



wonderful.cubes



From its humble origins in the late 30's, Samsung has grown immensely and is ubiquitous in our lives. From 3D TVs, Blu-Ray players and mobile phones, to projectors, microwave ovens and even dishwashers, the brand has become synonymous with high tech and cutting-edge design.

And given the wealth of their product line, it literally touches us in an ever-growing number of ways.

Our challenge then is to portray that in an elegant, eye-catching and stylish way... to be played in one of the grandest forums we can imagine; New York's Times Square.

What we feel is important is to capture and understand immediately what the story we are telling is about. In a nutshell? Samsung not only provides the tools, tricks and background for our lives but also, and most importantly, it brings us together.

The "moment of wonder" is what we are capturing. The snapshot of emotion our puzzle forms is what stays in our minds on each piece, so regardless of technique or design direction, natural, stylish and beautiful live action is paramount.

Our device is "the cube". Part puzzle, part technological marvel and part storyteller, it utilizes a combination of gorgeous design and animation to bring the stories to life.

This idea of a cube however, can be arrived at in a number of ways, a couple of which we present in this treatment. While different in approach, these ideas get to the core of our thinking, which is to maintain simplicity and style together in a way that serves as a complement to our stories.

I'm looking forward to continue to explore this concept and feel extremely confident our team at Mothership/Digital Domain can bring this to life.

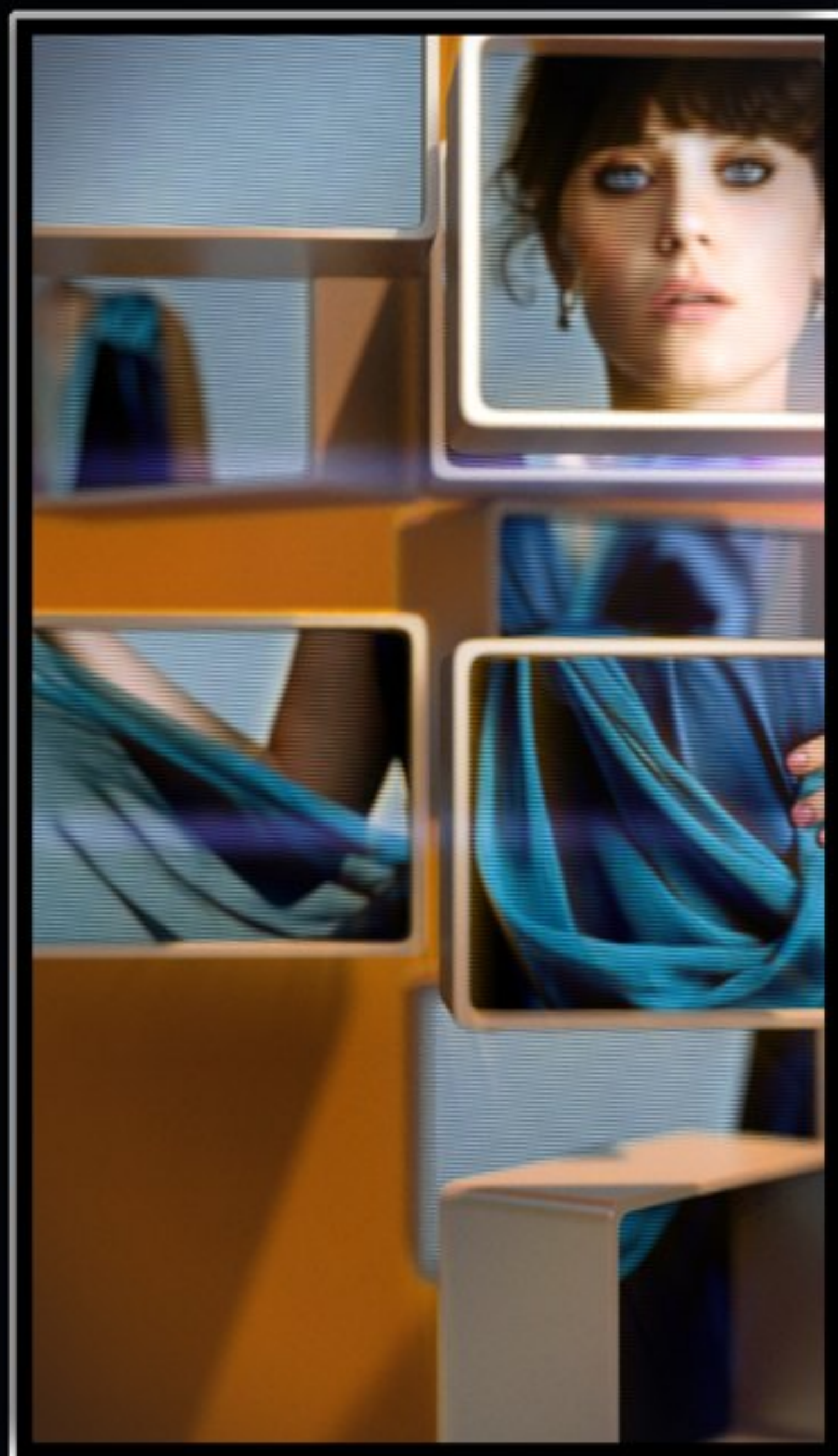
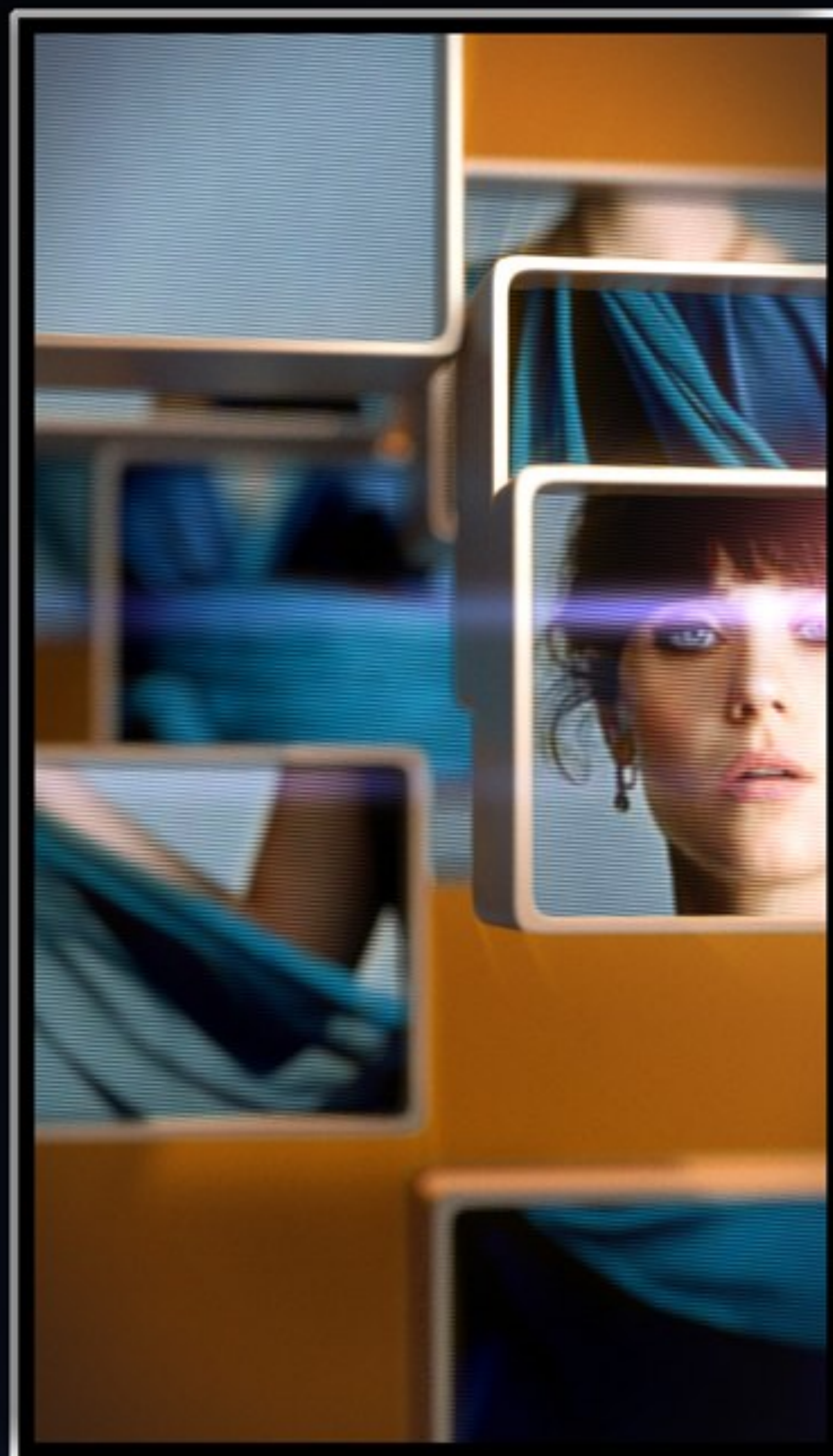
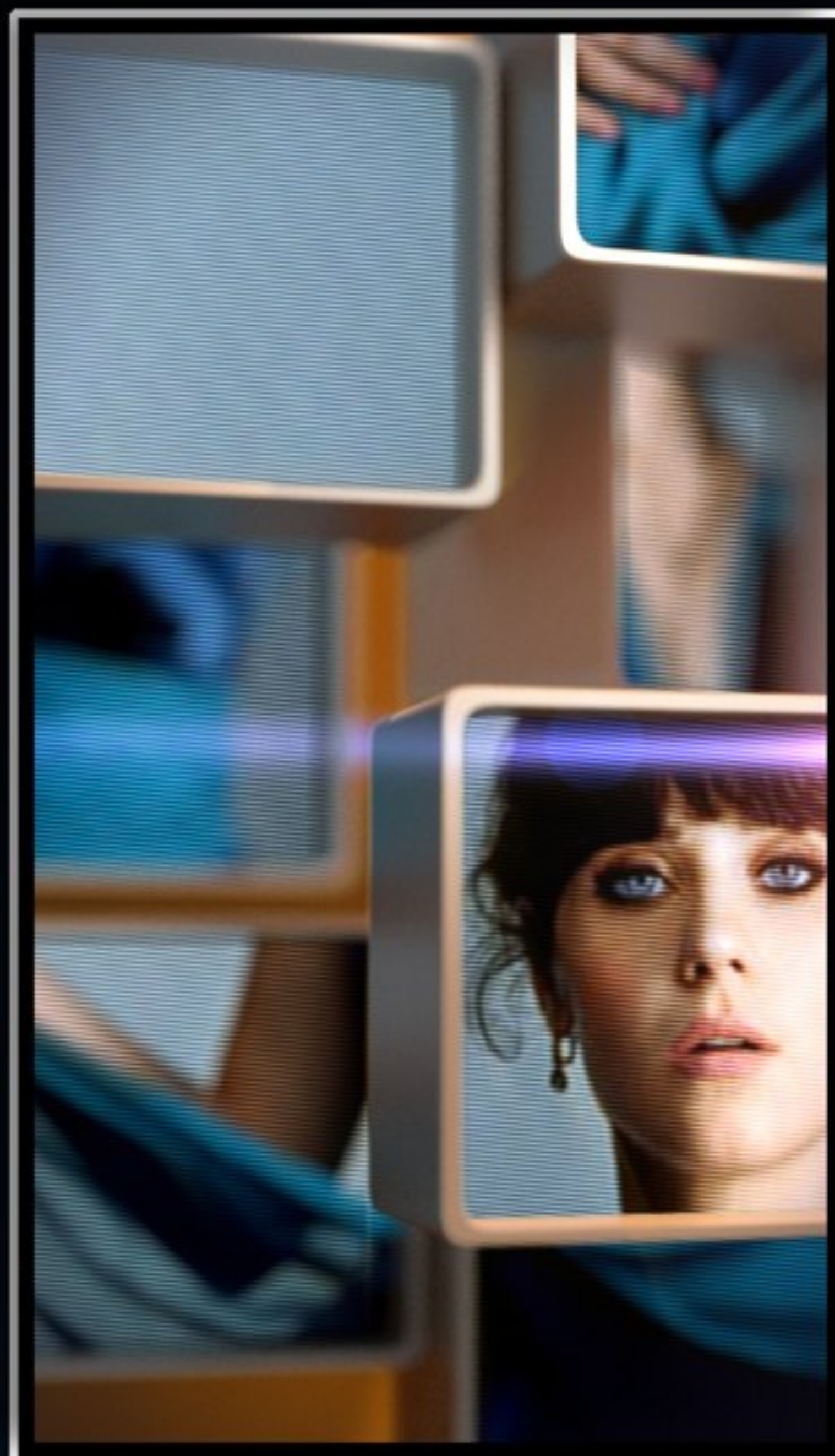
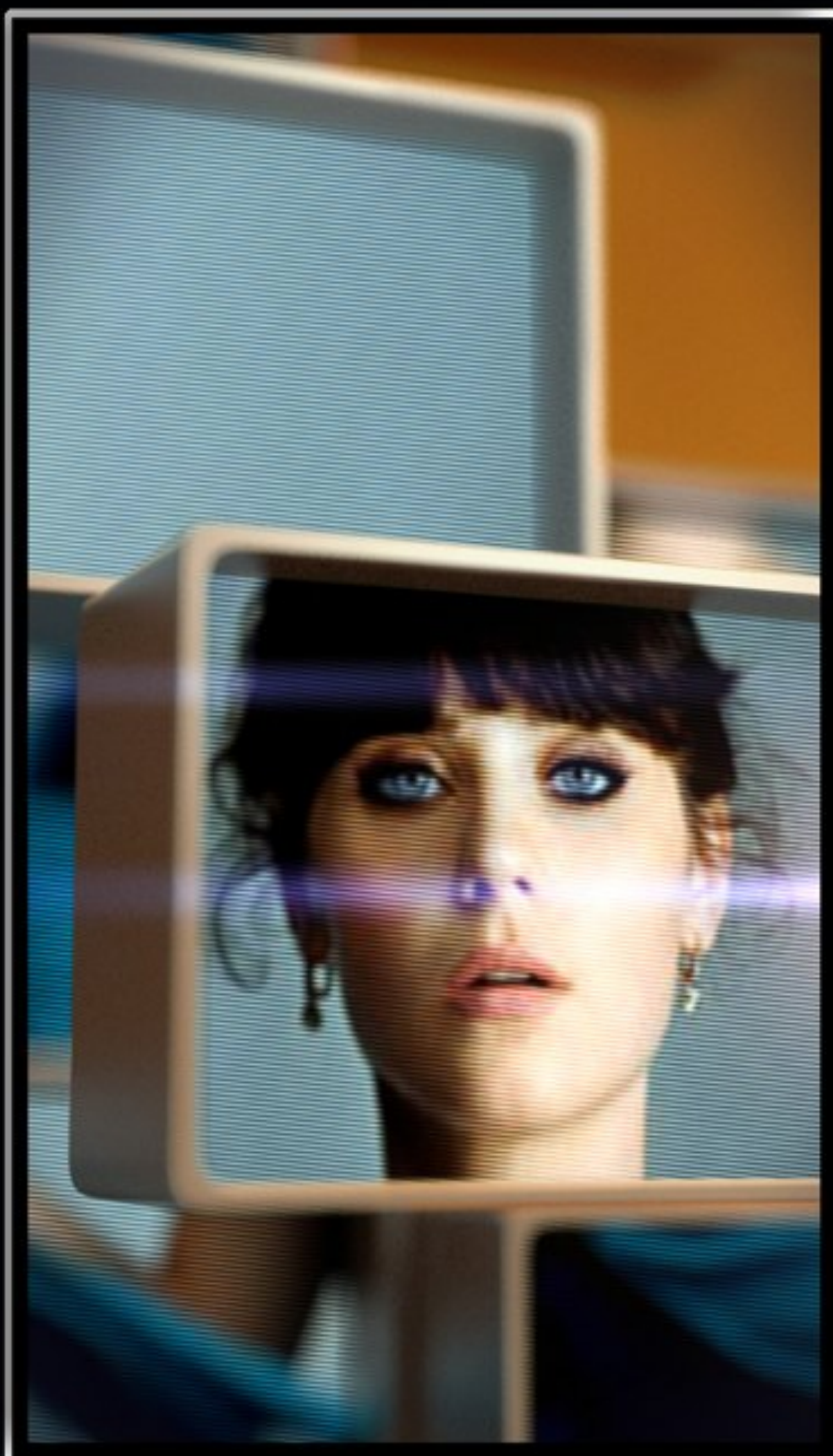
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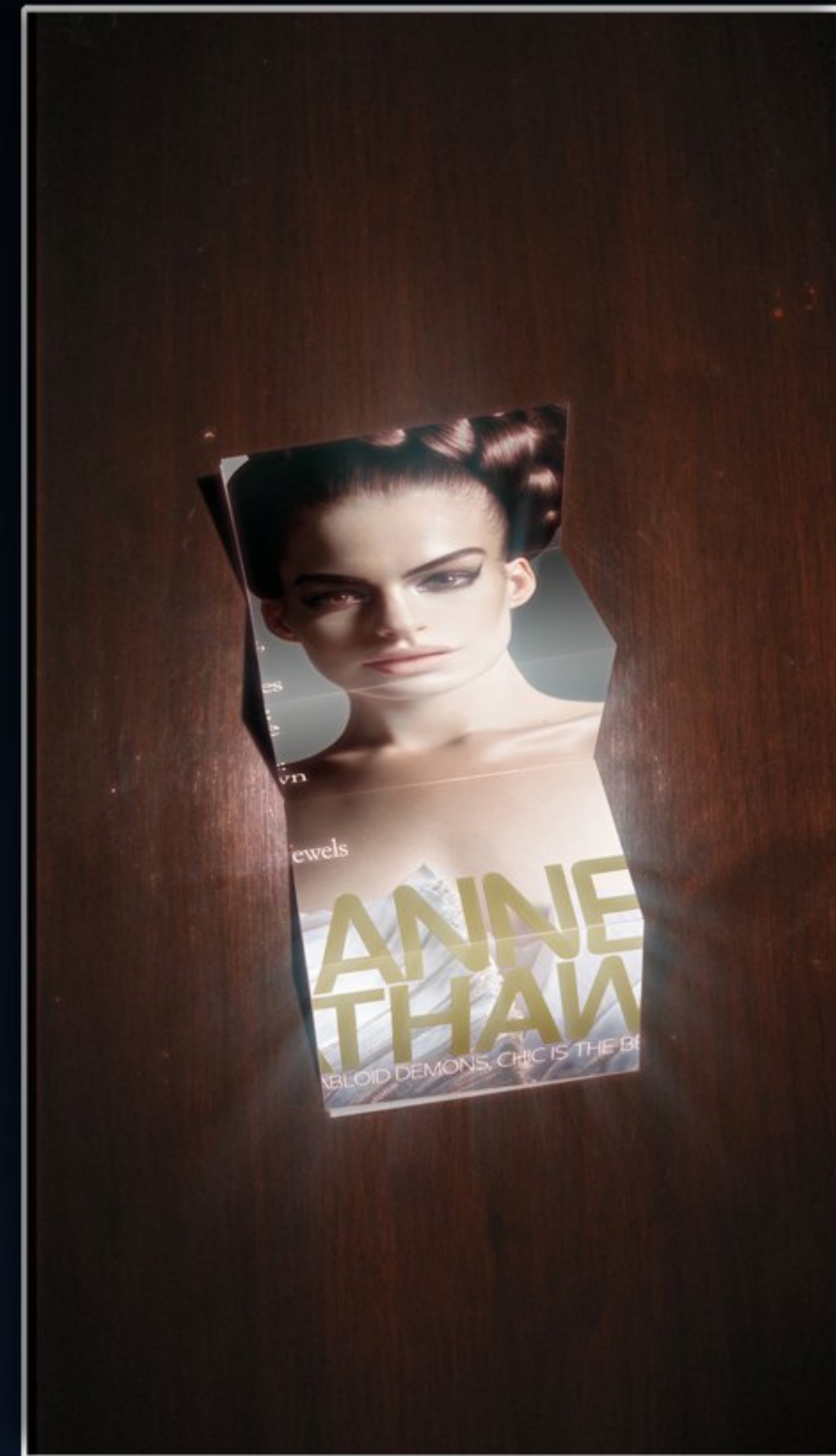
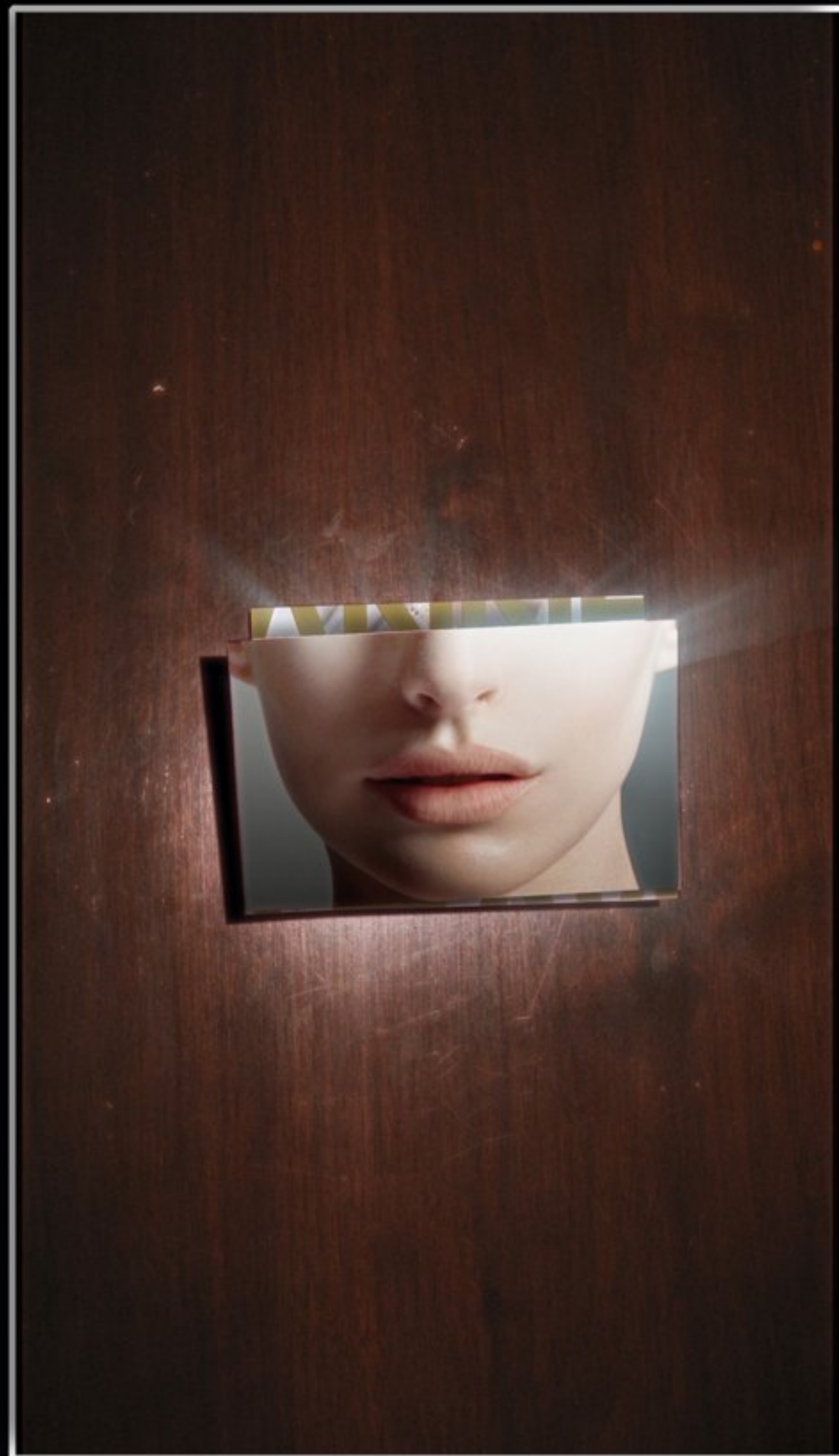


Design concept #1. A series of inter-locked cubes form a full 3 dimensional structure, each side telling a different story.





Design concept #1 progression (motion test attached)



Design concept #2 explores the idea of origami. While a departure from the idea of a cube, its flexibility lies on the creative approaches stop-motion animation gives us.