

Dieseldreams

Thursday July 29 saw the launch of Diesel Dreams, a campaign which as well as promoting the Diesel label, also provides 30 international film-makers, animators, artists and illustrators with exposure. The London launch took place in the Halkin Hotel where rooms were staged to represent some of the films created for Diesel: in one room a female model feigned sleep while on the opposite side of the room the scary figure of a real stuffed bear loomed, representing the I Must Destroy The Scary Bear by Hong Kong production company Da Joint, in another room where Han Hoogenbrugge's brilliant I Dance With The Bag People film played, a male model lay across a sofa with Diesel latest bag collection strewn across him. British contributors include Jake Knight and Ryoko Tanaka of Ne-o (Holes Are Coming To Get Me), Anthony Burrill/Multiplex (My Sky Is Erotic) and Paul Cummings (I See Orange Seagulls). "We were given a photograph which we had to interpret as a dream. That was the brief, basically! We were given a tight budget and deadline - the film had to be just one minute in length," multimedia designer Paul told us. All 30 films are available now to watch on the Diesel Dreams website and DVDs are being cover-mounted on the next issues of i-D, Creative Review and Raindance Film Festival magazines. If you need help finding a copy, just ask in your nearest Diesel shop.

<http://www.widemediaworld.com/fashionuk/news/2004/07/30/news0003252.html>