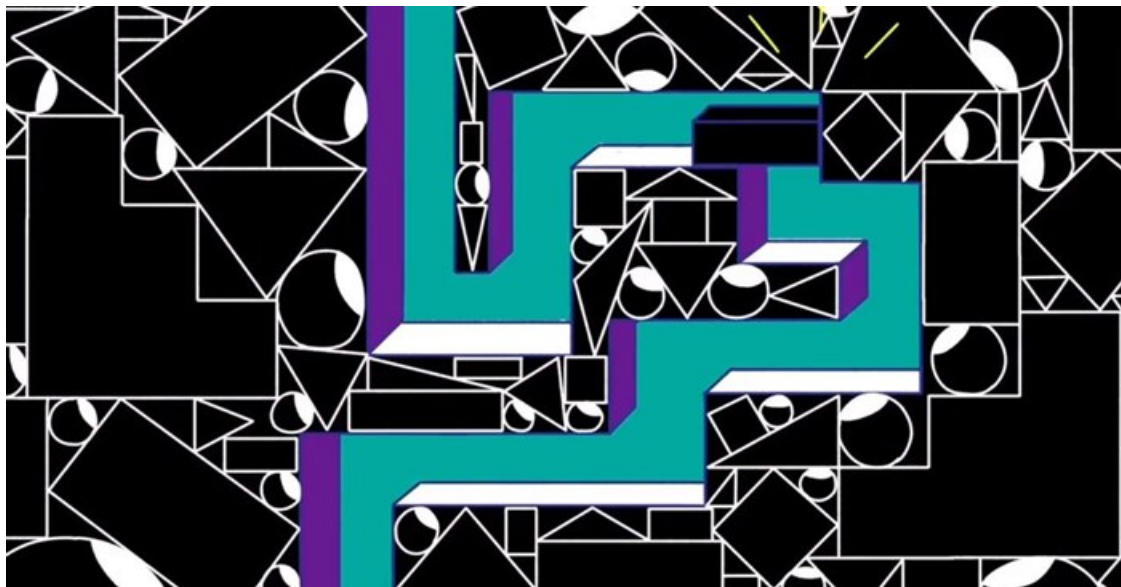


'The Cube: Part Three' campaign is launched as ADC Awards call for entries continues

The campaign was developed by brand experience design firm [Collins](#) and each episode is brought to life by one of six talented animation and illustration studios from around the world.



'The Cube: Part Three', created by Dasha Chukhrova, based in Moscow, Russia, was unveiled on Wednesday, 17 October:

Speaking about the work, Chukhrova said:

“I was inspired by main titles created by Geefwee Boedoe for the film “Monsters, Inc.”. The idea was to put the main character inside dark and playful environment. The cube moves through various obstacles and finally ends up its journey moving skyward.”

Collins developed the campaign, placing the iconic ADC Cube on a journey from adversity to achievement. Through six animated acts, the Cube pushes through challenge after challenge as it seeks to define its place in the universe.

In case you missed it, 'The Cube: Part One' by Golgotha, Paris:

'The Cube: Part Two', Laurie Rowan, UK:

A new episode will be released every few weeks through the end of the year, when [entries](#) close. Juries will be announced shortly.

For more, visit: <https://www.bizcommunity.com>