

words: **Dave Archer** ^{CAR} photographs: **Tim Haughton** ^{CAR}
 location: **Atticus Design & Media** ^{CAR}
 team: **Adam Martin-Jones** - creative direction, **Martin McCabe** - project management/edit, **Ben Walsh** - designer,
Eugene Foo - animator, **Graham Hutchings** - 3D animator, **Sarah Cowie** - web design/editor, **Sandra Franklin** - project co-ordinator

Atticus design and media are the 2D and 3D animation team behind the Jonas Moore phenomenon which is gathering pace as we speak. The UK based design house is the cornerstone of Factory Studios Europe that is developing, with Factory Magazine's founder Howard Webster, a series of world-first second generation graphic novels. In a telling interview, Factory Magazine tried to get to the bottom of what makes Atticus tick – how they got involved with 'Jonas' and where they see it going.

www.jonasmooore.com
 the production team
atticusmedia.co.uk

machine

How did atticus get involved with the whole jonas moore thing? Well, we've known Howard (Webster - creator of Jonas Moore) for some years now. Our friendship goes back to a previous film industry magazine first published back in 2002, he was looking for a creative design team to give the magazine a distinctive 'edge'. I guess because we were already heavily involved with the film industry we were in the right place at the right time, Howard liked what he saw - and heard - and bingo, the rest, as they say, is history.

We've worked with him on several projects since and if ever he's in our neck of the woods he drops in for a coffee and a quick chat, then 6 or 7 hours later after we've bounced ideas off each other, we each go our separate ways full of renewed enthusiasm for grandiose dreams and schemes. It was from one of these impromptu meetings that Jonas came to life. Howard had this mad idea about combining animation, live footage and who knows what else - then going

on to dominate the world with it. But instead of trying to rein it in or calm it down to something more manageable we decided we liked the idea so much we just went along for the ride.

What attracted you to jonas moore? It's kinda hard to know where to start really. The whole thing seemed like a big adventure, a bit too crazy to attempt, but at the same time too much of a temptation not to. It's like when you're a scruffy-arsed kid with your home made go-kart at the top of the biggest, steepest hill in the area - you know you shouldn't but you know you're going to. Then you jump on to see what happens, to see how far and how fast you can go. Once you're going there's no stopping and it scares the living shit out of you, but you love it and the fear turns to the biggest grin ever and you just want more.

Creatively, what does 'jonas' mean to atticus? Jonas Moore is a fantastic

opportunity for Atticus - it's a very rare animal because it enables us to unite all of our capabilities on one project, and working together as a team - devoted to one project - is something we all love to do.

This project really does combine all of our skills as an agency: photography, video, graphic design, 2D and 3D animation, motion graphics, visual effects, music, web design and interactive gaming etc. The buzz we get when all of our specialist teams are working together is incredible.

What about the technology involved with the project? There's no doubt about it, Jonas is cutting edge, in that it utilises all the latest methods and technology to produce the movies. This particular convergence of media has never been truly exploited before. People talk of 'multimedia' without really giving thought to the term, as it has been so over-used. Even 'new media'

sounds old-fashioned now, we need to invent a new word for the genre that encapsulates Jonas Moore.

By its nature this is a very 'fluid' project, things change quickly. How do you deal with this? Our vast experience in the Film and TV industry has given us the ability to work at a fast pace and deliver the appropriate media at a very high standard in short timescales - it's really no big deal, it's what we do.

Finally, how do you see the future of jonas moore? It takes the idea of the comic strip in a totally new direction, allowing the 'reader' to have a say in the outcome and the actual content. We really believe that this will be 'the next big thing'. It's our hope that Jonas gets the attention it deserves and sparks a revolution for a new era in media production that encourages viewers to become part of the project itself.

