

The Life in 2050 Ident

Created for the London Sci-Fi Film Festival

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FutureDeluxe is a multi-disciplinary creative agency with a focus on innovative motion design and digital interaction.

The Life in 2050 ident piece was put together for the London Sci-Fi film festival.

A generative piece which was made with the intention of representing our ever changing lives and landscapes, by using a code based animation which constantly evolves throughout the two minute animation.

```
div.overlay { width:1040px; height:644px; } #imgplay { margin:88px 0px 0px 190px; } #player { background:no-repeat url('/videos/news/2010/may/life.jpg') top center; } #splash, #player, #player embed, #player object { width:560px; height:340px; }
```

More Information at www.futuredeluxe.co.uk. Image and Video Courtesy of FutureDeluxe. Video Encoding: 3Dup.com