

## onedotzero deliver a dynamic online donations driver for Cancer Research UK

September sees the launch of an exciting new online application, commissioned by Atomic London and produced by onedotzero for Cancer Research UK and the Francis Crick Institute. Working with design and development partners Sennep to deliver an elegant digital solution, creative and cultural agency onedotzero created an interactive and generative helix to drive donations and raise awareness for the most important part of the Crick Institute's research – DNA.

onedotzero's latest digital project was commissioned as part of Cancer Research's new 'Be Part of the Crick's DNA' campaign to support the Francis Crick Institute. Inspired by onedotzero's adventures in motion [2009 identity](#), Atomic London approached onedotzero to create an innovative way for donors to become part of the Crick's DNA.

The brief was to develop a unique and personalised interactive experience that thanks new and existing founder supporters of the Francis Crick Institute and illustrates how collectively their donations are building something important and supporting the work of some of the UK's top scientists.

onedotzero worked collaboratively with interactive design studio Sennep to develop the online helix application. The helix represents Sir Francis Crick's seminal discovery of DNA and in turn the key to discovering cures for cancer. The application is driven by a custom 3D engine created using Canvas.

Each person that makes a new donation via the 'donate' button instantly receives a unique URL to a personalised page where their name appears as a molecule on a chain of DNA. This unique URL can be shared through social media as a call for action to help the Crick's brilliant cause, encouraging other people to become part of the helix too.

The helix is a double stranded chain made up of thousands of molecules which represent the names of everyone who has already made a donation, as well as the names of eminent scientists who work for the Crick Institute. Visitors to the website can explore the helix by using the scrolling buttons. Rolling the mouse over the helix causes it to slowly spin – a subtle yet sophisticated interaction that's a signature of Sennep's style.

View the helix and donate now at:

<https://www.cancerresearchuk.org/support-us/donate/francis-crick-institute/crick-DNA>

This is the first time onedotzero and Cancer Research UK have worked together and adds another innovative project to the agency's canon since pivoting from the arts and culture sector to a more commercially focused creative agency, working with brands such as Nike, Twitter, Intel, Jaguar and more.

**For more information please contact:**

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Editor notes:

### **About the Francis Crick Institute**

In 2016 a dramatic new chapter in the fight against cancer begins – the [Francis Crick Institute](#) opens. The new multi-million pound interdisciplinary research centre, dubbed the 'biomedical discovery institute' will house over 1,200 brilliant scientists who will work together to tackle some of the world's most devastating diseases – including cancer. The Institute is made up of six of the UK's most prominent scientific and academic organisations – the [Medical Research Council](#) (MRC), [Cancer Research UK](#) (CRUK), the [Wellcome Trust](#), (University College London), [Imperial College London](#) and [King's College London](#).

Cancer Research UK are urgently raising funds to guarantee that the Crick can fulfil its incredible, life-saving potential. Each donation received will help millions of people in the UK and around the world benefit from life-saving discoveries made at the Crick. Be a founder supporter. Be part of something incredible. Be part of the Crick's DNA.

<http://www.crick.ac.uk/>

### **About onedotzero**

onedotzero create distinctive events, producing culturally significant experiences: merging arts, entertainment and technology to thrilling effect.

onedotzero is an independent experience agency creating distinctive culturally significant experiences that merge arts, entertainment and technology to thrilling effect. Collaboration is at the heart of our process and for almost 20 years we have amassed an unrivalled network of artists, creatives, technologists and production partners with whom we have worked on our own projects in addition to events and concepts for agencies, brands and cultural organisations.

onedotzero is led by Co-Founder and Creative director Shane Walter. Formed in 2006 onedotzero is a cultural leader curating and producing the globally recognised worldwide digital festival for 15 years as well as curating landmark exhibitions including Decode, Digital Design Sensations at the V&A Museum. Recent commercial projects include work for Nike, Intel, Google, Jaguar, Acer, Panasonic and Sky.

[www.onedotzero.com](http://www.onedotzero.com)

Images and video content will be available shortly on request.