

# MOTOROLA/BURTON MEDIA KIT

## FIBRE'S OFFICE WAS STREWN WITH HUNDREDS

of pieces of folded paper, but they hadn't taken up origami en masse, no it was the media kit for Motorola's collaboration with Burton. Using Bluetooth to communicate from your sleeve to your beanie, it meant even in very cold weather you didn't need to take off your mittens to switch between a playlist and an incoming call.

Motorola called it 'the future of wearable technology,' but Fibre thought the kit should be more low-tech and snowboarding. Plus, Motorola's supplied imagery was a bit stiff. Instead Fibre came up with a hand-drawn and personal look that cleverly captured the form of the mountains. Hence all the folded paper.

Designed as a double-sided poster, it folded up like a map and was cut on an angle, so the edges formed peaks. Doodles gave it a first-person feel, with phrases like "I am here" and arrows pointing to a cartoon-style mountain top. To keep costs down, they got snowboarding photography from boarding friends with their own zines and magazines. Obviously the strategy worked – Motorola didn't just reorder once, but twice.

## 'FIBRE IMBUED IT WITH THE PASSION AND ENERGY OF SNOWBOARDING'

Dan Holliday – The Fish Can Sing

This project was commissioned for Motorola by The Fish Can Sing



FOR MORE INFORMATION CONTACT

FIBRE  
+44 (0)7779 027655  
[www.fibre-design.co.uk](http://www.fibre-design.co.uk)