

## LFC COMPANY PROFILE

Little Fluffy Clouds, so named for the rave anthem by British band Orb, was founded in 1996 by English director/producer, **Betsy De Fries** and Dutch creative/animation director, **Jerry van de Beek**. Their initial goal was to find just enough interesting and technically challenging projects to sponsor their own equally creative short films and animations. Now a multi award-winning animation studio, LFC specializes in high-end motion graphics and digital animation of all flavours. This talented twosome brings an imaginative edge to concept design, character development, animation, VFX, title sequences and on-line media. Diversity of style is their byword.

From the get go LFC received much recognition. Clios, LIAAs, Anicomms and Creativity awards adorn the studio and LFC's short films appear regularly in festivals worldwide. The studio's work and philosophy can be found in two Rockport publications: **Computer Animation - A Whole New World** and **The Best of 3-D Graphics**. LFC founders contributed to New Rider's: **Inside Softimage**. More projects were featured in IDN-Flips **Book Seven Animation** and the studio short, **Au Petite Mort**, was explored at length in Premiere publication's: **Inspired 3D Short Film Productions**. International publisher. Art books published, Taschen GmbH, spotlights the studio extensively in, **Animation Now!**, a delightful coffee table art book. In 2009, **Total Animation**, featured the studio's Sundance short, **TODAY**, and later that year Sybex Publication issued, **Professional Digital Compositing**, by Lee Lanier, looked at LFC's Mercedes spot, **Out of this World**. In 2010 UK Animation Blogger, Ian Lumsden, will publish, **Three Minute Animations** by Ilex Press, exploring the studio's animated version of the Christmas classic, **'Twas the Night Before Christmas**, co-sponsored by Hallmark Channel and Walgreens and Conde Nast will publish, **Picture Perfect: Seeing and Understanding Color and Design** featuring images from the studio's past work. Dolby Labs featured LFC's IBM **Rorschach** cross platform campaign in their first ever, Stereoscopic 3D Film Festival.

Popular on the international animation circuit are LFC's studio shorts, among them, **TODAY**, part of the multi-award winning Sundance series, **Billy Collins Action Poet**. The Poet Laureate narrates the piece. Made for the Lexus Corporation, **The Car and The Road: a romance in automation**, is a four minute film that follows the trials and tribulations of a road as he seeks to reinvent himself for the car he loves. Both shorts join other LFC animations, **Au Petite Mort**, **Yo-Yo**, **Jack** and **Neptune** in international festivals. All are as diverse in style as they are in temperament taking the viewer on a journey to a moment in a whole other world.

Little Fluffy Clouds operates from a studio adjacent to a California National Park. Trailside walks and mountain biking are encouraged as you wait for your render. View all our productions and more on the LFC website located at: <http://www.littlefluffyclouds.com> and keep up with the latest news on the LFC blog, **a Cumulus**, at <http://www.littlefluffyclouds.com/blog>.