



VOLKSWAGEN: BLUEMOTION

RUSHES SOHO SHORTS 2011

THE BROADCAST DESIGN CATEGORY



Country: Germany

Running Time: 22s

Director: Jean-Paul Frenay

Producer: Yves Legrève

Production Company: Latcho Drom

Long Synopsis: The concept was to create a commercial using the less co2 emission possible. The whole set was build with recycled material, and all the animation/movement was done using manpower only. Everything you'll see in this movie was created with pre- used materials and objects like milk bottle, tetrapacks, recycle paper, magazines, woods and so on.

www.latchodrom.be

www.sohoshorts.com