News Release

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**Kaschke Shapes Light with DoPchoice Snapgrids®**

Colorado-based gaffer and lighting influencer (with the apropos handle @colorado\_gaffer) Tyler Kaschke, ICLS, brings precision, professionalism, and pragmatic positivity to every set. With a prolific commercial lighting portfolio, Kaschke’s setups are as efficient as they are effective. He relies on DoPchoice Snapgrids® to help control spill and maintain polished, heightened naturalism, especially when working in tight interiors. On a recent *Trust & Wills* three-spot ad campaign, Kaschke turned to a Snapgrid with a LiteMat to create the desired look set in a quirky vintage home.

Located in a 1970s-era house complete with wood paneling and shag carpeting, the *Trust & Wills* video campaign features adult siblings playing literal tongue-in-cheek games parodying an inheritance battle. “Working with DP Brian Hollers is great, he’s very collaborative. The shoot called for a long tracking move using a Fisher 11 Dolly and jib arm,” Kaschke says. “The house had low ceilings and a unique stylized look. We were using Astera Tubes and LiteMats, which are excellent, but tend to spread light everywhere if you don’t add control.” With eight-foot ceilings and a large dolly-jib to work around, space was at a premium. But Kaschke was hardly phased–he already had exactly what he needed in his two-ton gaffer’s van.

“The look we were going for depended on directional light—soft, but not sloppy.” Kaschke and key grip Jean-Paul Montoulieu pre-rigged a lighting setup off site, constructing a living room-length wall spreader where a LiteMat 8 with Snapgrid could be mounted as the overhead key. “For me DoPchoice is kind of the only option,” the gaffer explains. “Specifically, when it comes to LiteMat and similar brands, no one else is making compatible Snapgrids.” The accessory from DoPchoice is a lightweight, yet sturdy fabric grid that easily affixes directly to the face of a light fixture to offer uniquely directed light control on set.

“There was a period when LiteMats existed without Snapgrids. Back then we had to rely on hodgepodge, DIY solutions to control the spill. I used to tape cinefoil to the bottom of a light to keep from lighting up the walls,” Kaschke recalls. “But now there’s DoPchoice with a reputation for professional high-quality goods.” In one tighter setup, Kaschke augmented window light from the side using a LiteMat 4 with a Snapgrid to direct the light. Opposite that fixture, he added an Astera Titan Tube with its own one-square-wide Snapgrid, rigged near the ceiling to create balanced, beautiful illumination.

“Controlling spill lets you make things feel elevated without feeling lit,” Kaschke explains. “You want that heightened naturalism, and especially when you’re in a small space with a low ceiling, you don’t want uncontrolled bounce lighting up your backgrounds.” He credits Snapgrids for helping streamline his workflow and bringing a professional edge to each job. “Using a Snapgrid instead of paper tape or cinefoil saves time, saves space, and frankly makes you look like you know what you’re doing,” he laughs. “Now, every LiteMat I rent goes out with a Snapgrid—it’s not even a question.”

For Kaschke, the term ‘Snapgrid’ has become so integrated into the workflow it’s practically generic. “It’s like Kleenex at this point,” he says. “It’s a no-brainer.”

Check out the spots from Noble Bison Productions (directed by Jeff Riley & produced by Tim Hull): <https://www.noblebisonproductions.com/portfolio/trust-and-will>

Follow Tyler Kaschke’s work at <https://www.instagram.com/colorado_gaffer/>

Learn more about Snapgrid: <https://www.dopchoice.com/snapgrid/>