

# I LOVE DUST

CHARACTER DESIGN / ANIMATION / WEB DESIGN

REPRESENTED BY

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**BERNSTEIN &** ANDRIULLI

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## SERVICES & CAPABILITIES

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### **WE ARE ilovedust:**

We are ilovedust, proudly British but truly International.

We're a multi-disciplinary design boutique specializing in illustration, motion graphics, brand identity and development. From vinyl toys for Kidrobot to custom-made fixed gear bikes, shoe designs for Nike and animated features for Cartoon Network and Microsoft, we are perfectionists in everything we do. Renowned for our crafted approach, attention to detail and unique aesthetics, we believe in research and narrative in our work with hidden detail giving extra depth to projects we undertake.

The studio dynamic is made from a very healthy chunk of British designers also mixed with French, Icelandic, Spanish and Chinese insure our influences and skill sets are drawn from a worldwide arena, styles and expertise blend seamlessly together to create a portfolio of acclaimed work. The team work collaboratively on many projects mixing illustration practices with 3D and motion and hand drawn artwork with photography and product.

Located on the south coast of England, our studio is an 18th century water mill surrounded by water and the odd duck or swan. This beautiful, serene environment provides a fresh vantage point that helps the team create global award winning work whilst breathing in some crisp sea air.

Our client list includes Nike, Kidrobot, Jordan, Microsoft, Coca Cola, Levi's, Lee, Friends With You, Johnny Walker, Sony, Beyoncé, J Lindeberg, Artful Dodger and Virgin Atlantic

Current active projects include Virgin Atlantic rebranding, Nike Japan animated Commercial, VH1 Indents, watch designs for Nooka and clothing for Stüssy and Etnies.

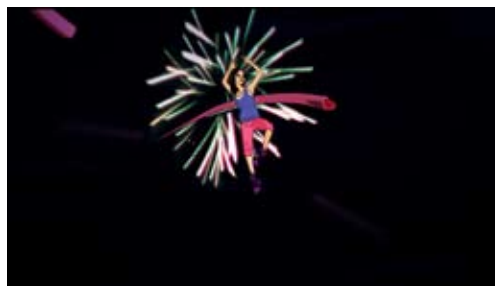
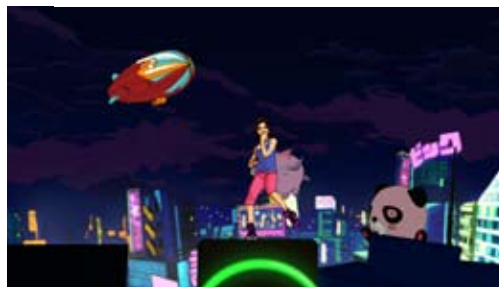
TALENT: I LOVE DUST

AGENCY: AKQA

## NIKE ASIA WEB ANIMATION

Role : Concept / Direction / Design / Motion Capture  
/ Editing / Compositing / Sound Design

ilovedust were commissioned by Nike to work up a 30 sec spot to promote the release of Nike's new Sister One shoe. The animation features real life footage of Japanese dancer Flora Hon mixed with animation and 3D motion. The story shows the amazing grip and durability of Nikes new shoes in a anime style.



be  
**TRANSFORMED**

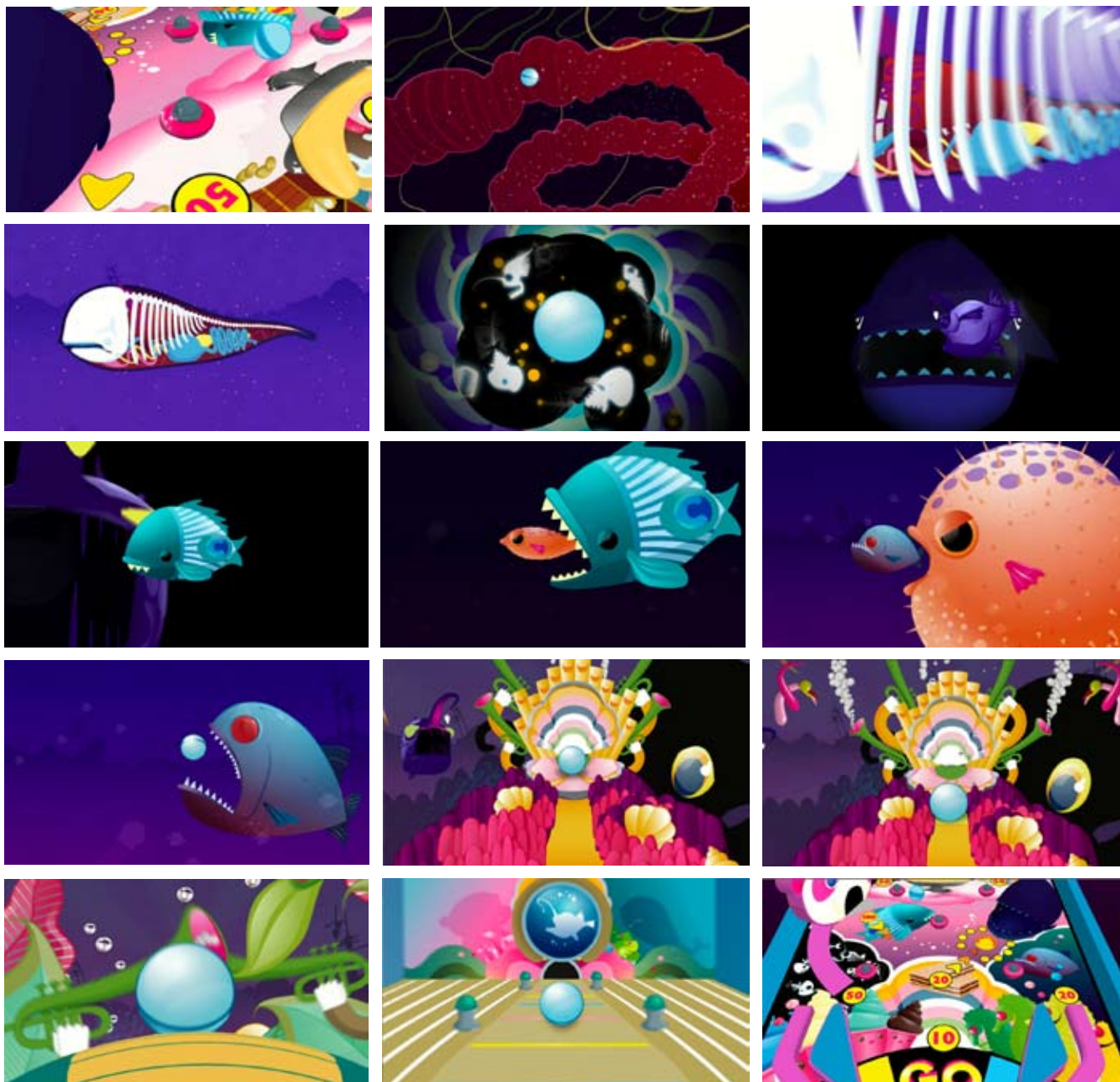
TALENT: I LOVE DUST

AGENCY: MICROSOFT

## MICROSOFT WEB ANIMATION

Role : Concept / Direction / Design / Editing / 3D / Compositing / Sound Design

One of two 60 second spots for Microsoft demonstrating the creative power of their new Falcon Laptops. Ilovedust were commissioned to create the project using Falcon laptops and documenting the process from concept to final motion, including directors commentary and diary mixed with animation and 3D motion. The story shows the amazing grip and durability of Nikes new shoes in a anime style.



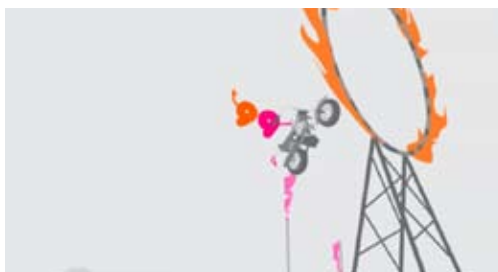
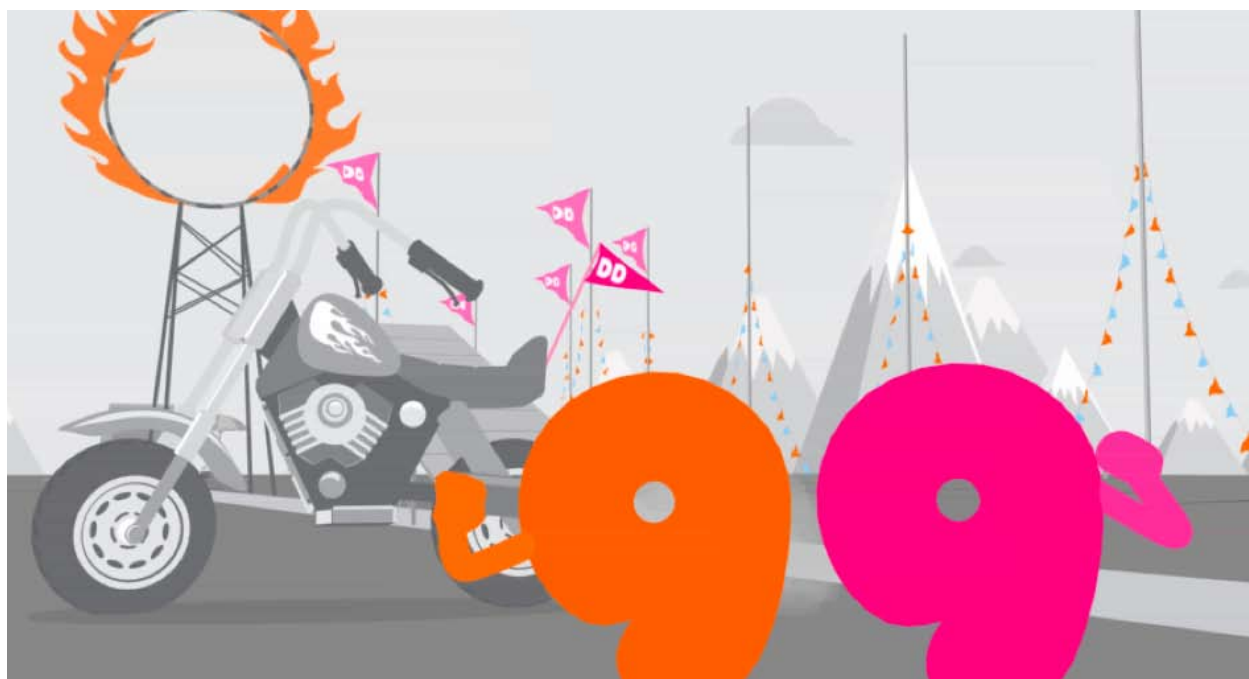
**TALENT:** I LOVE DUST  
**AGENCY:** DUNKIN DONUTS

## DUNKIN DONUTS

DESIGN / ANIMATION

Role : Concept / Direction / Design / 3D/ Compositing / Sound Design

As part of a series of four 15 second spots to promote the new 99p Deals at Dunkin Donuts. The concept was to show that when 9's get together they can do amazing things. Other animations featured a moon landing , diving into a cup of water and building the Pyramids.



TALENT: I LOVE DUST

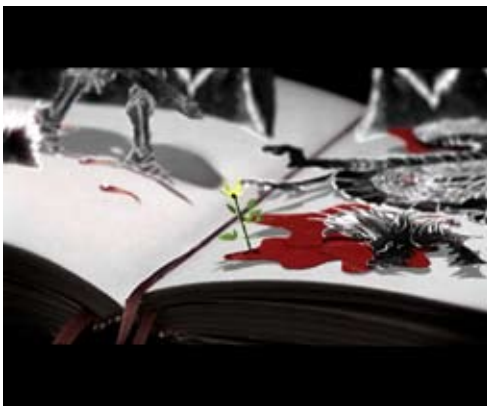
AGENCY: VASAVA

## VASAVA

### POP-UP BOOK ANIMATION

Role : Concept / Direction / Design / Editing / Compositing / Sound Design

Original animated fairy-tale designed to take the guise of a pop up book. Narrated for Barcelona based Gallery Vasava, part of an ongoing exhibition of ilovedust work in the Galley through 2009.



**TALENT:** I LOVE DUST  
**AGENCY:** ARISTABRATS

## ARISTABRATS DESIGN / ANIMATION

Role : Concept / Direction / Design / 3D / Compositing / Sound Design

Website animation for children's clothing company Aristabrat. The 20 second web animation follows the journey of the Brat 1 Bentley as it makes its way across a candy colored world and on to the private jet. Original 3D animated short experimenting with 3D and natural growing forms.



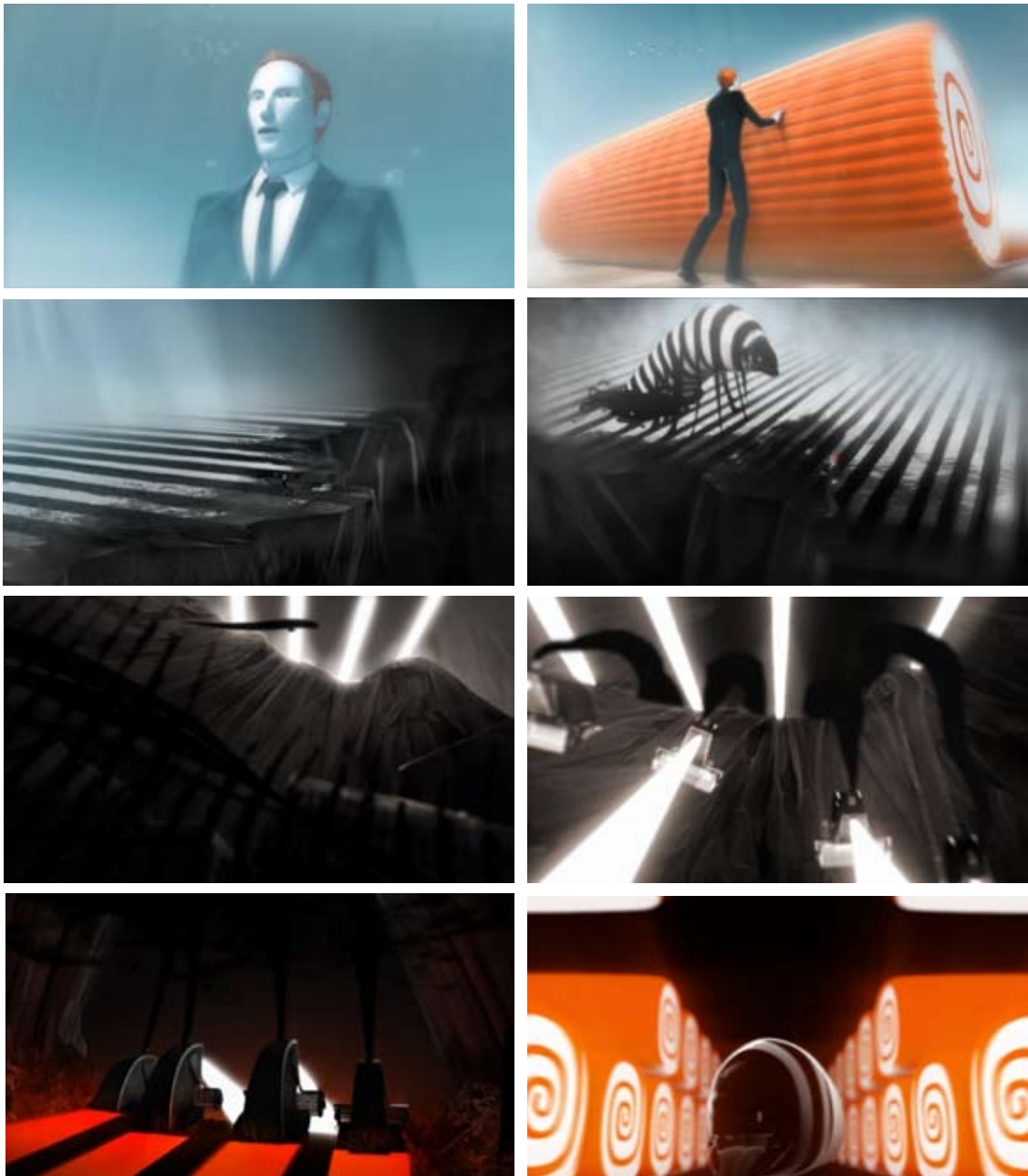
TALENT: I LOVE DUST

AGENCY: CRUISER

## CRUISER 3D / ANIMATION

Role : Concept / Direction / Design / Editing / Compositing / Sound Design

Music Video for british electronic band Cruiser. The second single from their debut album features a nightmarish journey through an underwater sushi world infested with conga eels and strange machines.



TALENT: I LOVE DUST

AGENCY: CARTOON NETWORK

## CARTOON NETWORK DESIGN / MOTION CAPTURE

Role : Concept / Direction / Design / Motion Capture / Editing / Compositing / Sound Design

Small series of self promotion 5 second spots for Cartoon Network to show in between shows.



TALENT: I LOVE DUST

AGENCY: VARIOUS

## VARIOUS

CHARACTER DEVELOPMENT/ DESIGN

Role : Concept / Direction / Design / 3D / Compositing / Sound Design

Selection of 3D characters created for Various.

