

179 PICTURES

Merging Tech & History at the Axe Factory



179 Pictures, a visual creative agency, based in the Collinsville Axe Factory, started as a production studio and has grown to be so much more. From the Tribeca Film Festival to NBC's Today Show and the BBC World News, owner Ty Morin's creative work has been getting noticed for its ability to merge technology with the storytelling of a historian.

Morin started 179 Pictures focused mainly on photography and quickly became known for his tintype

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-Ty Morin, owner

work, using a process that goes back to the 1850s. These striking images inspired video work and soon clients began asking the agency to apply this creative process to larger advertising campaigns. "Advertising shouldn't look like an ad. It should be content you want to consume," says Morin. This practice of giving consumers more than just delivery of a sales pitch reflects Morin's personal philosophy of giving his expertise freely to provide "value behind the lens." He explains, "because I never grew up in the traditional agency world, I can try new things and help my clients build a more authentic experience."



The agency location in the Collinsville axe factory also inspires Morin and his staff. They often run into award-winning artists in the building whose work is shown in SoHo galleries. The creative energy of the space is bountiful and reflects his first experience in Collinsville at the Collinsville Halloween Parade. The first time Morin saw the thousands of people packed into downtown, his reaction was, “Whoa, something is going on here and I want to be part of it.” Locating his agency in the axe factory was a natural decision after his friends pointed out the benefits of the space.

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Here, the agency is growing because the work can be done for clients near and far. “Because everything's digital, you don't have to be in New York,” Morin says.

Morin is passionate about building the business environment in Canton. He's amazed at the volume of “people here doing cool stuff you don't even know about.” He would like to see the business community come together even more and create an incubator space to continue to grow innovative small business. It could provide access new technologies and assist with supports in legal and finance areas.

It's not only the business community that 179 Pictures cares about. Morin and his staff also donate their services to the Canton school system to help teach students about tintypes as part of the school Civil War reenactment.

