

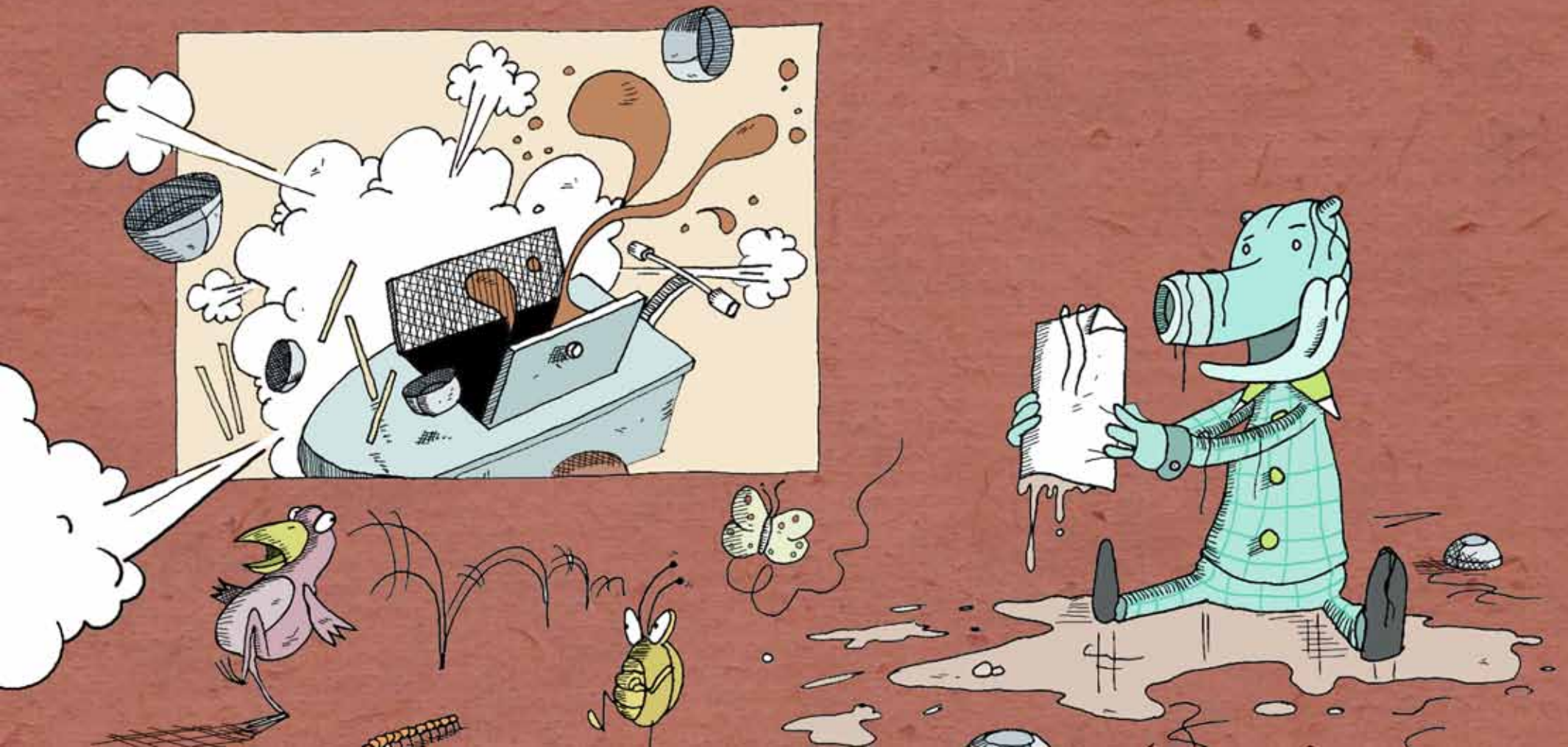
THE ART OF PHỞ



MOTION COMIC

At Submarine Channel, we love to explore the creative and storytelling potential of new hybrid formats such as the motion comic. Almost a decade ago, in 2002 we successfully pioneered this new genre by creating one of the very first online motion comics, *The Killer*. Directed by Fons Schiedon, *The Killer* is based on the popular French graphic novel series *Le Tueur* by Matz & Jacamon (published by Casterman). killer.submarinechannel.com.

With the ambitious web adaptation of Julian Hanshaw's *The Art of Pho*, Submarine Channel raises the bar for motion comics. Unlike the majority of online motion comics, *The Art of Pho* contains frame-by-frame animation, interactivity, original voice acting and a fabulous musical score by Pastelle Music.



ABOUT THE DIRECTORS

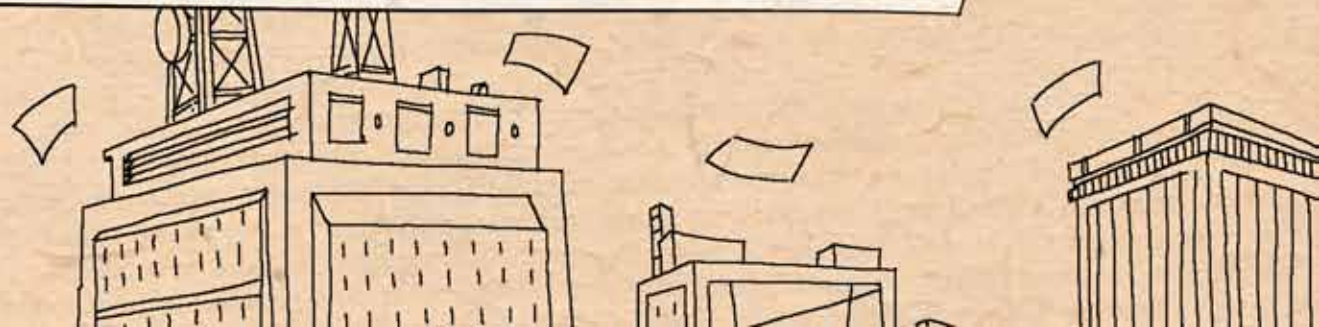


Julian Hanshaw

British-born Julian Hanshaw (1971) graduated from the University of Wolverhampton with a BA Hons in Fine Art. After spending three years at the NFTS, where his animation 'The Church of High Weirdness' won a prestigious Golden Reel Award, Hanshaw worked as an animator and animation director on double BAFTA-award winning projects such as Charlie & Lola and Yoko! Jakamoko! Toto! After 12 years in the animation industry, Hanshaw needed a new challenge and returned to his first love, comics. With his short story 'Sand Dunes and Sonic Booms' he won the 2008 Observer/Cape Graphic Short Story Prize. Two years later he published his first graphic novel, The Art of Pho. A collection of short graphic novel stories is to be released by Random House in 2012. Julian is currently working on a new full length graphic novel.

Lois van Baarle

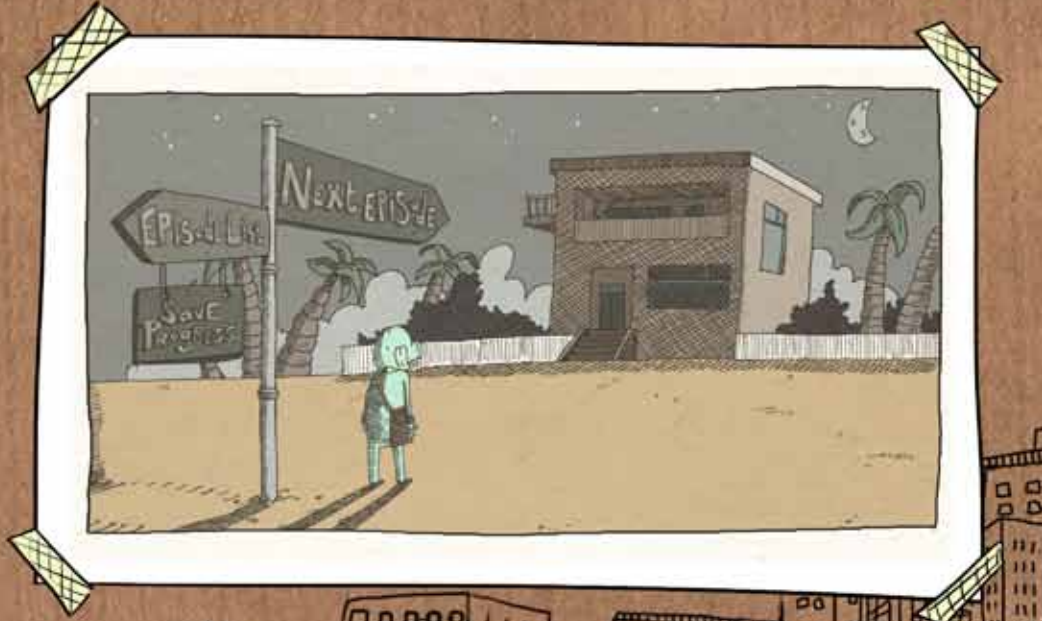
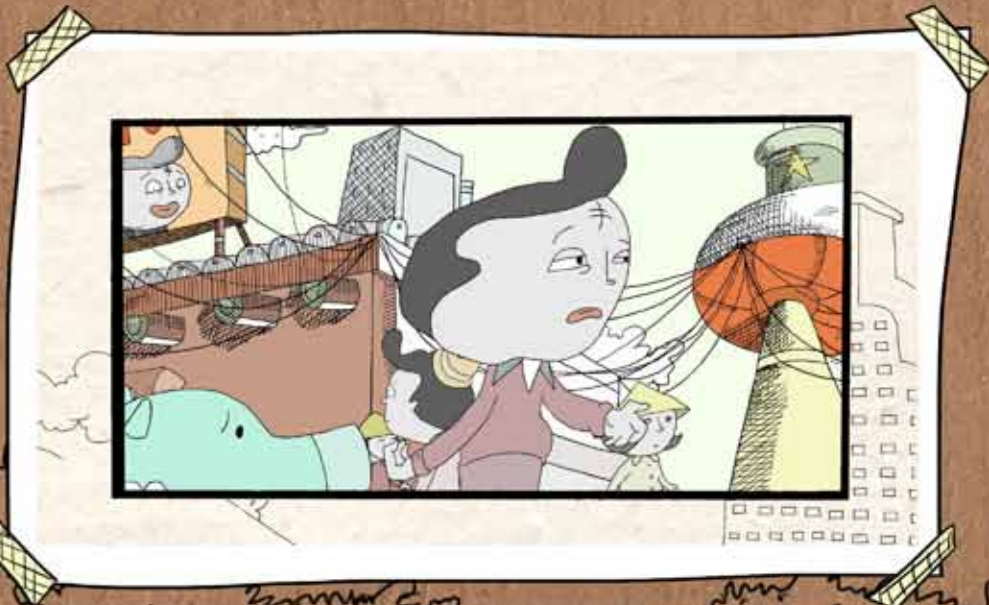
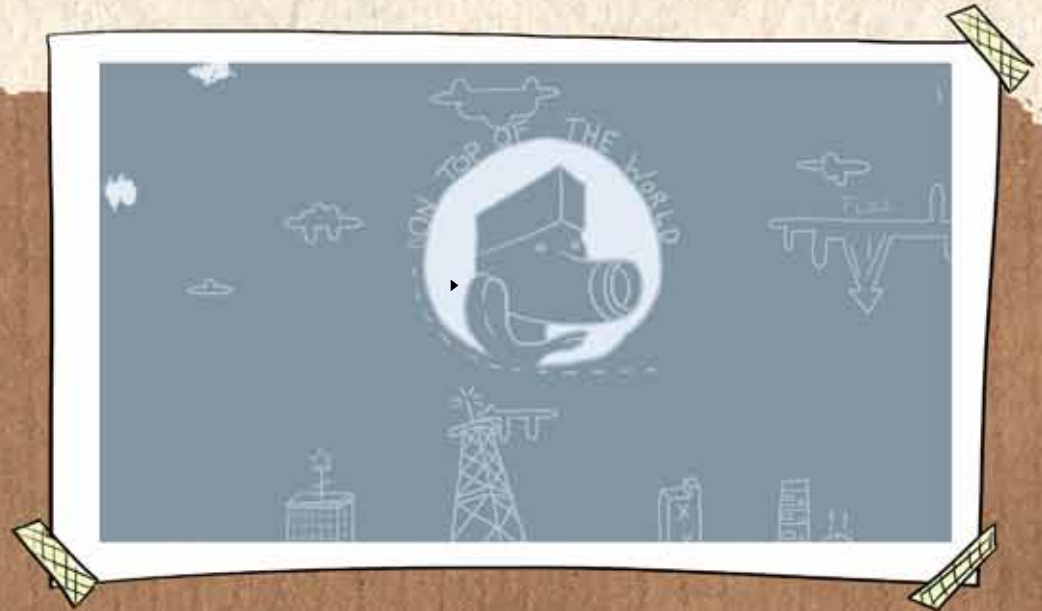
Although born in The Netherlands, Van Baarle has lived all over the world, including the U.S., Indonesia, France and Belgium. Born with a pencil in her hand, Lois van Baarle only recently developed a preference for digital art and animation. After high school, Van Baarle studied animation and pursued art as a career. Following a one-year study in Ghent (Belgium) Van Baarle attained her European Media Master of Arts title from The Utrecht School of the Arts (HKU) in 2009. Her graduation film, the breathtaking animated short Trichrome Blue, went viral. Van Baarle lives and works in Utrecht (NL).

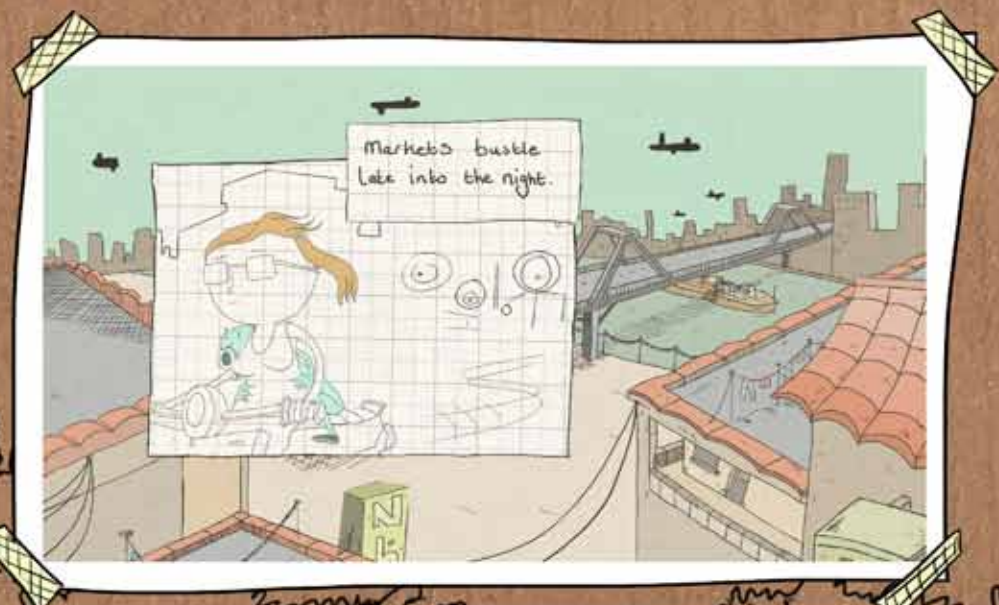
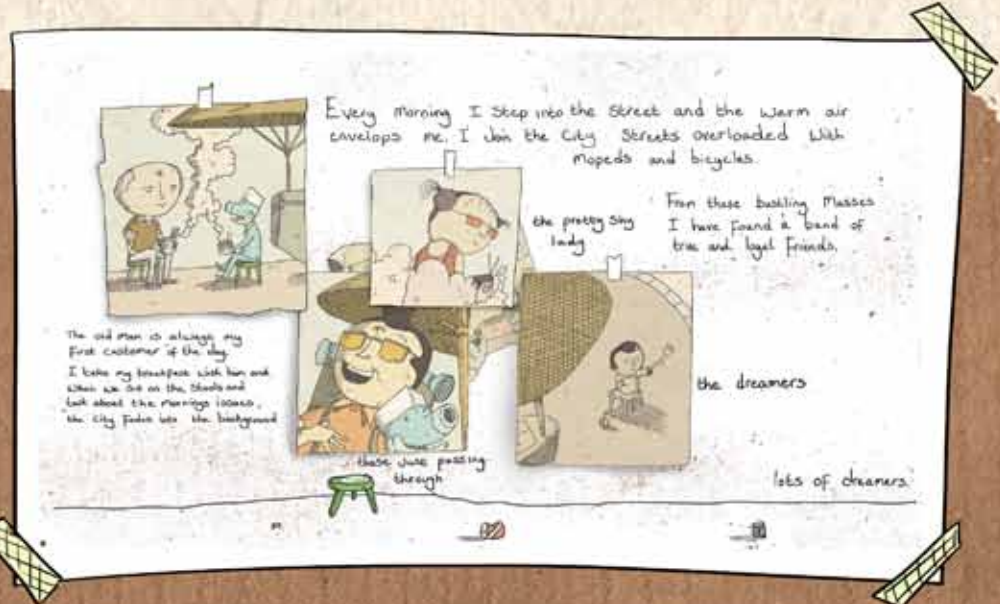
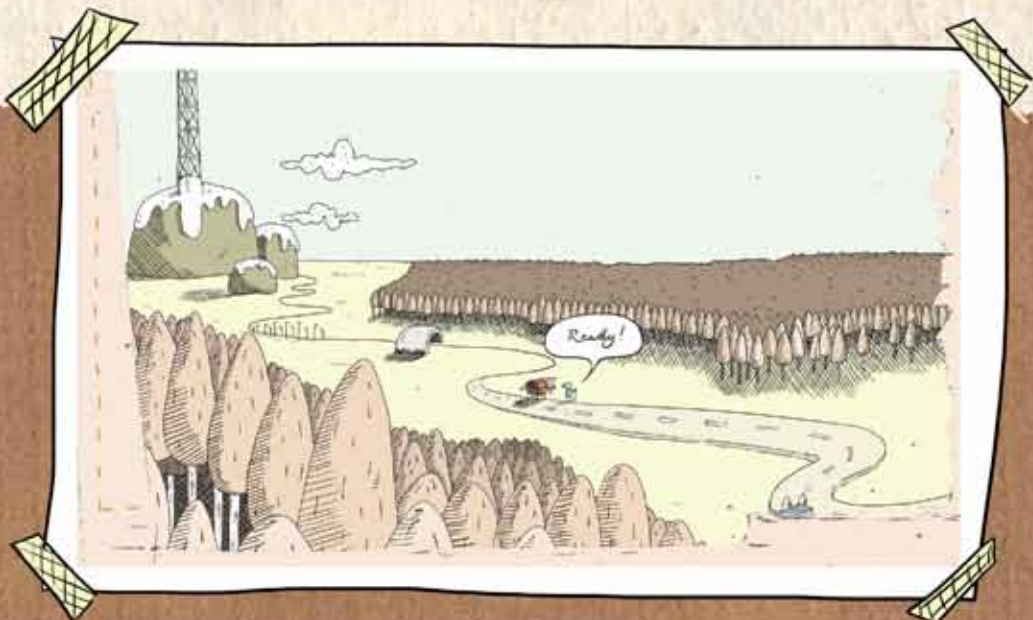


STILLS



ART OF PHO - ZIP FILE







JULIAN HANSHAW



LOIS VAN BAARLE
animation director

ABOUT SUBMARINE CHANNEL

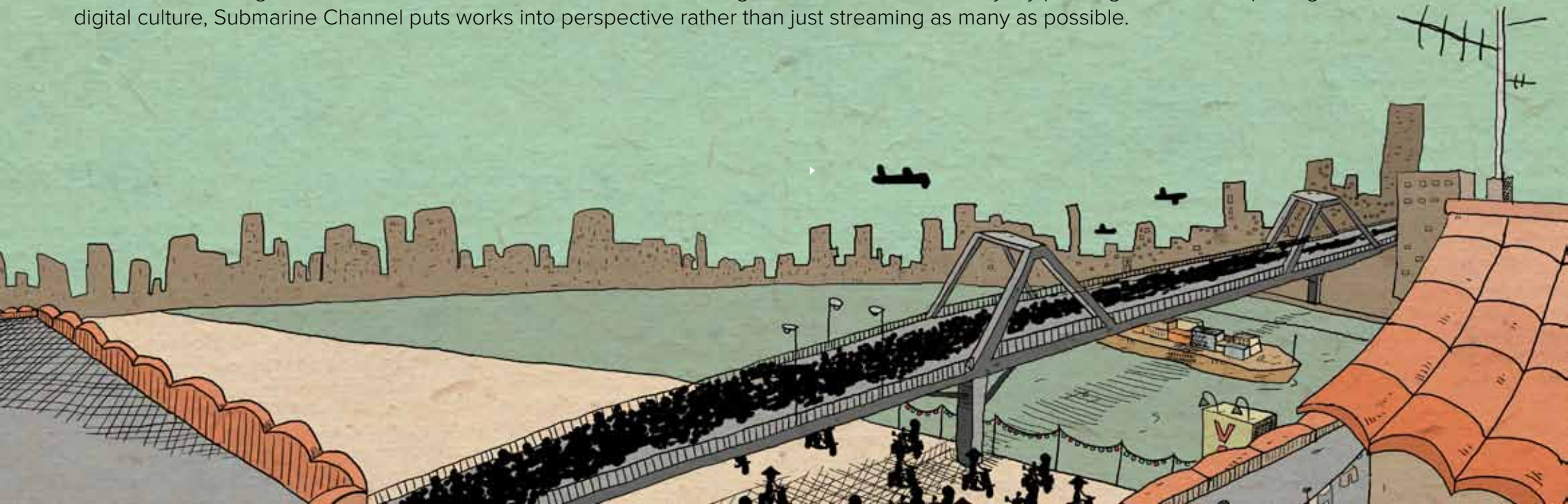
Submarine Channel

Submarinechannel.com is a distribution and a production platform that creates fresh content and exploits new technologies to tell stories in visually exciting, multiple format-friendly ways – including short digital films, innovative online games, interactive animations, web documentaries, online graphic novels and other new formats.

Although based in mainland Europe, Submarine Channel is global in scope, bringing inspiring and original work from Asia, North America and Europe together under one roof. It uses a range of possibilities for assembling this content, from exclusive licensing to acting as an agent and creating distribution deals with other web sites and media.

Submarine Channel syndicates work not just to other web portals, but to TV companies, mobile services operators and other media, both traditional and novel. The 20-strong company has full, transmedia production capabilities, from print and video to film and TV, and represents a growing stable of creative talent. These resources can also be used to take existing work and re-format and re-edit it, for example making made-for-Net films TV broadcast-ready.

Unlike most existing channels, Submarine Channel offers a mix of magazine and content delivery. By profiling artists and reporting on digital culture, Submarine Channel puts works into perspective rather than just streaming as many as possible.



Founders of Submarine Channel

Submarinechannel.com is an initiative of the Amsterdam based production company Submarine. Submarine's founding partners, Bruno Felix and Femke Wolting, are pioneers in the transmedia world.

Femke Wolting has produced and directed many TV and transmedia programs. She is the initiator of Exploding Cinema, Rotterdam Film Festival's annual look at the future of media, organizing exhibitions, conferences and master classes for media makers. Besides managing Submarine and SubmarineChannel, she just finished with co-director Jorien van Nes a new documentary film about virtual worlds: Another Perfect World.

Bruno Felix is the former director of VPRO Digital, where he developed a number of prototype media formats, such as the popular online radio station 3voor12, an online movie database and he produced several websites for the VPRO organization. He has been a consultant to the Dutch government on policy issues surrounding media and culture.

For more information regarding Submarine and Submarine Channel please go to: www.submarine.nl / www.submarinechannel.com



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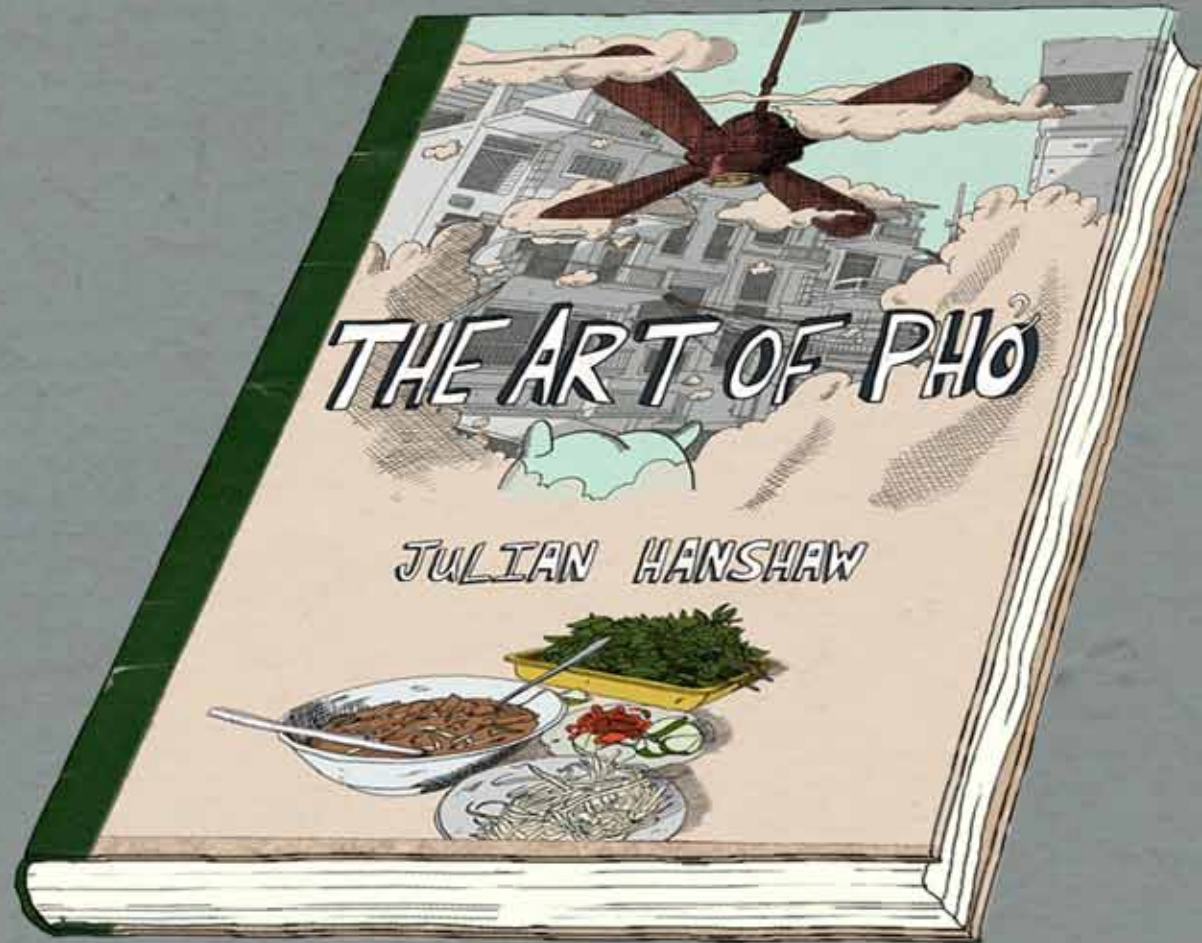
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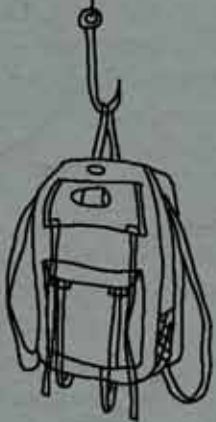


The Book

Random House published Julian Hanshaw's graphic novel 'The Art of Pho' in 2010. The book is available for purchase via: www.rbooks.co.uk.



www.randomhouse.co.uk



CREDITS

Written and drawn by

Julian Hanshaw

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Bruno Felix

Animation Director

Lois van Baarle

Animation

Lois van Baarle
Danne Bakker
Laura van Noortwijk

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Nele van Haegenberg
Ferda Surensy
Alice Eigenraam

Interaction Design

Karel Brascamp
Patrick Gutlich

Graphics and Web Design

Christiaan de Rooij

Image Editors

Yvonne Brouwers
Tom van der Heiden
Tim Jongmans

Creative producer

Remco Vlaanderen

Line Producer

Willeke Steenbeeke

Music and Audio Post Production**Pastelle Music:**

Niels Hahn
Matteo Taheri

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Sebastian Prose
(Little Blue)
Dave Calderhead
(Old Man/Joe)
Claire Schuyffel
(Sandy/Kim)
Eva Hetharia
(Beach Lady)
Micah Westera
(Angry Man/Phil/Jose)

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Daphne Plomp

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Geert van de Wetering

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Robijn Voshol

Editor:

Niels de Roos

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Randhom House
Julian Hanshaw
International Native Casting
English Casting Interaction Design
Karel Brascamp
Patrick Gutlich

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artofpho.submarinechannel.com

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