

SAMUEL

REEVES

The quick brown fox jumped over the lazy dog into a shimmering pool of rainwater that had gathered since the last frost. Soft clusters of leaves fall without a plan to the ground, mirroring the unhurried chestnut thatch of the fox's dense coat. The fox looks to the west, only then realising the horizon has begun to curve towards them. Perhaps they should not have jumped so soon.

The hem of the pool expands indefinitely, ringing the sleeping dog and now worried fox with concentric circles of glowing liquid. The pool has lost its reflection in the spread, imbued with an inner light that seems to have its own authority, though not lacking in warmth. A once dull and listless pooch now shines with the brilliance of a recently cleaned pinball machine — unknowingly showcasing a rescued sense of neon.

PROCESS

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STEP ONE

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STEP TWO

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STEP THREE

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DESIGN PHILOSOPHY

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Known for his sweetness, this dog shakes himself awake with a gentle groan and cranes his loaf-like head towards the fox with a quizzical bent. As they lock eyes, what world they know is flipped completely towards the southern sky, and the pool ushers them swiftly towards the edge of the horizon's curve.

