

# THE ART OF PHỞ



# WHAT IS THE ART OF PHO?

Submarine Channel re-created Julian Hanshaw's graphic novel *The Art of Pho* for the web, adding the dimensions of sound, music, animation and poetic interactivity to Hanshaw's exquisitely drawn artwork. The motion comic *The Art of Pho* features 8 episodes.

*The Art of Pho* is a moving and surreal story about a loveable creature named Little Blue and his friends. An extraordinary sequence of events brings Little Blue to Vietnam's bustling capital Ho Chi Minh City, a.k.a. Saigon, where he learns to master the Art of making Pho (Pho) – Vietnam's ubiquitous national noodle dish. The adventures that ensue set him on a marvellous path of self-discovery. *The Art of Pho* is a story about friendship, love and discovering your roots. This brand-new Submarine Channel production was made under the creative supervision of Julian Hanshaw and spearheaded by animation director Lois van Baarle.

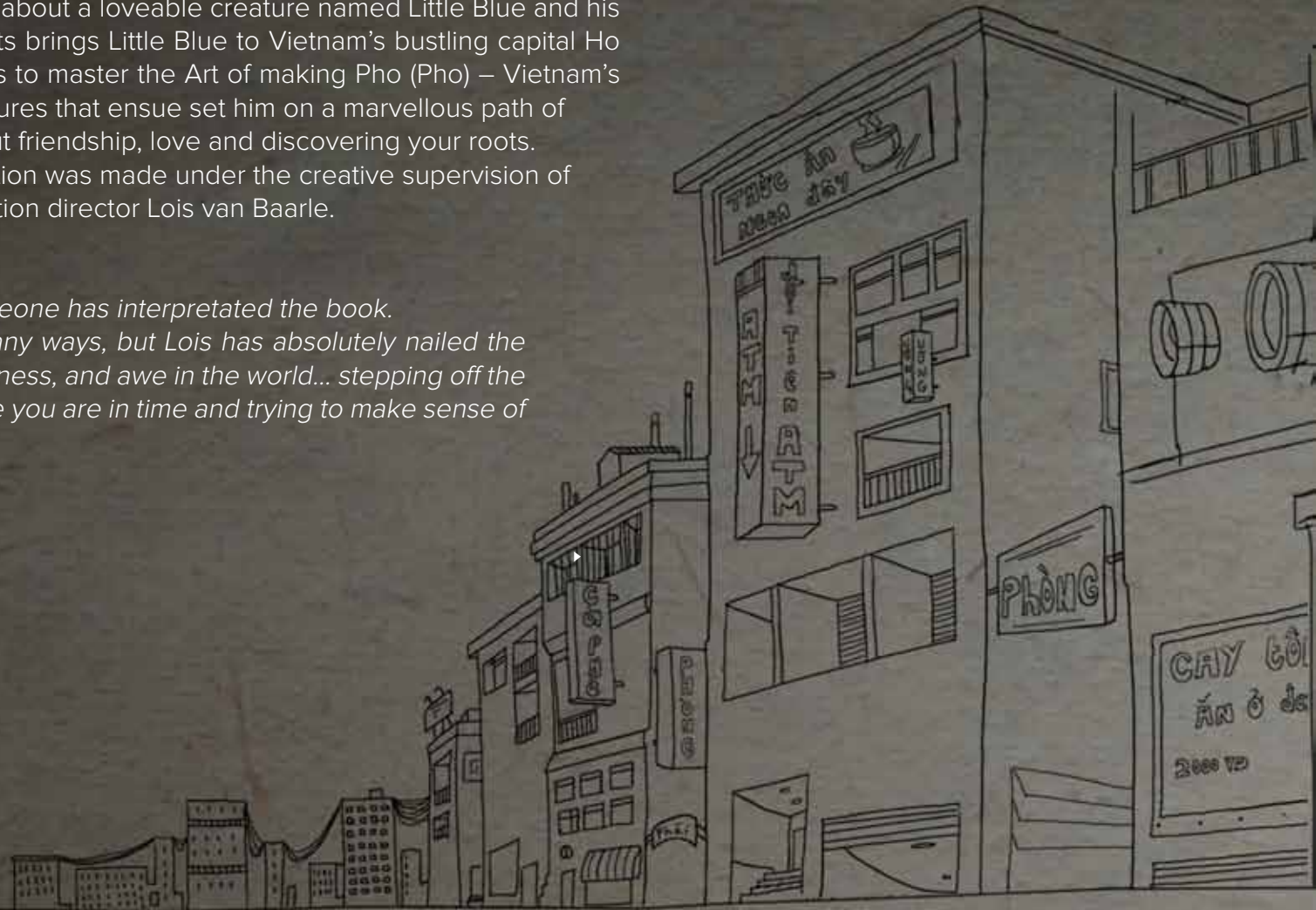
## Julian Hanshaw:

*"It's just absolutely fantastic to see how someone has interpreted the book.*

*It's quite ethereal and could be taken in many ways, but Lois has absolutely nailed the meat of the book – travel, momentum, loneliness, and awe in the world... stepping off the plane and being completely confused where you are in time and trying to make sense of everything around you."*

## LINKS AND DOWNLOADS:

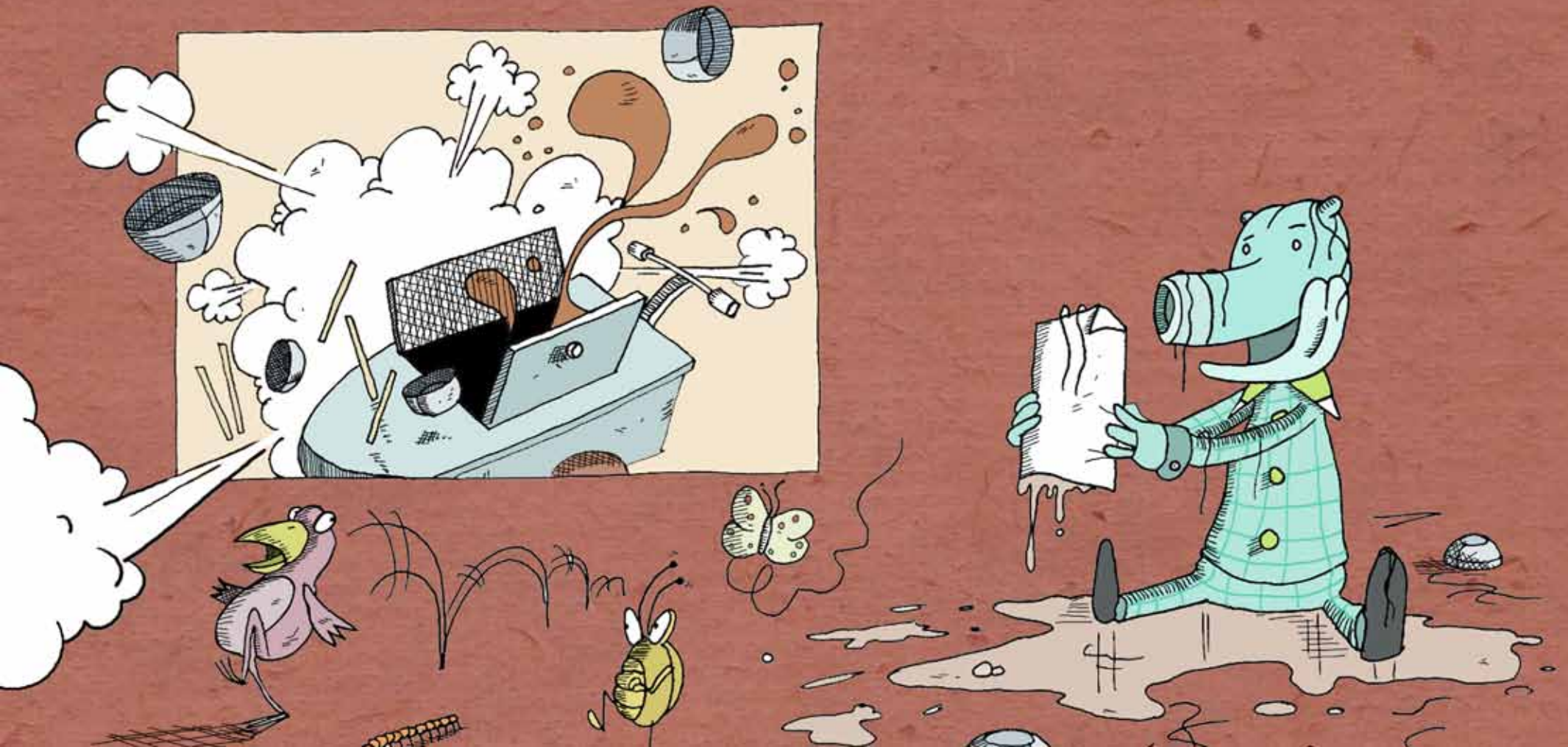
- **TRAILER**
- **MAKING OF**
- **STILLS**



# 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](http://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**

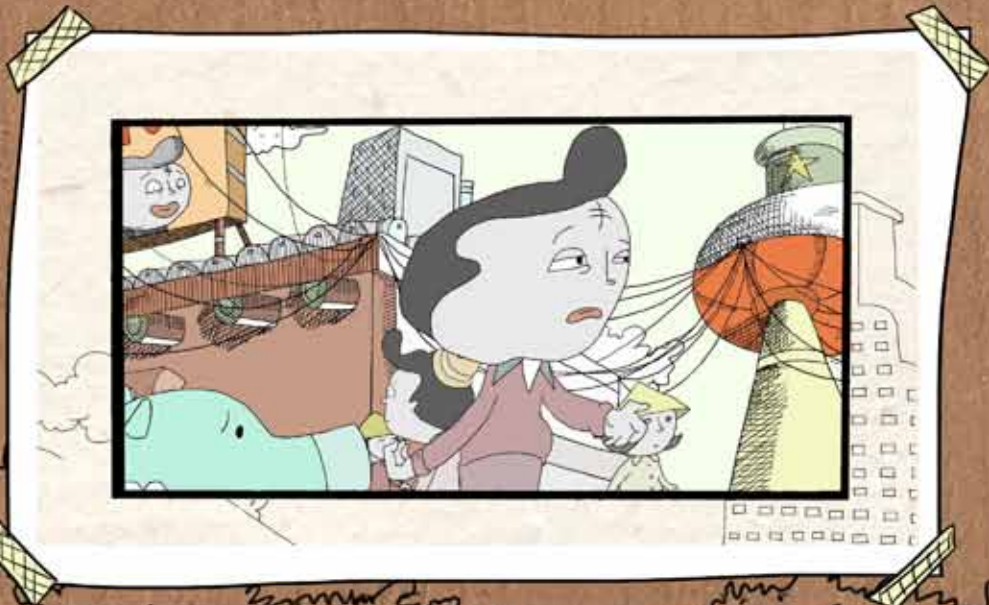
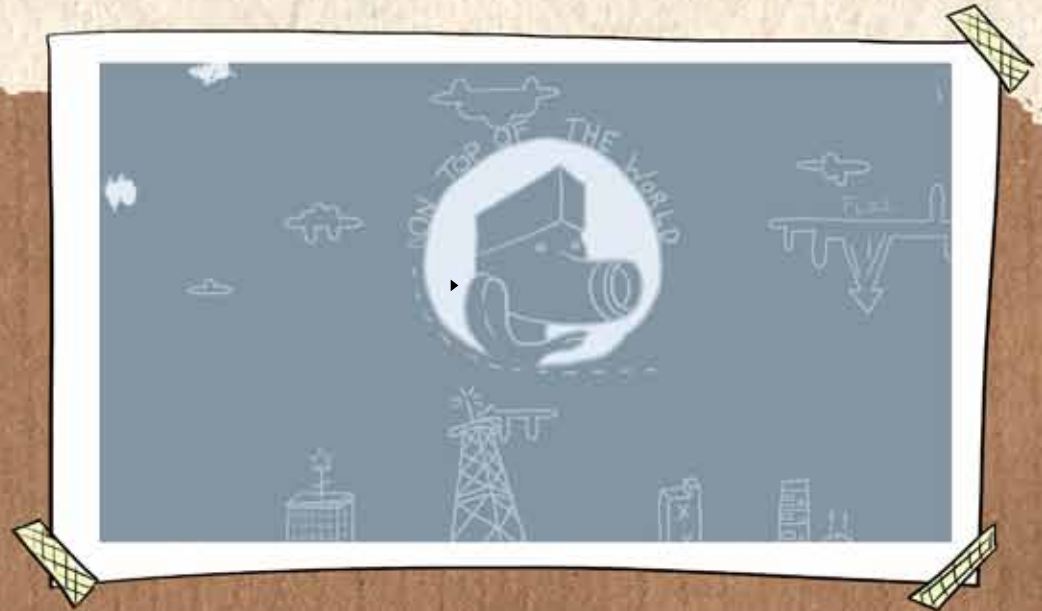
Although born in The Netherlands, Van Baarle has lived all over the world, including the U.S., Indonesia, France and Belgium. Born with a pencil in her hand, Lois van Baarle only recently developed a preference for digital art and animation. After high school, Van Baarle studied animation and pursued 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).



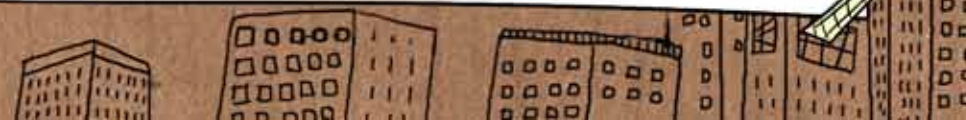
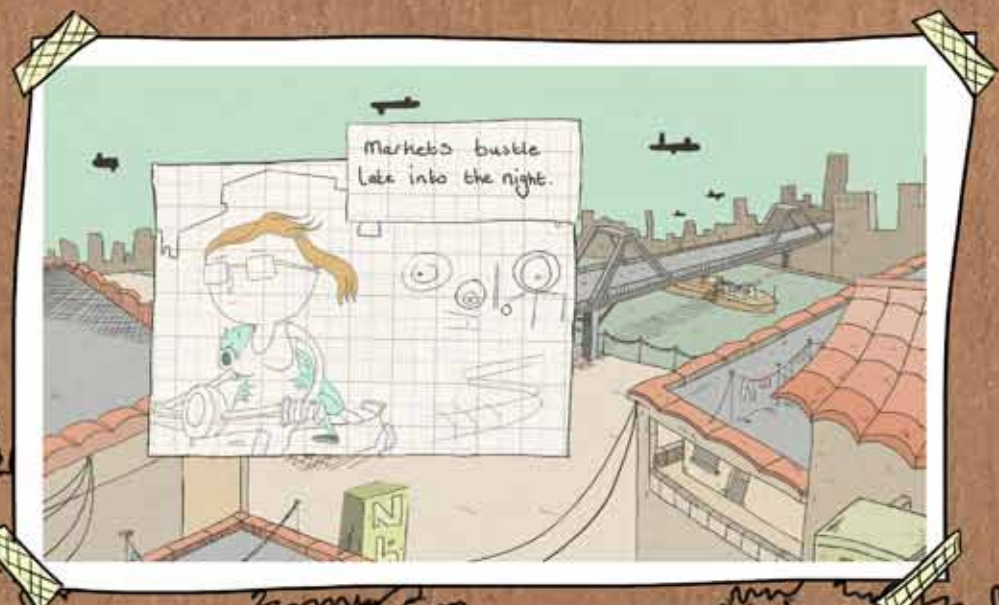
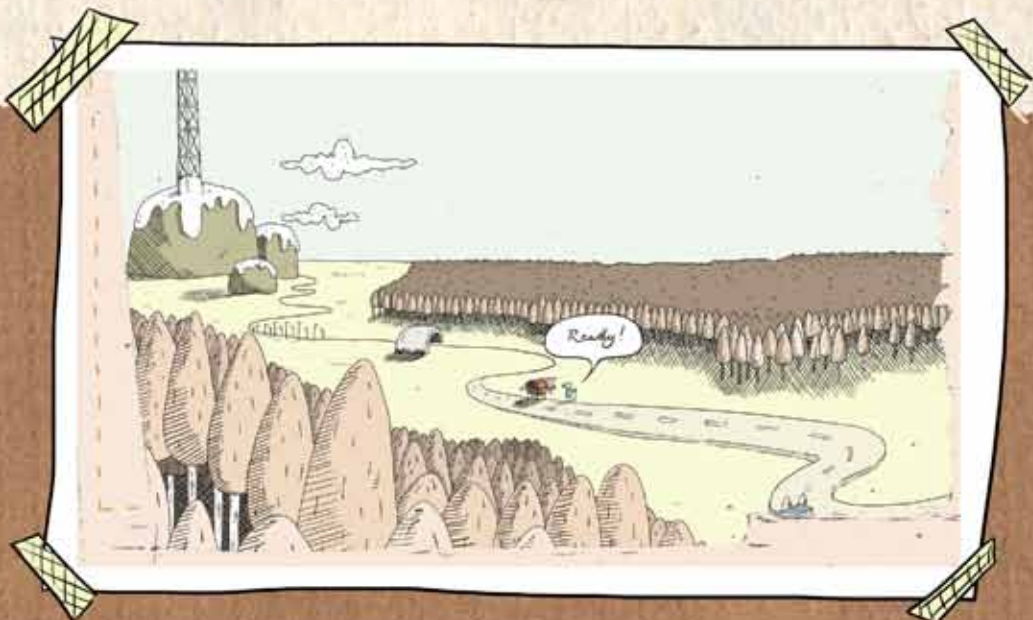
# STILLS

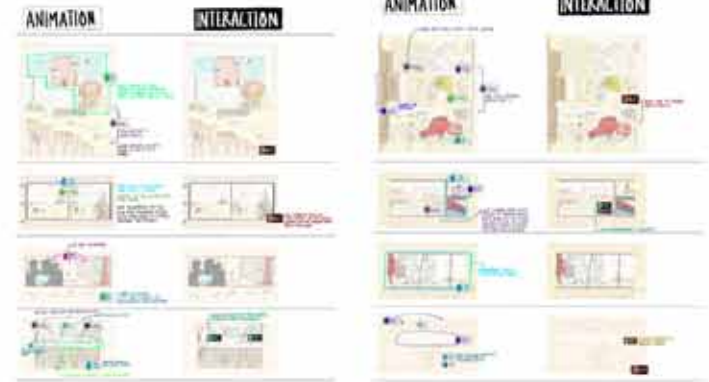


ART OF PHO - ZIP FILE









# ABOUT SUBMARINE CHANNEL

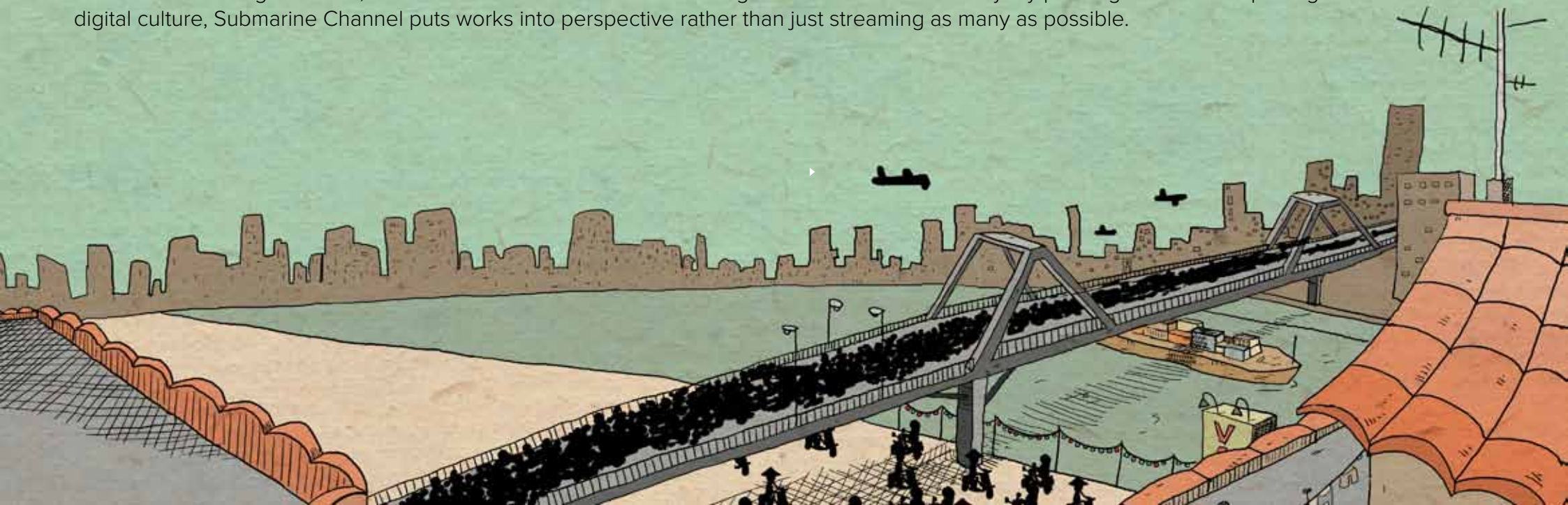
## **Submarine Channel**

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](http://www.submarine.nl) / [www.submarinechannel.com](http://www.submarinechannel.com)



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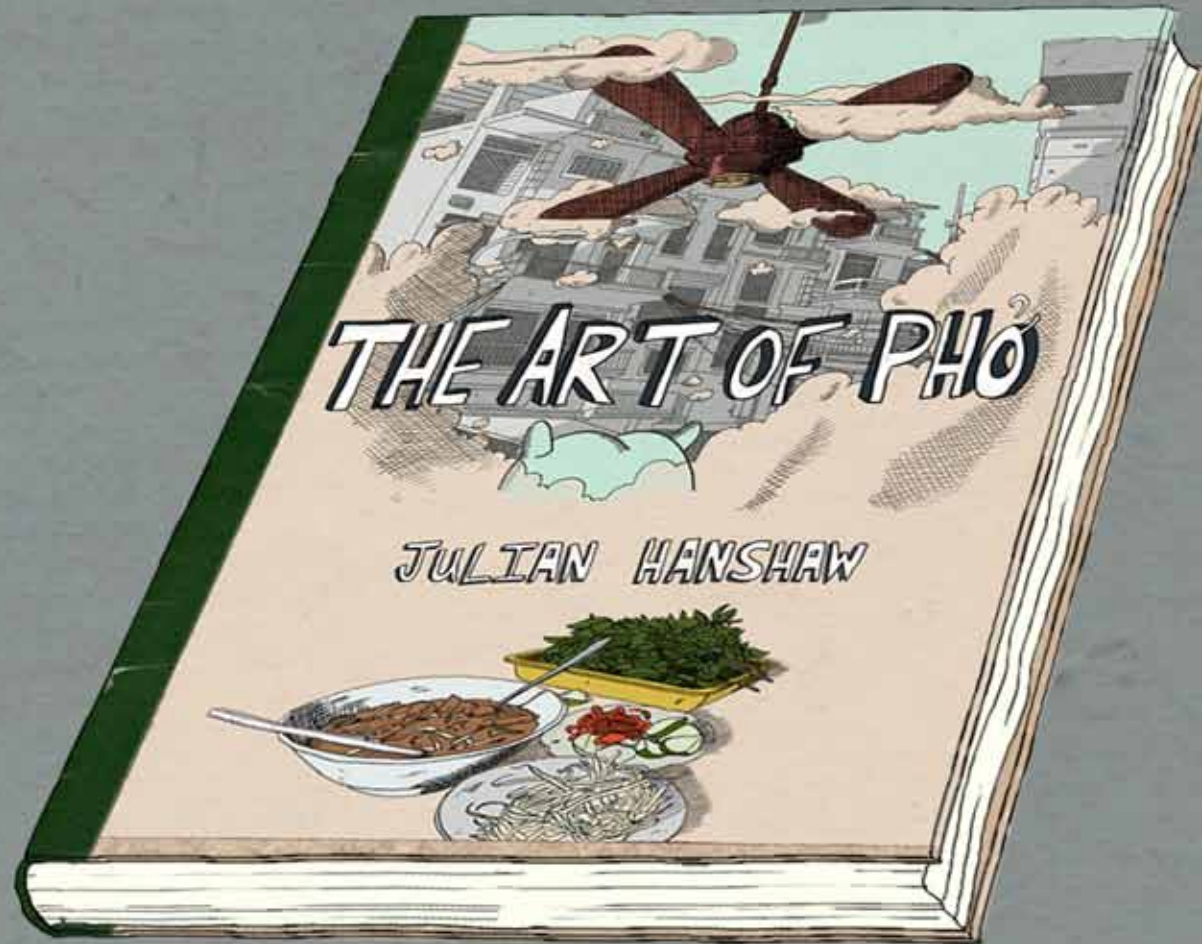
F: +31 (0)20 330 1227

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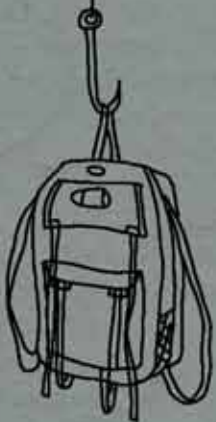


# The Book

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](http://www.rbooks.co.uk).



[www.randomhouse.co.uk](http://www.randomhouse.co.uk)



# CREDITS

**Written and drawn by**

Julian Hanshaw

**Producers**

Femke Wolting  
Bruno Felix

**Animation Director**

Lois van Baarle

**Animation**

Lois van Baarle  
Danne Bakker  
Laura van Noortwijk

**Additional Animation**

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Ferda Surensy  
Alice Eigenraam

**Interaction Design**

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Patrick Gutlich

**Graphics and Web Design**

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**Image Editors**

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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

**Voices**

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

**Publicity**

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Daphne Plomp

**Making Of Directors**

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Geert van de Wetering

**Camera:**

Robijn Voshol

**Editor:**

Niels de Roos

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