

# onedotzero\_press release

22 October 2013



## WALLPAPER CREATOR GRANIMATOR LAUNCHES THE FINAL ONEDOTZERO CURATED COLLECTION

onedotzero and ustwo™ release five brand new granimator packs that push the capabilities of the wallpaper creator and showcase some of onedotzero's favourite collaborators, friends and super talents whose work has been showcased by onedotzero over the last decade and a half.

A diverse selection of artists, illustrators, fashion designers, videogame makers, creatives and musicians were invited to put their stamp on granimator – ustwo™'s hugely successful iPad wallpaper creator app. Their unique and playful packs allow users to create a colourful array of digital illustrations from kaleidoscopic mandalas and totemic motifs to cheeky characters and elaborate ecosystems.

Released in October 2013, the five packs that complete the onedotzero curated collection are:

### **Universal Everyone by Universal Everything [Sheffield]**

Universal Everything is a diverse studio at the crossover between design and art – creating works for brands, screen, galleries and stadiums. For their Granimator pack you can create creatures from primitive pods to elaborate ecosystems by sticking eyes onto colourful geometric shapes.

### **Knowflakes by Fred + Company [London]**

Fred + Company is a new venture focused on social and artistic creative projects driven by Fred Deakin – co-founder and creative director of the ground breaking cross-media design agency Airside and one half of the band Lemon Jelly. Inspired by the recent "Electricity Comes From Other Planets" installation in Paris, this pack allows you to create kaleidoscopic mandalas from layers of geometric circles. Each Knowflake has its own unique soundtrack.

### **Totem Monster by Cassette Playa [London]**

Cassette Playa is the label of fashion designer Carri Munden whose work is described as "a toxicolour uniform for hard boys and girls battling real and virtual worlds". Her totemic inspired pack draws on her archive of icons and motifs inspired by contemporary sub-cultures.

### **Squinglesticks by Richard Hogg [London]**

Illustrator, designer and videogames maker Hogg likes to work with old fountain pens, computers, screen printing, giant murals, and balloon sculptures. His fun and playful nature is reflected in a pack rammed full of illustrative thunderbolts, hearts, eyes, arrows and more.

### **Fragments by Intro [London]**

The purveyors of creative thought and unorthodoxy since 1988 Intro specialize in design, direction and production and boast an impressive rostrum of clients and partner. Fragments provides a series of minimalist marks in black, white and Intro yellow. When combined these inky elements provide the building blocks for endless compositions.

# onedotzero\_press release

22 October 2013

Download FREE Granimator™ app to create designer wallpapers  
for your iPad and iPhone



Available now, free from the App store  
[http://tiny.cc/onedotzero\\_granimator](http://tiny.cc/onedotzero_granimator)  
[www.granimator.com](http://www.granimator.com)

Granimator™ is a creative graphics and sound based wallpaper creator for iPad and iPhone. The user simply downloads a pack by an artist of their choice. They can then draw, tap, pinch, drag and interact with the graphical elements to create stunning compositions and soundscapes using the iPad's multi-touch function. Finished designs can be shared via handsets or through social networking media: Twitter, Facebook and Flickr.

## **Previous packs in the onedotzero collection:**

Illegible by H5 [Paris]  
Play by 3KG [Sapporo]  
Yeah right there by Grant Orchard [London]  
Karaoke Kingdom by Hideyuki Tanaka [Tokyo]  
Joe Tube by Punga [Buenos Aires]  
Motomichi by Motomichi Studio [Brooklyn]  
Guará by Lobo [Sao Paulo]

## **about onedotzero**

onedotzero is a cultural leader curating and producing memorable and engaging events, exhibitions and experiences. Bringing art, entertainment and technology together to thrilling effect, onedotzero's skills encompass commissioning, production, consulting, public and private events, content development, publishing and education.

Our commitment and credibility is applied with deep curatorial experience to create sensory experiences that are on-brand, current and instil a sense of true excitement around digital culture.

<http://www.onedotzero.com>

## **About ustwo™**

ustwo™ is a digital design studio that delivers pioneering user experiences as digital partner to the world's leading brands including Sony, Sony Ericsson, Intel, H&M, BBC, Turner and J.P.Morgan.

As well as bringing the very best in digital design and innovation to their clients, ustwo™ explore and invest in new technologies by producing their own digital entertainment in the fields of gaming, apps and publishing.

<http://www.ustwo.co.uk/>