

hintmag

August 04: Diesel campaigns are never formulaic (remember Luxury of Dirt and Successful Living?), but for fall '04, the label's creative insomniacs have pushed the limits of their imagination even further...by finally getting some sleep. The main site's new Diesel Dreams adjunct is a Freudian trip through the virtual dream worlds of thirty video artists from seventeen countries, exploring "the understanding of human desire and thought, resulting in revolutionary unraveling of the mysteries of the unconscious." Each reverie is revealed in a mini-film ranging in style and subject from blood-drenched samurai fantasies a la Kill Bill to sunnier propositions featuring busty blondes and dancing polar bears. With titles like Acid Pigs Fly Over Me and My Darkness Is Melting, there is no shortage of fantastic creatures and landscapes, but our fave has to be My Dark Horse Is Horny, a vision so deliciously surreal, it would make Dali envious.

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