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PHILIPPE ANDRÉ

LYCRA
Moves You

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THIS GORGEOUS, BALLETIC FILM FROM LYCRA WILL INSPIRE YOU TO MOVE

TUESDAY, SEPTEMBER 30, 2014

PHILIPPE ANDRE SURPRISES AND EXCELS IN A NEW REGISTER FOR LYCRA'S NEW GLOBAL CAMPAIGN BY AGENCY SAPIENT NITRO, PRODUCED BY INDEPENDENT. AN HYBRID FILM BETWEEN INSTALLATION AND PERFORMANCE!

INDEED, HIS NEW TV WORK SHOWS A WOMAN PERFORMING A SERIES OF BALLETIC DANCE MOVES THROUGHOUT HER DAY. EACH MOVEMENT HER BODY MAKES IS CAPTURED IN A TIME-LAPSE "TRAIL" EFFECT OF COLOR SPILLING OUT.

A TRUE TECHNICAL AND AESTHETIC FEAT IN THE HANDS OF DIRECTOR PHILIPPE ANDRÉ. THANKS TO THE HARD WORK OF GLASSWORKS POST-PRODUCTION WHOM INCLUDED PHOTOGRAPHY TO THE FILM CREATING A SURPRISING WOW EFFECT.

THE ACTION IS SET TO THE SOUNDTRACK OF NOUVELLE VAGUE'S "DANCE WITH ME," RE-RECORDED TO CHANGE THE LYRICS TO "MOVE WITH ME" AND TIE INTO THE NEW TAGLINE, "LYCRA MOVES YOU."

PHILIPPE ANDRÉ TEAMED UP WITH WELL-KNOWN PHOTOGRAPHER RANKIN FOR THE PRINT EXECUTIONS. BOTH WERE LOOSELY INSPIRED BY EADWEARD MUYBRIDGE, A VICTORIAN-ERA PHOTOGRAPHER WHO USED STOP-MOTION TO SHOW HOW PEOPLE MOVE.

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