

SUPERFAD HONORED AT AICP

At the recent AICP Show in New York, Superfad dominated the award show's design category with two visually striking projects, the ink blot-inspired Target "Art Connects" and the explosive and immersive "Universe of Entertainment" for PlayStation3.

Target's Art-Connects is a branded installation experience that appeared on four independently moving screens that interconnect to make one large digital canvas. The piece is about imagination as portrayed by art and music, core experiences that connect us all.

PS3 was designed for a sophisticated audience who would appreciate the notion of controlled chaos. Using a sculptural approach, Superfad envisioned a console from which hyper-real glossy worlds burst forth and contract, while the viewer is plunged seamlessly from one gaming experience to the next.