

Gunilla Klingberg***Spar Loop, 2000-2002***

11 minutes, 30 seconds

Spar Loop is a hypnotic kaleidoscope of colorful, constantly changing patterns. Though it recalls the symmetry of forms found in nature, Klingberg created her animation from logos of European discount retail chains such as Spar in the Netherlands and the Swiss chain, Pick Pay.

Fraser Davidson***Richard Feynman – Ode to a Flower, 2012***

1 minute, 10 seconds

In a 1981 BBC interview American theoretical physicist and Nobel Laureate Richard Feynman (1918-1988) spoke of how scientific knowledge increases, rather than hinders our appreciation of nature's beauty. Award-winning British director and designer Fraser Davidson created this magical-looking animation to accompany Feynman's words.

Frank Mouris***Frank Film, 1973***

8 minutes, 54 seconds

Winner of the 1974 Oscar for Best Animated Short Film short film, *Frank Film* is a stunning montage of color, pattern, and images. Writer and director Frank Mouris narrates his autobiography as 11,592 real-life photographic collages appear in a rapid succession of kaleidoscopic designs. Renowned New York film critic Andrew Sarris (1928-2012) called *Frank Film* "an evocation of America's exhilarating everythingness."

Adam Ladd***Fresh Impressions on Brandmarks (from my 5-year-old), 2012***

2 minutes, 34 seconds

Described by Ladd as a "fun Sunday project," this video shows his 5-year-old daughter's reactions to popular logos. Delightful and humorous, the video also reveals how deeply logos can be ingrained in our psyches even as young children. Adam Ladd is a graphic designer specializing in logo and identity design whose blog, Hi CONTRAST, was named a 2011 "Top 10 Site for Designers" by *HOW Design Magazine*.