



NOKIA 'DOT

RUSHES SOHO SHORTS 2011

THE ANIMATION CATEGORY



Country: UK

Running Time: 90s

Director: Sumo Science

Producer: Laura Pepper & Jason Fletcher-Bartholomew

Production Company: Aardman Animations

Short Synopsis: Dot is a tiny 9mm girl who wakes up in a magical, magnified world to discover her surroundings are caving in around her. She escapes the encroaching wave of destruction as her world unravels via a path made up of tiny, familiar objects. The film set a new world record for the smallest stopmotion animated character in a film.



Long Synopsis: Shot entirely on the new Nokia N8, the 'Dot' film showcases the smartphone's 12-megapixel photography capabilities and also celebrates the CellScope, an invention created by Professor Daniel Fletcher. The CellScope is a microscopic device attached to a Nokia handset, which the Professor used to produce life-saving technology: with his invention he has helped diagnose fatal diseases in remote areas of third world countries.

As part of the upcoming campaign to bring these types of amazing, authentic uses of technology to life, Nokia's agency W+K briefed Aardman to create a microscopic animation. The film features Dot, a tiny 9mm girl who wakes up in a magical, magnified world to discover her surroundings are caving in around her. She escapes the encroaching wave of destruction as her world unravels via a path made up of tiny, familiar objects such as coins, pins, pencil shavings, nuts and bolts, until she finds peace by knitting herself a blanket from the very matter that pursues her. The tiny film has set a new world record for the smallest stopmotion animated character in a film.

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