

'The Cube: Part Two' campaign continues call for entries for ADC Awards

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 Two', created by UK-based animator and illustrator Laurie Rowan, was unveiled on Wednesday, 3 October:

Speaking about the work, [Rowan](#) said:

“ I received a minimal briefing from Collins, was told it was open to interpretation and to bring my own sense of fun and style to the piece. I work mainly with characters and get a lot of fun out of crowd dynamics, so when they told me to make the iconic ADC Cube drop into a ball pit, it felt natural to me to turn them into variety of wonky creatures. The only limitation I set for myself was that the top of each character had to be the same in order to disguise them as balls upon scene entry. I had a lot of fun with this one. ”

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:

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

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