

# A PRESENTATION FOR SHOWSTUDIO

26.06.07

By Twin  
Communication  
Motion Design  
Direction

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Twin has been operating since 2002 as a communication design collective who share a common desire to evolve new perspectives on visual narrative.

Whether client-driven or personal, we strive to originate a compelling and expressive language, challenging the boundaries of contemporary video design and direction. Intended to strike a nerve with an increasingly disenchanted audience, our work combines a mix of live action, 3D, classic typography, photography and illustration.

Above all else, we create projects with intense emotional impact.

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## Collaborative for this project are:

**Sergei Sviatchenko** is an architect and artist. Graduated from Kharkov Academy of art and Architecture, followed by a Ph.d at the Kiev School of Architecture/ Means of visual Information in Architecture. He has had numerous solo and group exhibitions in Europe, Canada and the USA. In 2002 he founded Senko Studio, a place where Sviatchenko presents various pieces of Art produced by emerging and promising European artists and designers. He has been commissioned on numerous occasions to create art for architectural and environmental use for PricewaterhouseCoopers, Jyske Bank, Nokia, Grundfos, Sonofon, The Danish Business Academy, Danish Parliament. In may 2006 he was chosen as one of the five emerging new art image makers from around the world, to feature in the launch of the new Varoom magazine, UK. Contributes, Varoom/UK, Neon/Germany, This is a magazine/Italy, Playzebra/ Italy, Kilimanjaro/UK, Dazed & Confused, UK.

**Alex Carvalho** has worked widely as a communication and motion designer within the UK Creative industry. He enjoys a breadth of experience across a range of moving image disciplines from promos to video interfaces and idents. Working internationally as a director and motion designer with companies such as Imagination, Oil Factory, Moving Brands and Intro. He continues parallel investment in innovative authorial work and has enjoyed successful collaborations with names such as Blaak, Eley Kishimoto, Maharishi, Showstudio and Skylab media, with selected works screened at London's onedotzero festival, The Photographers Gallery, Magma Sheffield, Le Festival N mo France and Paris fashion week. List of projects includes work for NYTimes, BBC, Jaguar, Ford, Mazda, Amex, Nokia, Samsung, Coldplay, PJ Harvey, Elton John.

**Tobias Toyberg** is an enthusiastic photographer and film-maker with over 5 years experience working with some of London's top creatives. He flourishes in a creative environment and team, works fast and efficiently and responds intuitively to briefs across a broad spectrum of media. This includes digital film making, art direction and photography. Tobias has worked extensively as a filmmaker and director of photography on a variety of projects ranging from advertising to fashion. He has also undertaken corporate projects including work for PR and marketing companies Grow, Cow Communication Ltd, Livity and Umloud. Architects Richard Rogers Partnership, Plot and BIG and design studios Frameworks/ Brandlogic, Don't Panic and Delete; and has produced images for magazines such as i-D, Tokion, TidningenSEX, Arkitektur, Open and Lo-down magazine.

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# CUT. ACTION. PASTE. THE FACE OF COPENHAGEN FASHION WEEK SS08.

## CONCEPT & VISUAL IDEA

The concept is to establish a visual interface, interrelating single character monologues (visitors, models and designers) from fashion week with visuals, shapes and colours that determine a very unique profile of this year's participants.

This interface will be a visual experience produced using various visual elements such as video, animation, montage, graphics and audio collage. (See Sergeis photomontage and fashion promos previously designed by twin – at early London/ Paris fashion weeks)

The artists intend to edit and interfere with the footage, creating collages nearly in real time as footage is shot on location, generating a uniquely evolving and responsive dialogue with the participants.

In essence, the idea is overload minimalism, using clean and intriguing compositions to convey the contemporary face of the Danish fashion landscape.

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## PRODUCT

We aim to produce an identity out of 25 freestanding short bumpers to be screened in between fashion TV shows, programs, documentaries - up loaded in real time to a dedicated internet website. A short film representing the colourful and lively creative environment born of fashion week would also be produced.

## HOW

We'll stimulate interesting soundbite responses from the interviewees, from simple questions like: What are you? Who are you? Why do you like Danish fashion? What's the favourite piece of clothing you're wearing? Etc... Those short monologues will be shot as straight portraits (half or full body...) all around the fashion event with high definition camera (HDV).

In parallel with these interviews, the artists will be also videoing and photographing close ups, abstract patterns and extra details of clothes or objects that will be further edited/ composed together with the answers of the characters to form a rich moving image collage.

For the final ID bumpers and 5 min interviews montage, we will never show the whole face of the person in question. It will always be partially or totally covered up by geometric cutout elements. Within this cutout we will place either found footage (though all from fashion week), stills that have been printed and cut up into shapes, solid colours, graphic shapes, typography and stop frame animation.

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**WHEN**

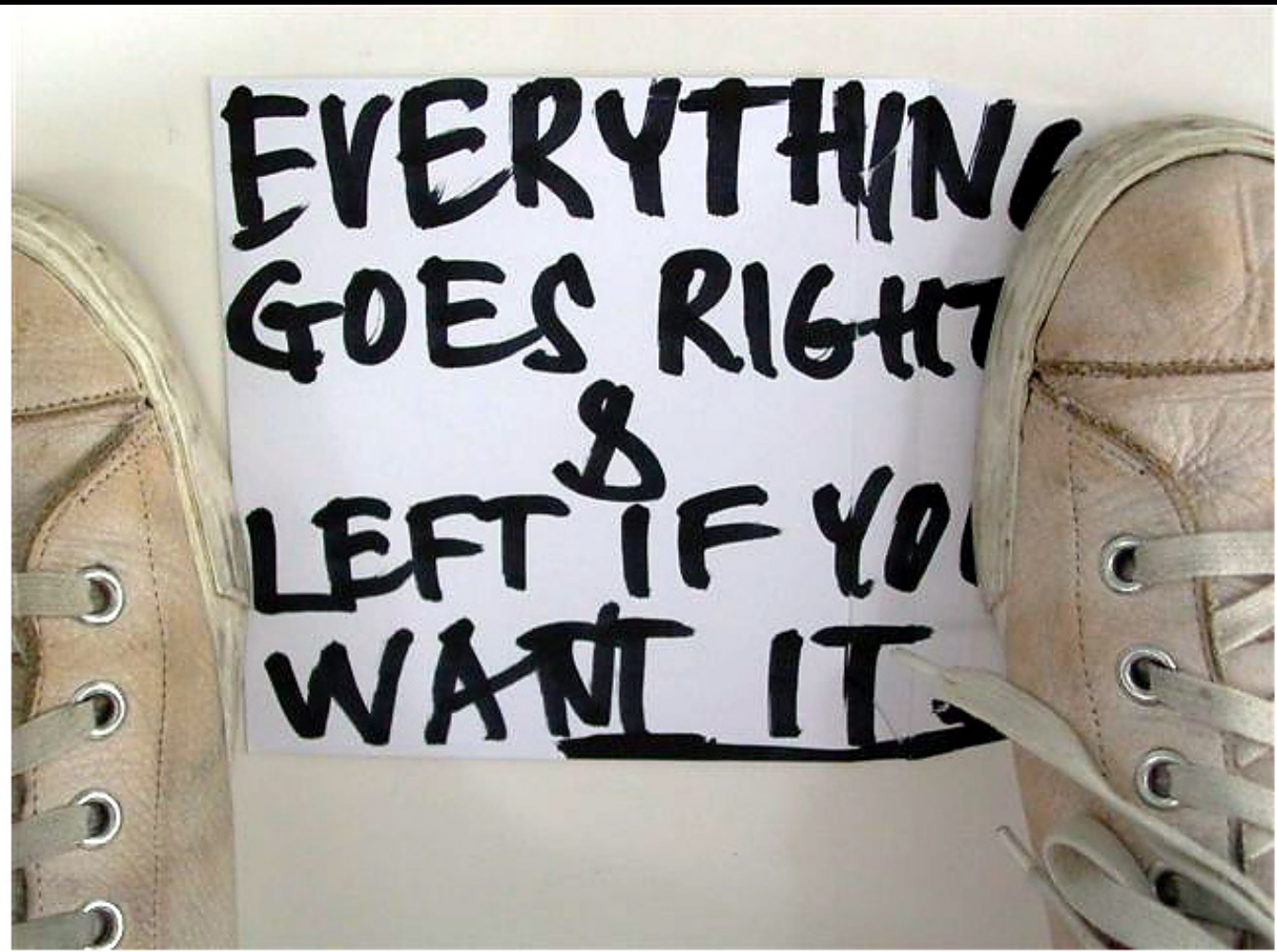
The project will be shot during show intervals, promotional events and parties at Copenhagen Fashion Week SS08, 8 - 12 AUG.

Project

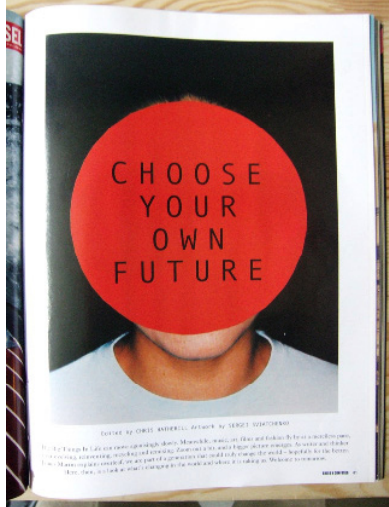
# PHOTO COLLAGE

Work for the British Magazine Dazed and Confused

By Sergei Sviatchenk







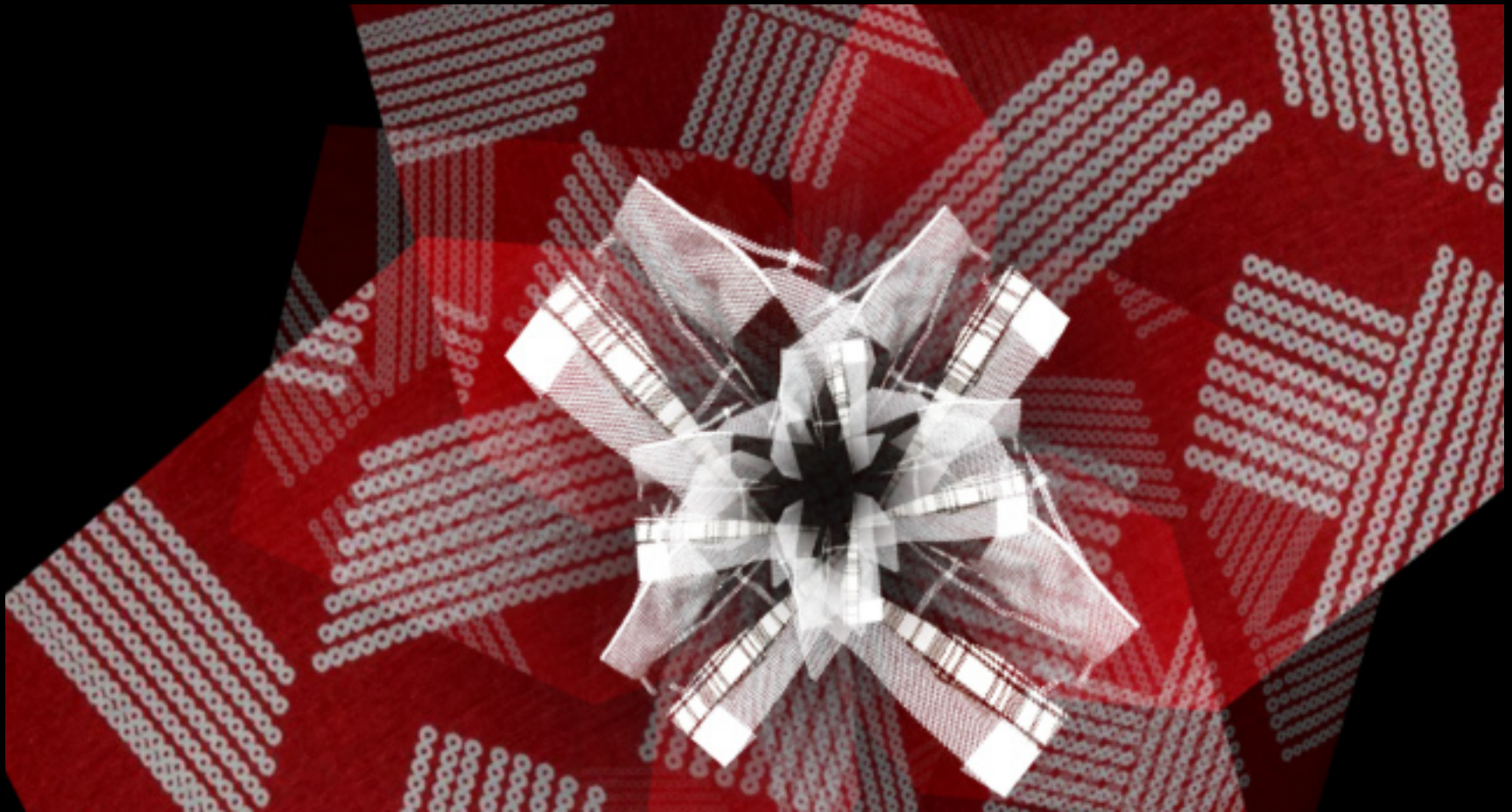


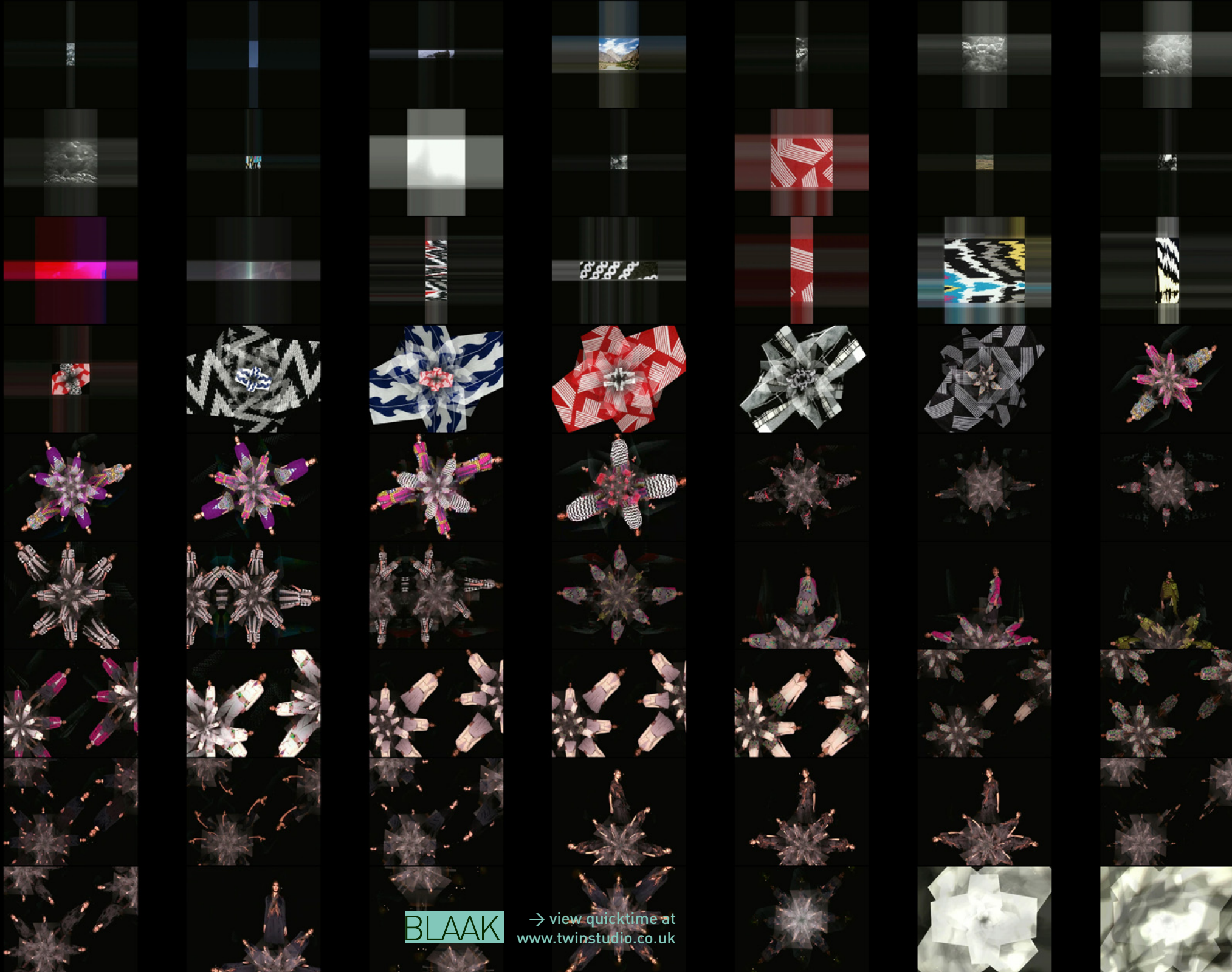
## Project

## PROMO FOR FASHION LABEL BLAAK

Conceived as a virtual catwalk, the piece was produced during paris fashion week, and subsequently shown on screens within their London outlet. Following much successful feedback for the label, the piece was selected for feature at the ICA as part of the onedotzero festival of new tendencies in moving image.

By Alex Carvalho and Tobias Toyberg





BLAAK

→ view quicktime at  
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# THANK YOU!

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