



COS X FRIEZE ART FAIR

RUSHES SOHO SHORTS 2011

THE BROADCAST DESIGN CATEGORY



Country: UK

Running Time: 1m 30s

Director: Karan Kandhari

Producer: Karan Kandhari

Production Company: Oslo Beach Films

Short Synopsis: Swedish minimalist fashion label COS sponsors the Frieze Art Fair as Colour invades monochrome spaces.

Long Synopsis: Staying close to the core aesthetics and spirit of COS, minimal, monochrome settings are invaded and embellished by colour in various forms. Lo-fi methods/aesthetics clashing against sheen and structure. Drawing inspiration from the colour palette of the COS Fall Winter collection where a controlled palette of greys and cremes base palette was made up of deep greys and cremes. Solid, minimal and sharp. However, every now and then the collection sees a bold burst of colour - blood red, gold and cyan. Created to celebrate Swedish label COS sponsoring the Frieze Art Fair.

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