





# SOUL MOVIE OFFICE PROJECT

## BY BRAIN FACTORY

The Soul Movie Entertainment is a company that provides production services and post audiovisual production with a brand by a strong urban footprint: a review of the well-known symbol of the London Underground.

This strong trait gives the opening words to the creation of a space that interprets the innovative urban concept of underground by exploring chaotic flow lines conveyed in metro stations.











The feeling of entering into a metropolitan area in which everybody is going for embarking on a travel, is strong from the entrance: the sliding door with the logo of the company opens like in a subway, introducing the passenger in an emotional atmosphere. Visually, the eye is immediately caught by an unidentified object: a huge red faceted solid that contains within it the spearhead of the offices, the DaVinci Resolve, the most powerful and innovative system of color correction. From this conceptual meteorite, in collision with the sub-urban environment, start multiple cuts of light that symbolize the underground lines.

PHOTO CREDITS: Brain Factory - Architecture & Design



