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**HOTSHOT I ROBOT** 27 February 2008

This week's Hotshot is Philippe Andre's spellbinding swan song *though Bikini*, an anthropomorphic dream come true from BBH for Omo Global.



Long forgotten and abandoned in a closet, a child's toy robot is awakened by splashes of mud from a dog and takes its first tentative steps into the outside world. As the toy explores the back garden, strolling in a copse of trees and kicking up piles of leaves, its metallic feet are transformed into those of a child. Limb by limb the toy takes on more and more human characteristics as it glances up through dappled sunlight, plays with worms and splashes in puddles until magically the transformation is complete and the toy is revealed as a young boy.

"The script I received from BBH was simple and beautifully written," reveals Andre. "In my treatment I tried to concentrate on the story and the character rather than the technique. I really wanted to hide the transitions as much as possible, to never show any transformation of the robot becoming a child because the story was more about the discovery of life, of emotions, of humanity."

The spot was shot over four days in Los Angeles, but required several weeks of pre-shoot research to nail the design of the robot. "We spent a month at Stan Winston Studios building and rehearsing with the robot in animatronics and at the same time we were building the same robot in CGI at The Mill in London," explains Andre, adding, "my focus was to feel moved by the shots, the story, the performance, and forget everything else."

In spite of appearing to be a post-heavy job, Andre is keen to point out that much of the action took place in front of the camera. "I shot everything in camera, with the robot for the beginning and with the kid as soon as he discovers his feet and hands so that I could direct him and get a great performance. We only had to cover the kid's body and face with CG keeping his hands and feet for real. Then for the scene where he is jumping in the mud becoming more and more alive, we mimicked the performance in motion capture." From first meeting to finished sound mix the spot took Andre and his team 6 months to complete, culminating in a recording session with the Prague Symphonic Orchestra to create a score that would really bring the spot to life.

To view the spot click [here](#).

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