

Client: TOYOTA
Agency: Dentsu
Production: Dentsu TEC

5/10/04 Lost in Space treatment

Artist: Ann Xiao

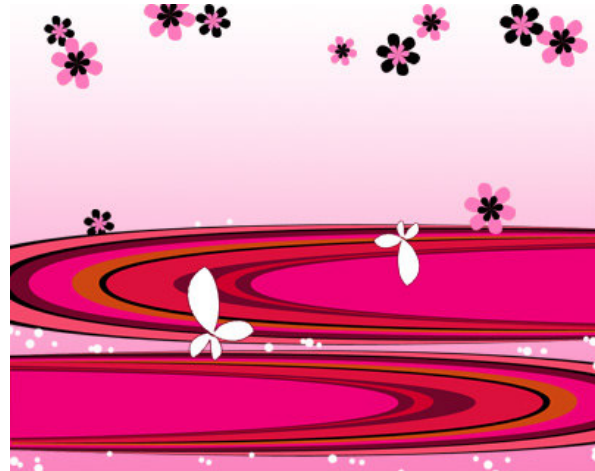
Film: A Butterfly's Trip

The Natural Result of Movement

The butterfly represents human's desire to move freely. This film focuses on natural movement of the butterfly which symbolizes the extension of human mobility.

The Trip of Freedom

Responding to the human desire to enjoy driving, this film is about a journey. The butterfly starts the trip from the low grassland, flying higher to the woods and finally reaching the sky. There is no limit of freedom which is the butterfly's spirit. It no longer only belongs to its old habitats, but also it breaks its limit of moving and finds a new flexibility and space. The i-unit one seater car is a new concept in freedom of mobility.

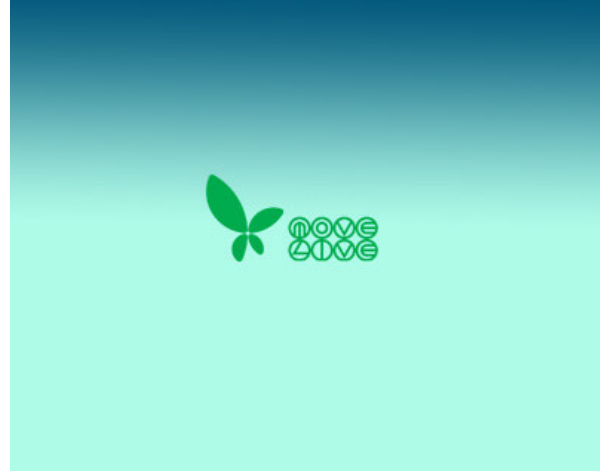


The Bond between People and the Earth

The background of this film is the nature. Grass, flowers, river, trees, clouds, wind and sky come to the butterfly with the trip. It is human's awakening of being a part of the earth. Humans are watching back to their natural attributes even when they are driving. This is the concept of i-unit: closer to human body, closer to the nature.

Creating Harmony with the Social Systems of Society

From the low areas to the higher places, the butterfly's trip is also a journey of finding its group. The butterfly is alone in the beginning. With its flying more freely, it finds its peers. It is an expression about the connections between people and society. I-unit cars are serving for the social systems as well as for the individuals. Technically, the one-seater cars can also be linked and move together.



Illustrative Oriental Styles

The art style of this film is contemporary, graphic, illustrative, and colorful with oriental features. According to the design of the I-unit cars, the style of the film has some features in common: friendly looks, natural movements, arc shapes, light mood and nice colors. These are the reasons why the film uses illustrative, graphic and colorful style. The oriental features such as flowers and trees represent the basis that Japan is hosting Expo 2005.

Lost in Space: Images of the Future

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