



# History in Living Colour

Mystery and adventure await  
as world renowned visual  
historian **JORDAN LLOYD**  
uncovers the fascinating,  
unknown stories behind  
**history's most incredible** photographs.

6 X 1HR





# OVERVIEW

Whether you're a born history buff, or had to drag yourself to class, you've probably seen these world famous photographs. But they may not be exactly as they appear.

Enter visual historian  
**Jordan Lloyd.**





He's one of the most in-demand and highly regarded photo restorers and colourists on the planet. His job is to bring black and white photographs to life in colour and you've probably seen him do just that in **Time, Life, People, on BBC or National Geographic** television, or even on display in **London's Imperial War Museum.**

Like a modern day Sherlock Holmes for history, he doesn't take a photographic case knowing everything about it. **He has to treat every new picture like a crime scene**, unravelling the collision of events, objects, and people to deduce their true colours and bring the project to life.

In History in Living Colour, we are Jordan's Dr. Watson. Like a historical ride along, we'll travel across the world, interview experts, examine evidence, and stand in famous locations to discover the fascinating true stories behind

history's most important photos





# HOW IT WORKS

In each episode of History in Living Colour, Jordan will do a deep dive into three famous photographs to peel back its layers to reveal the captivating history beneath. At the end of each photo's investigation, he reveals the final product- a stunning, authentic colourisation and restoration.

## Each story's investigation has three elements:



### EXAMINING EVIDENCE

In order to colourise the photo with the utmost authenticity, Jordan will hold the real objects from the photographs in his hands to truly feel like we're travelling back in time through these photos.



### ON LOCATION

Wherever possible, Jordan will stand in the exact spot that the photo was taken so that he can truly examine the colours of the terrain and connect us to the story behind the photograph.

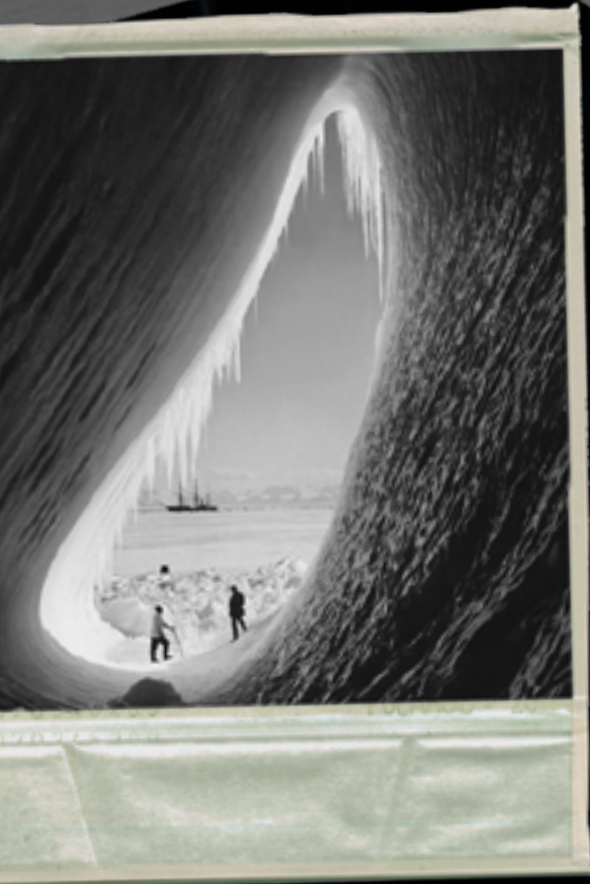


### INTERVIEWS

Along the way, Jordan will meet with experts, from historians to the actual, living subjects of the photographs, to fill in the gaps and tell these incredible stories.



# ONE & STYLE



Jordan Lloyd is leaving the confines of his studio to travel the world to bring these photos to life. Across the series, he'll visit Samurai villages, desert ruins, ancient libraries, and the twisted alleys of famous cities to get the job done.

As the industry's leading colourist, he's able to explore photo archives we've never heard of and meet world-class historical experts in every corner of the globe. Whether it's the archive of The Times, behind the scenes of the Smithsonian Institute, or the hallowed halls of the Explorer's Club, our audience will take a fascinating look into Jordan's world.

Each season's photos will be collected and featured in Jordan's next book, which is then released as a companion to the series, season by season.



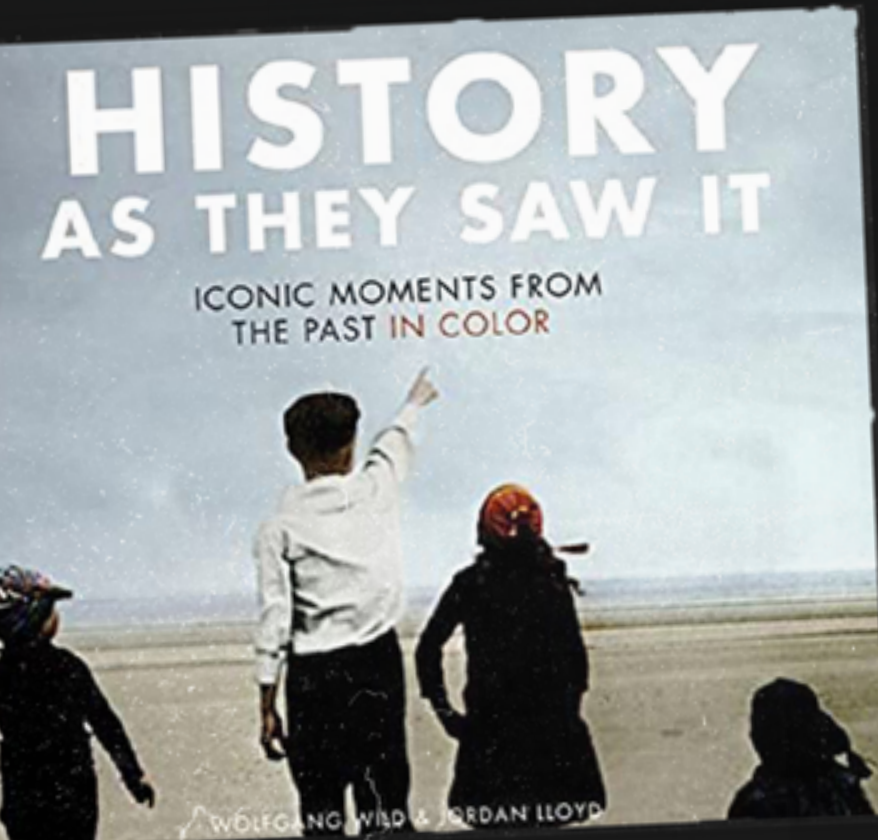
# MEET JORDAN



**JORDAN IS A VISUAL  
HISTORIAN, AUTHOR,  
COLOURIST, RESTORER,  
AND CREATIVE DIRECTOR.**

As the Creative Director of Unseen Histories, Jordan Lloyd has brought forgotten moments from the past to life for clients like Unsplash, The Times, BBC, Time LIFE, People, and National Geographic, and many other commercial and cultural organisations.





When the colourist community needs advice, they go to Jordan. The 1.2 million members of the subreddit [r/ColorizedHistory](#) are thrilled to gain insight into his unique expertise, anxiously awaiting both his posts and his feedback on their own work. He is a founding member and original signatory of the Colorizer's Code of Conduct to ensure that the industry continues with high standards of work in the face of evolving technology.

Jordan's work has been featured on TV for BBC's hit documentary [Tutankhamun in Colour](#) and [History's Glory: The Civil War in Color](#) and he has been interviewed for French, Turkish, and German television. His books include History As They Saw It, The Paper Time Machine, Couleurs, and Zeitreise. He has participated in live events for Apple, Adobe, and the worldwide Tutankhamun Exhibition.

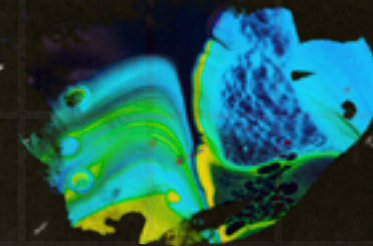


# ENGINEERING

In this episode, Jordan tackles some major feats of engineering. First, he'll explore the validity of the famous "Lunch Atop A Skyscraper" photo, which many believe to be a staged event.



Next, he'll get to the bottom of the Eiffel Tower's dubious history, including its massive unpopularity when it was first built and then the secret plan to sell it to the City of Paris- twice!

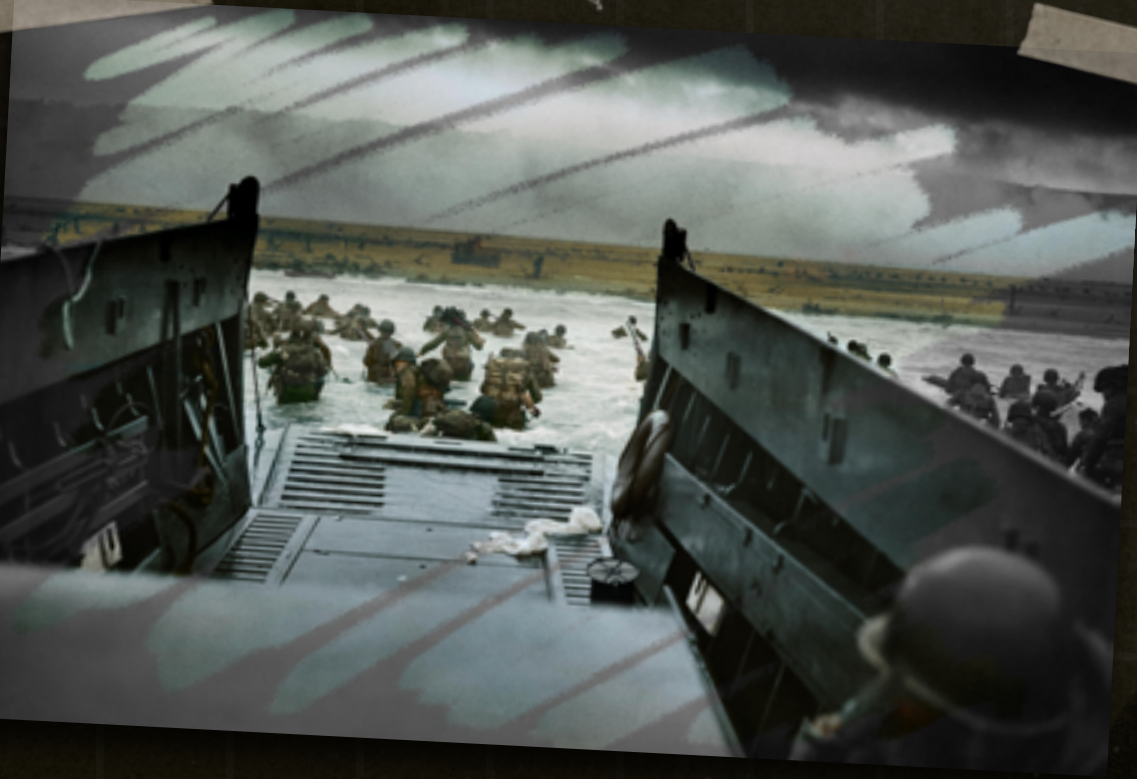


Finally, he'll tackle the Hindenburg's disastrous final flight, which ended the airship movement that's only beginning to be revived.



# WORLD WAR TWO

Jordan storms the beaches of World War II history to learn the horrific, frontline stories of the blunderous, yet victorious Allied landing at Normandy.



Then he hops the pond to re-celebrate the incredible VJ Day parties of the Big Apple.



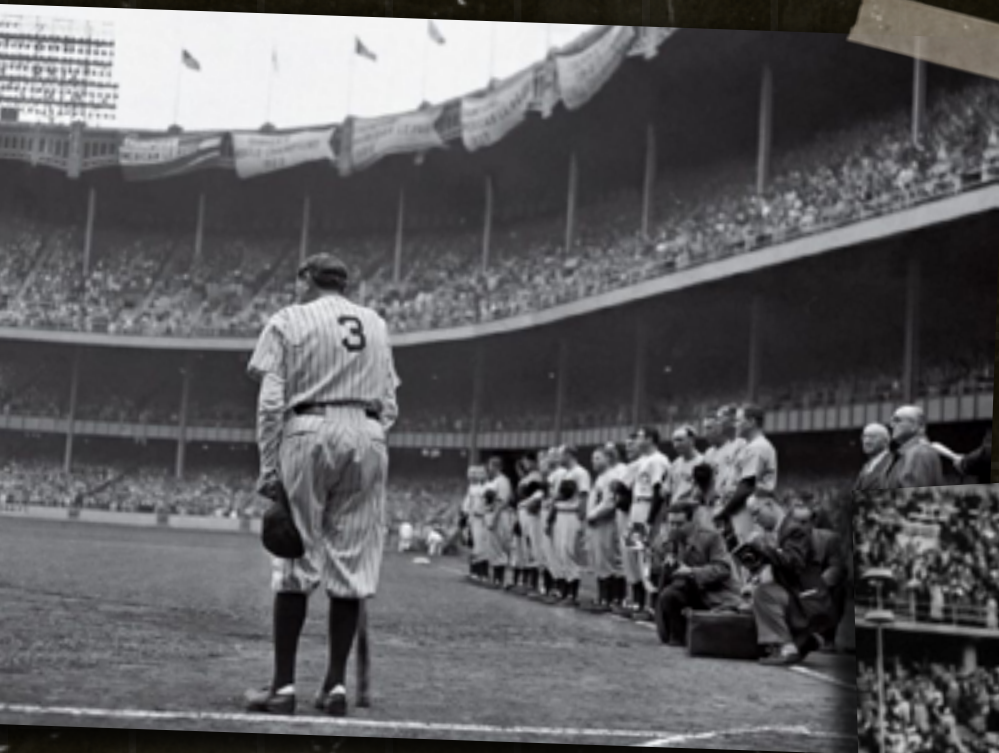
Finally, he investigates the mystery of Wojtek the Soldier Bear and follows his fascinating, fighting journey all the way to the Edinburgh Zoo.





# SPORTS

Jordan takes the field to learn about three, unrivalled sports legends who were captured at their most climactic moments. The heartfelt adoration of Babe Ruth's last game, the mysterious story of Ali's "phantom punch" that knocked out Liston in the first round, and the complicated history of Jesse Owens' gold medal win at the 1936 Berlin Olympics where none other than Adolf Hitler was in the stands.





# MOVEMENTS



This episode takes on some of the most important social fights in US history. Jordan meets the photographer of the most famous shot of the Stonewall Riots, visits the campus of Kent State where students were slaughtered by their own government, and takes to the streets of Birmingham, Alabama to see where the battle for civil rights hit its peak nearly 60 year ago.





# ARTISTS

Not only does Jordan explore these incredible photos as a history detective, but as an artist himself. Luckily, his exploration runs the full gamut of art: the imagination of **Salvatore Dali**, the spectacle of **Buffalo Bill's Wild West Show**, and the sorrowful story of the world famous photographer Ansel Adams' shot of **CI Hibino in Japanese Internment**.





# THE COLD WAR

Three photos of the tumultuous Cold War between the US and the Soviets brings Jordan to Europe, where he investigates the story of the headlining making **jump of a young Berlin soldier** in 1961, hears about how the West kept 2.5 million West Berliners alive during the Soviets' blockade in 1948 by making **270,000 airdrops over the city**, and sees history repeat itself in another Russian invasion with a striking photo of the **invasion of Prague**.





# THE STORYTELLERS



SNAP  
ORIGINALS

**20B**  
Total video  
views

**120M**  
Monthly unique  
viewers

**545M**  
Monthly watched  
minutes\*

**55M**  
Followers

**12**  
Languages

**63**  
Social  
channels

Underknown Studios is a **full-service production studio** driven by curiosity. We're on a mission to engage, inform and entertain audiences everywhere they watch video. With an audience of over 60 million across 13 brands and translated into 11 languages, Underknown is ready to leverage its worldwide reach to promote new series and continue to tell incredible, 'underknown' stories.

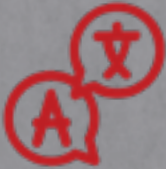


W51 Productions was founded in 2015 and **works with the best production talent in the UK**. Specialising in high quality factual and factual entertainment programming. Managing Director, Carl Hall, has more than 30 years' experience in production and production finance. Warehouse 51 productions' customers include Discovery Channels, Smithsonian Channel, National Geographic, BBC, Channel 5 and many more of the world's top broadcasters.



# THE UNDERKNOWN AUDIENCE

UNDERKNOWN IS YOUR BUILT-IN CELEBRITY ATTACHMENT.



**63 M**  
FOLLOWERS

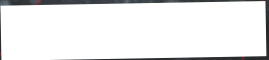


**120 M**  
UNIQUE VIEWS/  
MONTH



**10**  
LANGUAGES

When our content is released,  
we'll be able to activate this fanbase with an  
extensive built-in marketing campaign in the  
form of:



We'll create bespoke house  
ads inside of all our most popular shows  
that will activate our followers to tune  
in or sign up to watch our shows.



A custom social awareness  
campaign on all of our TikTok, Twitter,  
Instagram, Facebook handles.



Our community is active  
and engaged in the production of our  
shows. We'll create custom polls in our  
YouTube and Facebook community pages to  
notify our audience of the launch dates  
and viewing times.





# CONTACT

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