

# idn

International  
designers  
Network

Volume 15 Number 3  
THE EXHIBITION ISSUE

## SHOW/ DESIGN

What it takes to put  
on a memorable  
exhibition.

> Featuring:

1. Helmo
2. Small
3. Bleed
4. Serial Cut™
5. Burneverything
6. Twopoints.net
7. Studio Round
8. Project Projects

**+ Why Chile's HOT**  
Design in this neglected South American  
country is coming out of its cocoon.

**Do it yourself notebooks**  
What happens when you leave 1,000  
sketch books just lying around?

**Jumping to it**  
Vibe + Energy – Jump Studio  
re-models Red Bull's London HQ

**Art for foodies**  
Geneviève Gauckler's latest exhibit  
demonstrate that "we are what

**PLUS the fully loaded  
non-stop motion in  
this issue's DVD**

Including Robert Seidel's grand  
projection on ancient walls,  
*Living Paints*; 30 short titles  
Music by Andy Martin; live  
videogames *No More Hero*  
*Five*; opening title for the  
media conference by Max  
design studio Karlsson; the  
latest TV commercials, and  
and much, much more.

International edition  
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The Exhibition  
Issue

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# HORNET

NEW YORK/USA

Meanwhile, Hornet is looking forward to seeing more mixed-media work being produced. Located in New York, the structure of this self-styled production company is very different from that of similar such set-ups.

Teams of producers, designers, 3D artists and editors form a core support group for 11 different units of directors, some of whom work by themselves, others as a duo. The work they undertake encompasses live action, animation, mixed media, stop-motion, 2D, 3D and film.

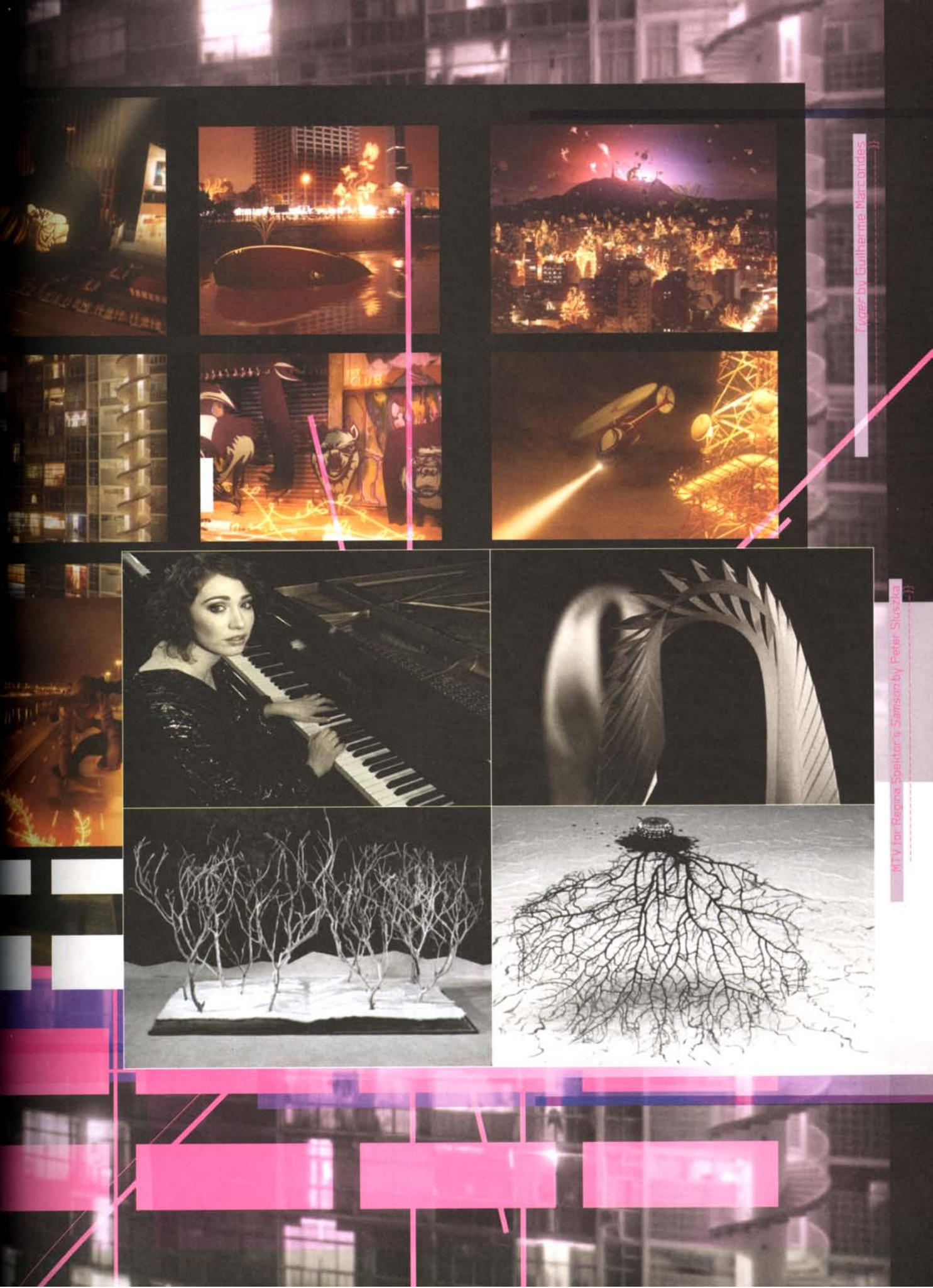


Foto: by Galiharme Marcondes

MTV for Regina Spektor's Samson by Peter Sluska



Emerald Nuts - Jean-Luc by Peter Gluszig



MTV Networks Liberty Intros by Clay Heiner



Despite such a fluid structure, the company does not consider itself to be a collective. "Each director has a different style and media they work in," explained Executive Producer, Michael Feder.



Combining all the media has opened up great opportunities for the directors and visually it's appealing. I am a big fan of mixed media and would like to see the studio continue to grow in this area."

"The directors are all friends and we see most of the NY directors in our studios daily. They share their works-in-progress and discuss their progress and process. They don't necessarily collaborate together all the time, but are open to it if the right project comes along. But we do market each director as an individual, so when a client comes to us they will usually have a director in mind with whom they want to work."

Just as Logan derived its name from a 70s movie, so there is a story behind the

name Hornet. "One of Hornet's partners is a huge fan of cars," said Feder. "Hornet is named after the fabulous Hornet Hudson car that was popular in the 1950s and won countless titles against bigger-engined cars in the world of stock-car racing." Its unique company structure is not the only thing that sets Hornet apart from its rivals: no matter how many directors it has and no matter what background they come from, they are all wedded to using at least some animation techniques.

"I am proud of the animation work our directors produce," said Feder. "I actually think we're doing more mixed-media work than ever. Most of the work has an animated element to it, but it is also using live-action film.

Neither Logan or Hornet believes that motion/computer graphics have hit a ceiling. But when it comes to the question of whether newcomers to the design field need a thorough grounding in it, opinions differ. Hornet's Feder suggests that fresh grads should always keep their brains ticking over by doing lots of personal work as "being a freelance will help you gain skills in many ways, but the personal work is the only way to build your brand or name. All of the directors we have ever signed have always had this commitment and drive."

On the other hand, Logan's Tylevich thinks that "it needs to be an either/or scenario. There are a lot of other things you can do as a designer if this motion thing doesn't work out. I do think it's a great field to be in now compared to 10 years ago, and it's just the beginning. Motion design is slowly becoming an established field of visual communication. The potential seems unlimited."

Logan recently finished the opening movie for the game *Metal Gear Solid 4*, working with its creator Hideo Kojima, which was a 'fun' experience according to Tylevich. While Hornet recently set up its first TV show – an animated project for Warner Brothers that it is really excited about. "We also started Hornet Toys with a line of Dog and Cat illustrated pillows called PillowPillowPillow [www.pillowpillowpillow.com] by our director Aaron Stewart," revealed Feder. "In the Spring we will be in 75 stores in 10 countries. It was a great experience to launch this new venture. I want to continue to grow these brands and search for unique opportunities for the directors." <sup>OHV</sup>

THE  
END

END  
OF PLAYBACK ARTICLE----->

Tiger by Guilherme Marsendes



Bug campaign by Model Robot



Ca. - Midnight Spunk by Peter Gluska



## the exhibition issue

### volume 15 number 3 . DVD

System requirements for DVD Video /  
Set-top DVD player, DVD-Rom drives,  
DVD +RW drives with computer based  
software DVD player

All regions / MPEG-2 / 74 minutes /  
Dolby Digital



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DVD image by Helmo

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## dvd index.

### Opening title by Nikosano

### Pick of the month:

- 00:15:00 • Opening title for B&A new media conference by Karlssonwiler Inc.
- 01:00:00 • *Urban Gaps Tokyo 2008* by Tofa featuring sound by Joja
- 05:00:00 • Short clip for Sonar Festival 2008

### Playback:

Hornet Inc

Commercials

- 01:15:00 • *Crest - Puppets* by Peter Skuszka
- 00:47:00 • *Smithwick - Not the Usual* by Peter Sluszk
- 00:20:00 • *Celluar South* by Aaron Stewart

Short Clips

- 02:30:00 • *Office Buddies in "The Grind"* by Dan & Jason
- 04:00:00 • *Live Earth - Live Earth* by Archer\$Beck
- 04:30:00 • *Tyger* by Guilherme Marcondes

Music Videos

- 05:10:00 • *Bright Eyes - No One Would Riot for Less* by Lorenzo Fonda
- 03:28:00 • *Yeasayer - Wait for the Summer* by Mixtape Club

### Feature:

- 01:43:00 • Opening title for conference festival MADinSPAIN 07 by Serial Cut™
- 00:30:00 • Motion Graphic for *The Good Life: New Public spaces for Recreation, 2006* by Project Projects with Local Projects

### Videogame:

- 01:50:12 • Opening title for *No More Heroes*
- 00:34:10 • Live Demonstration of *Omega Five*

### Extras: Short Films:

- 02:21:11 • *Tickle Party* by 72andSunny
- 00:34:14 • *Processes: Living Paints* by Robert Seidel
- 04:21:27 • *Word Up, World* by JJ Walker
- 04:55:11 • Titling for E4 Music by Andy Martin
- 00:34:13 • Identity for Nickelodeon's Kids' Choice Awards 2008 by Adolescent

### Extras: TVC:

- 00:30:23 • *Streets of New England* by Click 3x
- 01:00:12 • *Baby* by Anonymous Content
- 00:28:13 • *Bubble Wrap World* by Asylum
- 02:02:05 • Bridgestone - *Scream, Lucky Dog* and *Unexpected Obstacles* by Method collaborate with director Kinka Usher
- 01:02:18 • Nike+ (Japan) - *Revolution* by Identity
- 01:58:28 • *World Duty Free* by Version2
- 01:00:00 • Mercedes-Benz - *Projections E Class* by Smoke & Mirrors/NY
- 02:51:02 • Red Dot Designer Awards 2007

Playback » Hornet Inc.

Commercials » 00:00:00 *Celluar South* by Aaron Stewart

00:01:15 *Crest - Puppets* by Peter Skuszka

00:00:47 *Smithwick - Not the Usual* by Peter Sluszk



Short Clips » 00:02:30 *Office Buddies in "The Grind"* by Dan & Jason

MOTION  
CONTENT  
from MAGAZINE  
Volume 15 #3

Opening title » by Nikosano

# MOTION CONTENT from MAGAZINE

Volume 15 #3

Opening title »»» by Nikisano

**icn**  
by nikisano

This is our third DVD in a row we kick off with a tailor-made opening title, this issue's was done by French artist Nikisano. When Nikisano was a teenager, he would design his own fashion collections out of various mainstream French fashion catalogues by cutting and painting cloth textures. Following a communication studies course without too much conviction, he discovered (in the same term, with a lot of excitement) Photoshop 3 while he was working as an editing assistant in the photo agency Ralph in Paris, (floating photographers such as Doisneau, Perle, Bourlaï and Courtraid).

His experience with machines suddenly started to make sense to him when he started to apply graphic arts online 10 years ago. He also continued to produce printed artwork for the music industry (for indie companies, but also for majors such as Sony France and EMI) and labels (Tulco and Emano Delux). Graphic and sound design has been part of his daily life ever since. His first electro tracks were published on his 2003 album *Campfire-Bass*. Nikisano is preparing the launch of his second album *Repeat Forever* for 2008, meanwhile some of his graphics are still produced in his Perth, Australia studio for independent and corporate projects. Today he oversees a few influences more than ever in his creative work: the Bauhaus artworks, album sleeves, jazz, cooking and gardening magazines from the 70s and Asian art in general. [www.nikisano.net](http://www.nikisano.net)

Pick of the month »»» 0001.20 *Urban Gaps Tokyo 2008* by Tofa featuring sound by Joja



Pick of the month »»» 0000.15 *Opening for BBA's new media conference* by Karlssonwiler



Playback »»» Hornet, Inc.

Commercials »»» 0000.20 *Cellular South* by Aaron Stewart  
0001.15 *Crest - Puppets* by Peter Skuszka  
0000.47 *Smithwick - Not the Usual* by Peter Sluska



Short Clips »»» 0002.30 *Office Buddies in "The Grind"* by Dan & Jason  
0004.00 *Live Earth - Live Earth* by Archer&Beck  
0004.30 *Tyger* by Guilherme Marcandets



MTV »»» 0003.28 *Yeasayer - Nail for the Summer* by Mixtape Club  
0005.10 *Bright Eyes - No One Would Riot for Less* by Lorenzo Fonda



Feature »»» 0003.00 *Night Graffiti: The Good Life* New Public spaces for Freeridery, 2006 by Project Projects with Local Projects



Pick of the month »»» 0000.00 *Start clip for Solar Festival* 2008



Extras: Short Films/TVC >>> 02.22.11 *Tickle Party* by TeamSunny



Extras: Short Films/TVC >>> 01.59.10 *World Duty Free* by Versions

One for the plane. Fancy a quick drink, before catching your flight? If you walk through the new Terminal 5 at Heathrow Airport (London, UK), and see the 24-panel installation for Grey Goose Vodka, that would surely be the thought triggered. The two-minute piece was a collaborative project done by Keiran Welsh of production house Versapic with redior Mio DeSarno. Capturing the movement of the liquor while it is in the process of creating a Martin vodka tonic makes the modern flow wacky, enhanced by a loose narrative and images of ice land. How could you not stop and order a glass of Grey Goose on route to your plane? [www.versions.net](http://www.versions.net)

Extras: Short Films >>> 04.21.07 *Word Lip, World* by JJ Walker



Extras: Short Films/TVC >>> 02.51.02 *Red Dot: Design Award 2007*



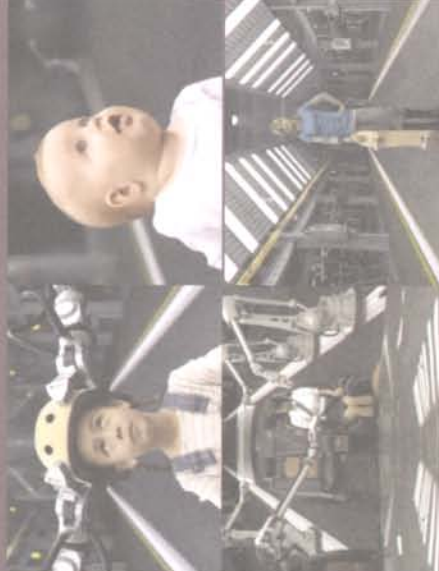
Extras: Short Films >>> 06.30.14 *Processes: Living Paints* by Robert Seidel



High-tech makeover for museum. Giving a building a new look doesn't always have to involve a renovation — if you can project 30x15-foot 2K video with corresponding light chromography, ambient music and synch sound effects. If you think this sounds impossible, take a look at *Processes: Living Paints* in this issue's DVD. This jaw-dropping project was especially created for the 100th anniversary of the Phyletic Museum. Germany as well as the event, "Jena Illuminated" as part of the opening ceremony for "Science City 2008". The projection consists of five "living paintings" that turned the Phyletic Museum into an architectural canvas. Also, in order to create a connection with the interior, every window was illuminated from the inside and synch'd with occurrences in the cinematic structure. Reacting sound effects tied everything even closer together. The five-minute video loop had a unique ambient soundtrack of 17 minutes that shifted constantly, generating singular experiences with every viewing. [www.2minds.de](http://www.2minds.de)

Extras: Short Films/TVC >>> 01.00.12 *Baby* by Anonymous Content

Keys to the future. Every life is a unique journey, of course. Joseph Kosinski of production company Anonymous Content took this thought as the core idea for Chevy Chase's latest TV spot. This follows the early days of a baby girl, who is handed a set of keys by the robotic arms of a vehicle-production line. Hard to describe the humor involved in words, but just look closely at the last 10-20 seconds of the spot to see how they literally put the Chevy Malibu together by means of the robotic arms.



Talent Anonymous. Formed in 1999, Anonymous Content is an industry-leading production and management firm that leverages its unrivaled reach and access to talent to create and produce innovative content across all its divisions: film, integrated commercials, music video, television and talent. The Anonymous team now consists of more than 100 full-time employees at its Culver City, New York, and London offices. [www.anonymouscontent.com](http://www.anonymouscontent.com)

Extras: Short Films/TVC >>> 02.51.02 *Red Dot: Design Award 2007*

