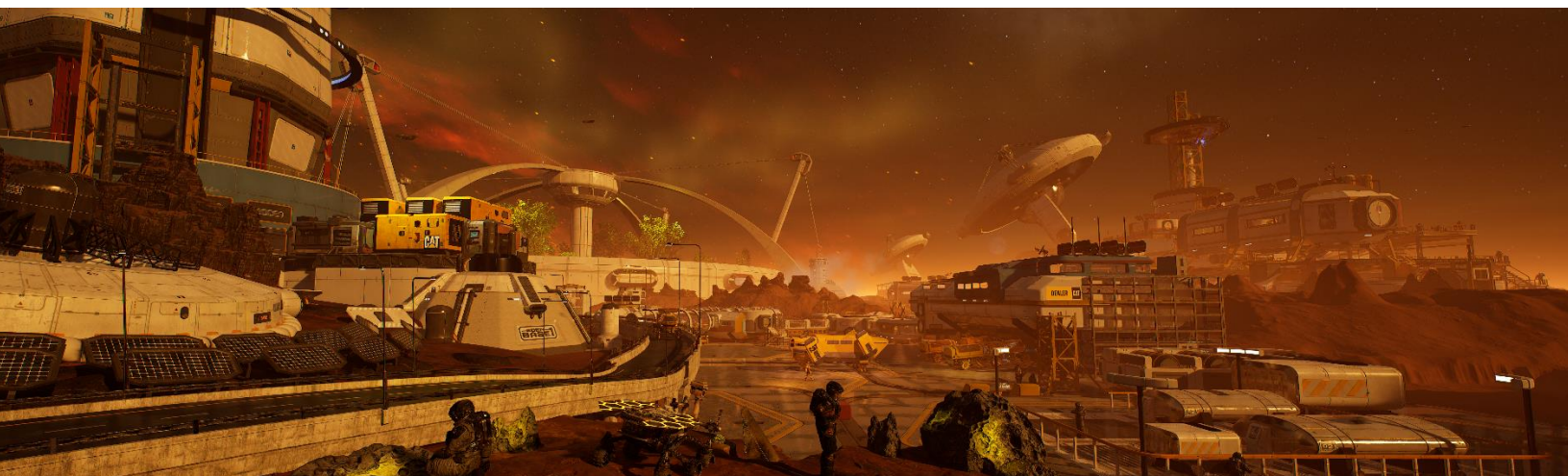


Figure 20



Figure 21





➤ Testimonials

“Gavin has just the right temperament for challenging work: easygoing, attentive, flexible, and highly serious about his craft. He joined our team at History Factory to undertake a project that was not only ambitious but largely in uncharted waters for everyone involved. His ability to expand his skill set on the fly, receive and adapt to client feedback, and offer creative solutions was of the highest order. What started as a creative sandbox, so to speak, evolved into a beautifully executed, immersive video experience that bears the thumbprint of a truly talented artist. We went through countless rounds to get to the finished product, and Gavin was nothing but can-do along the way. It takes resilience and vision to navigate a project like this with so many stakeholders (on both history factory and client teams). He did so commendably.”

- History Factory Team

The challenge for this project was translating a legacy industrial brand into a futuristic visual language without losing authenticity, while ensuring every concept remained grounded in functionality and brand heritage

- Gavin Wolff

➤ In Action

