



FREE RANGE

RUSHES SOHO SHORTS 2011

THE BROADCAST DESIGN CATEGORY

Country: UK

Running Time: 1m 25s

Director: Jake Mavity

Producer: Will Waters

Production Company: Tantrum

Short Synopsis A man breaks in to a battery farm to reveal the horrors of battery farmed furniture. These awful scenes are contrasted with Conran's free range furniture enjoying their freedom in the beautiful countryside. It was the Conran Shop's first foray into moving image advertising and received 60,000 hits on youtube in the run up to Christmas. It was also Tantrum's first direct to client creative job.

Long Synopsis: n/a

www.tantrum.tv

www.sohoshorts.com