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ENTRY GUIDELINES

WINNER'S GALLERY

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MEDIA CENTER

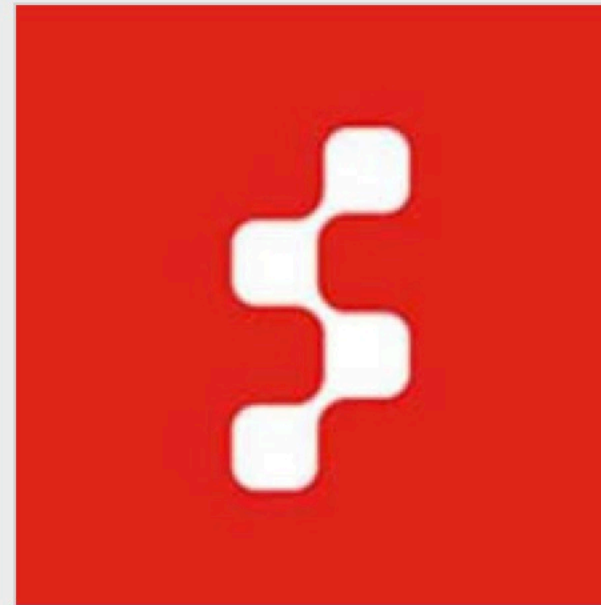
STORE

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FILM/VIDEO

Professional
Animated Film



SAPIENTNITRO LONDON (UNITED KINGDOM)

www.sapient.com/en-us/global-markets/aboutus/locations/london.html



Project Title: **Lycra Moves You**

Client Name: **Lycra Apparel** - www.lycra.com





Official Creativity Partner



We brought the TV campaign to life with an evocative, balletic brand film, directed by award-winning Philippe André. The film follows a young woman as she balletically moves through five stylised scenes that represented the situations of her day. Wearing a range of LYCRA® infused garments throughout, each dramatic movement her body made was captured with a revolutionary 3D 'trail' effect, heightening the visceral sense of fluidity and dynamism.

We achieved these effects by partnering with a visual effects company in London and they used our multiple camera captures of the dancers movement to accurately track their movements digitally. Throughout four and a half months of intensive work this movement provided the basis for a proprietary strand extrusion, cloth lofting and proximity triggered simulation software.

All rendered using a ground breaking GPU rendering that enabled us to achieve the refinement iteration cycles and ultimately finer quality final images. Once the images were finished we set the enchanting movements to a bespoke re-recorded version of Nouvelle Vague's 'Dance With Me' track.

Judge Commentary:

- Wow. Amazing production!

CREATIVE TEAM

