

less rain

We are an interactive design studio, founded in 1997, and operating within the blurred boundaries of digital marketing and product development.

We dream up and deliver innovative user experiences on digital platforms, solving a business problem while at the same time engaging users with an interesting concept, brand, tool or service. We are technology agnostic; our speciality is understanding the art of interactivity, and choreographing user experiences that are intuitive, meaningful and fun.

Our work gets delivered in the form of mobile, web and social apps, games, interactive narrative, e-commerce and experiential.

We have been awarded by D&AD, BAFTA, Cannes Lions, Clio, One Show, BIMA, Webby, FITC and FWA.

VICTORINOX FESTIVAL READY

MOBILE APP

INFO

The Swiss Army knife is considered a design icon – a multifunctional tool steeped in the Swiss craftsmanship tradition.

'Victorinox Festival Ready' is a cross platform app that aims to stay true to the spirit of Victorinox but providing a selection of useful, context free digital tools for the modern adventurer.

As a festival companion mobile app, it allows you and your Facebook friends to create and share pins of your favourite locations; your tent, friends, stages, or any cool place you discover. You can find your way to all these places using the in-camera 3D View or the traditional Map View.

Other tools include an LED Message Display so you can send visual messages to the world when you can't be heard, as well as a Sound Flare to make sure every knows - and hears - where you are.

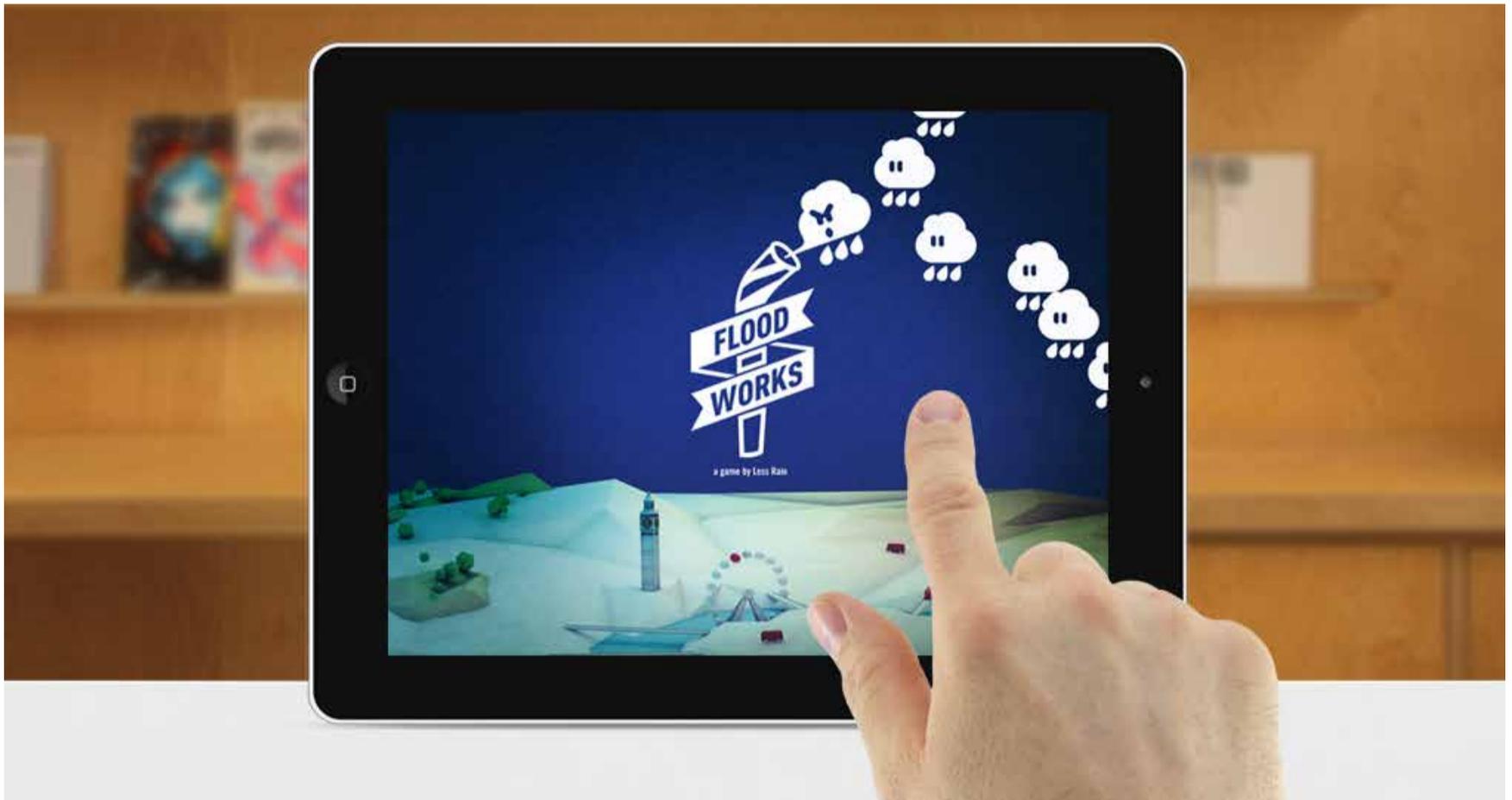
LINKS

[Google Play](#)
[App Store](#)



FLOOD WORKS

HTML5 GAME



HOORAH!
You saved London & made it to the Hall of Fame.

Current ranking :	3
Clouds killed: 69	+6900
Water level: 0%	+1000
Catchers used: 1	-2000
Windmills used: 1	-1000
Day 1 score:	5900

Final score: **27900**  

[SAVE SCORE](#) [HOME](#)

INFO

In Flood Works, you are called to protect London from flooding. Your objective is to catch all clouds as soon as they appear above London, by placing a series of 'cloud catcher' devices at the right locations.

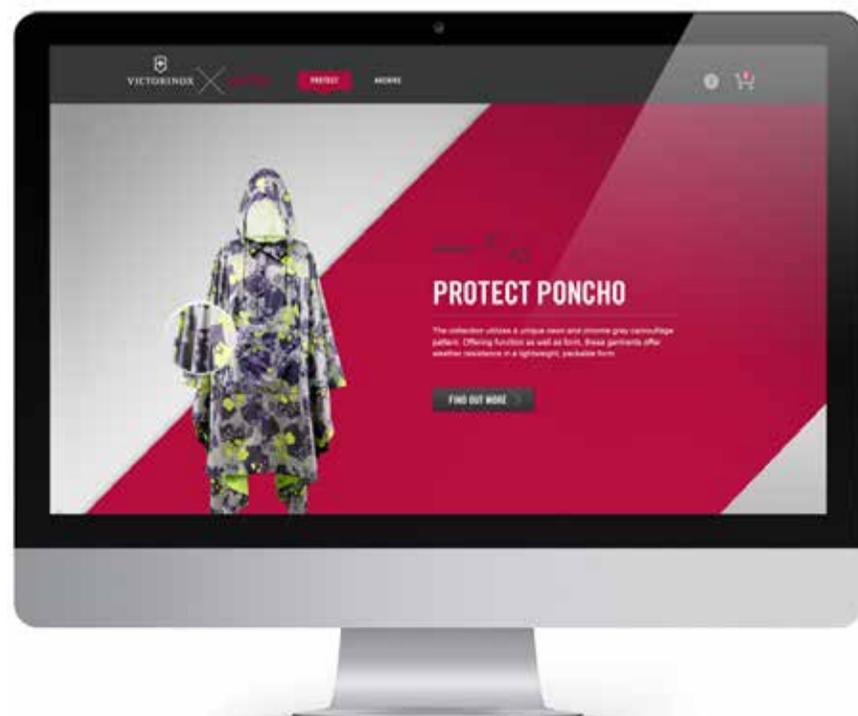
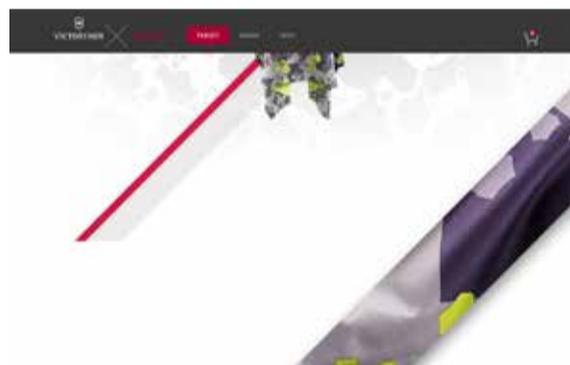
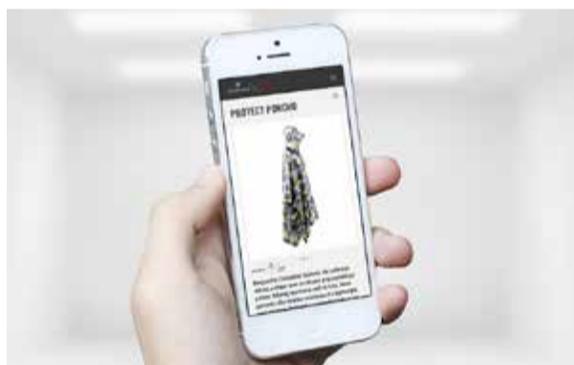
Flood Works is a self-initiated project built in HTML5 and optimised for desktop and tablet access.

LINKS

<http://www.floodworksgame.com>

VICTORINOX EDITIONS

E-COMMERCE SITE



INFO

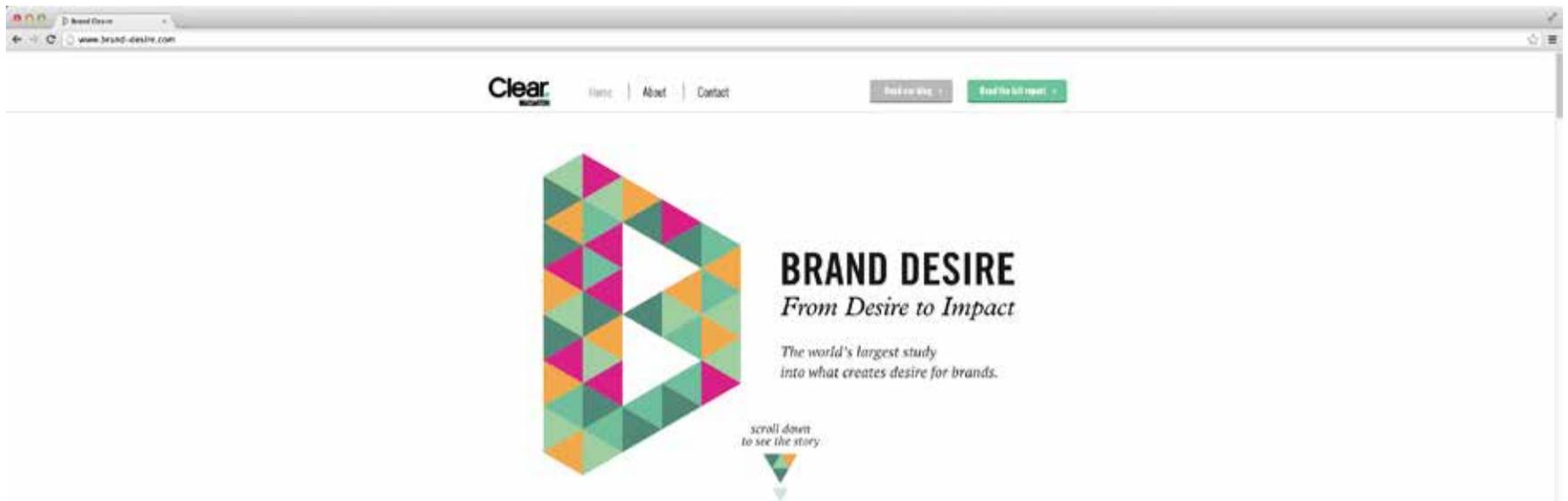
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'Victorinox Festival Ready' is a cross platform app that aims to stay true to the spirit of Victorinox by providing a selection of useful, context free digital tools for the modern adventurer.

We have helped Victorinox deliver this e-commerce / m-commerce website where you can purchase items from two exclusive collections designed by Victorinox Artistic Director Christopher Raeburn.

BRAND DESIRE

RESPONSIVE WEBSITE



Over the last 3 years we've spoken to tens of thousands of consumers around the world in our quest to find out
what creates desire for brands.

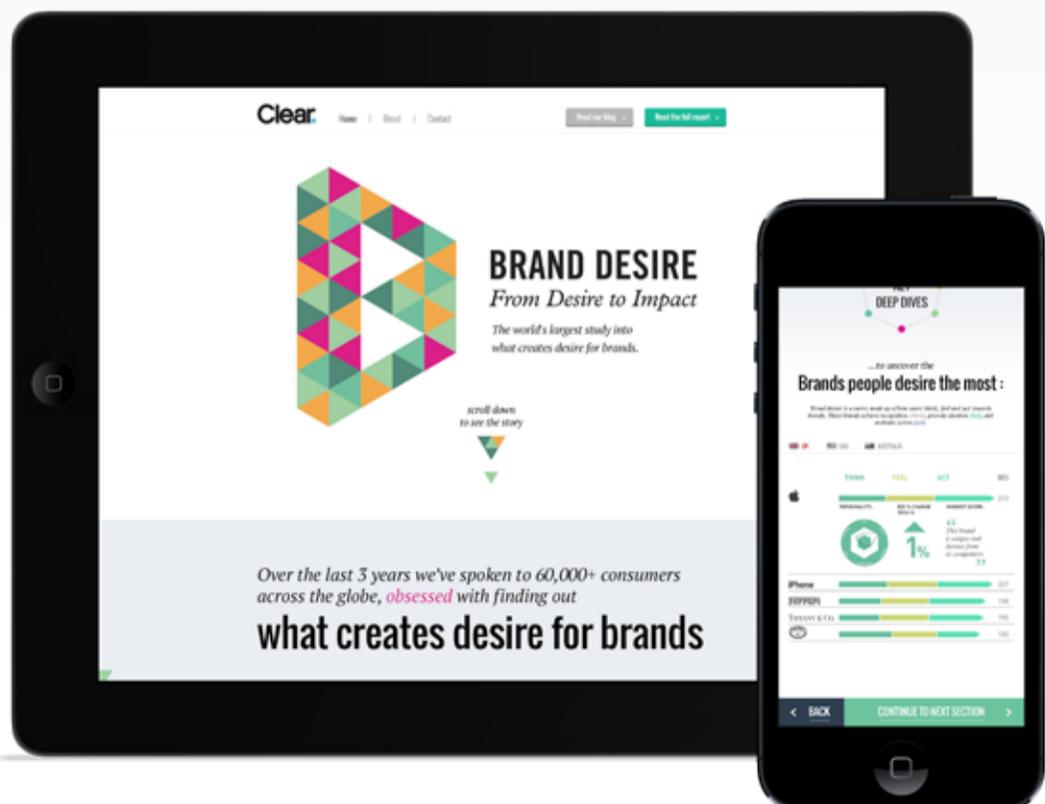
In 2013 alone,

WE ASKED  PEOPLE

ABOUT  BRANDS



COVERING OVER 25 CATEGORIES



INFO

Brand Desire is a responsive website that explains how brands can benefit from Brand Desire 2013, a study collecting data from 60,000 consumers about how brands create impact for businesses.

LINKS

<http://www.brand-desire.com>

SKYFALL

BLU RAY DISC TITLES



INFO

Interface design and moving image work for the Blu-ray and DVD titles of Skyfall. Skyfall is the latest James Bond 007 film, marking 50 years of Bond.

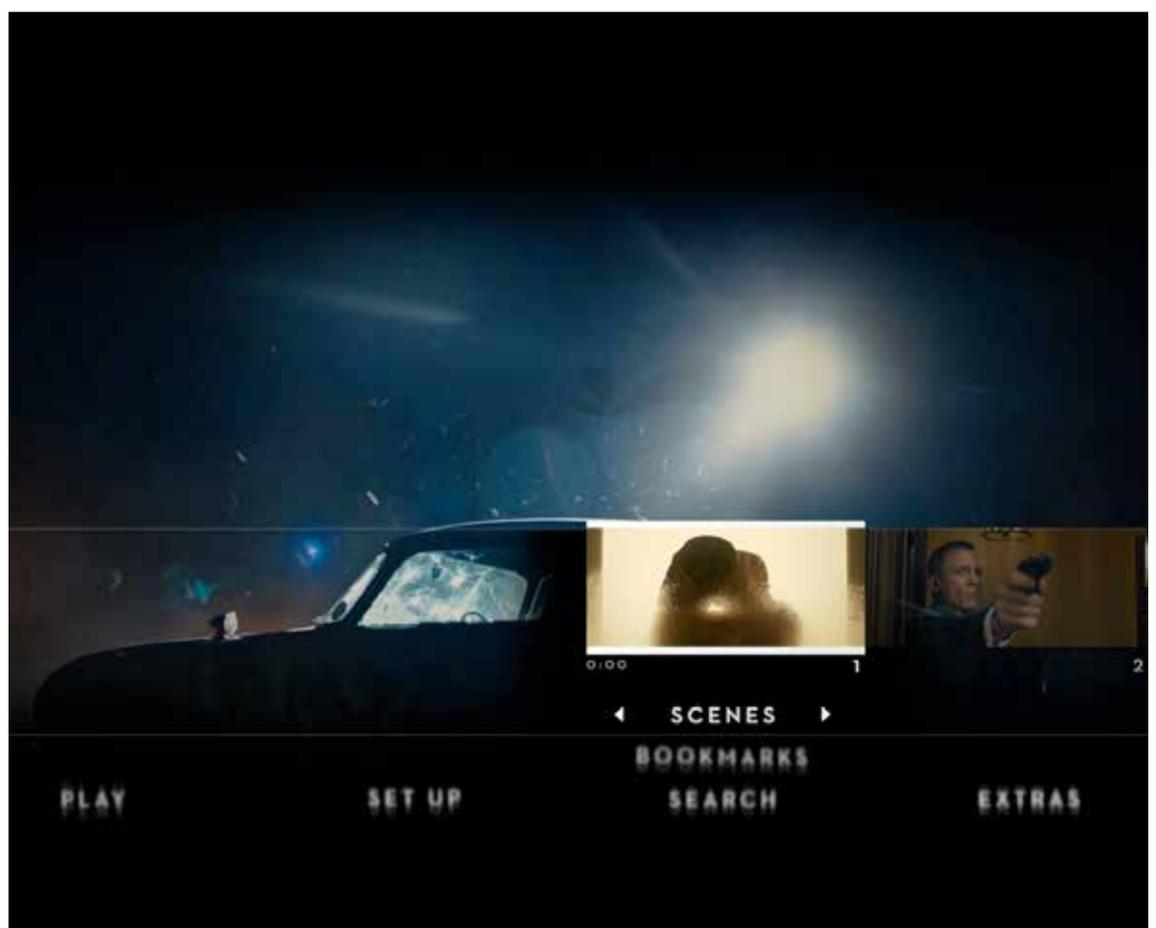
We worked closely with Rattling Stick, who created the film's titles, as well as Deluxe to identify the opportunities the BD-J authoring system offered for innovation. We delivered a series of approaches that used sound and animation to create a memorable and seamless user experience.

The final sign-off was given to us by Sam Mendes, the director, as well as Barbara Broccoli, the film's producer.

LINKS

Vimeo demo

<https://vimeo.com/70543578>



DAILY ORACLE

FACEBOOK CONTENT PLATFORM

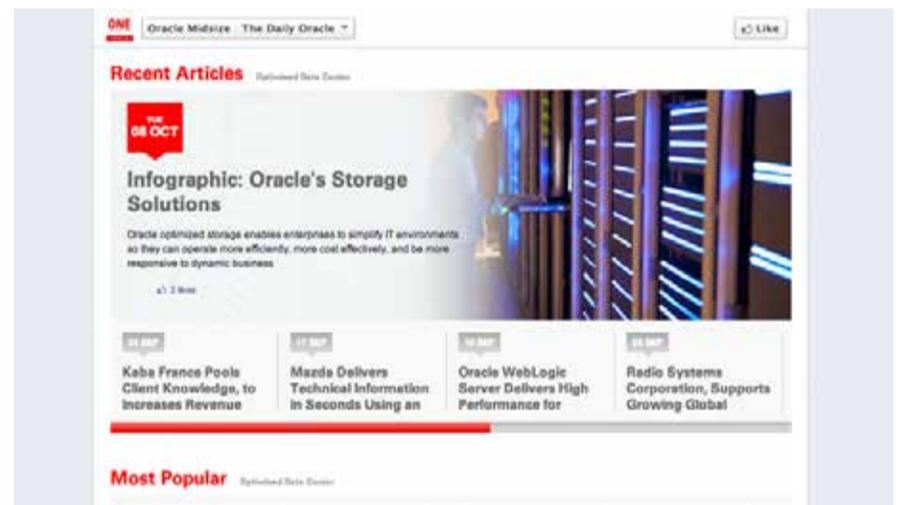
INFO

The Daily Oracle is a social content platform built inside Facebook, that allows visitors to stay in touch with Oracle Systems' latest research and services.

Visitors can access most recent, most popular and most commented content - the most popular rise to the top while the least popular disappear into the long tail.

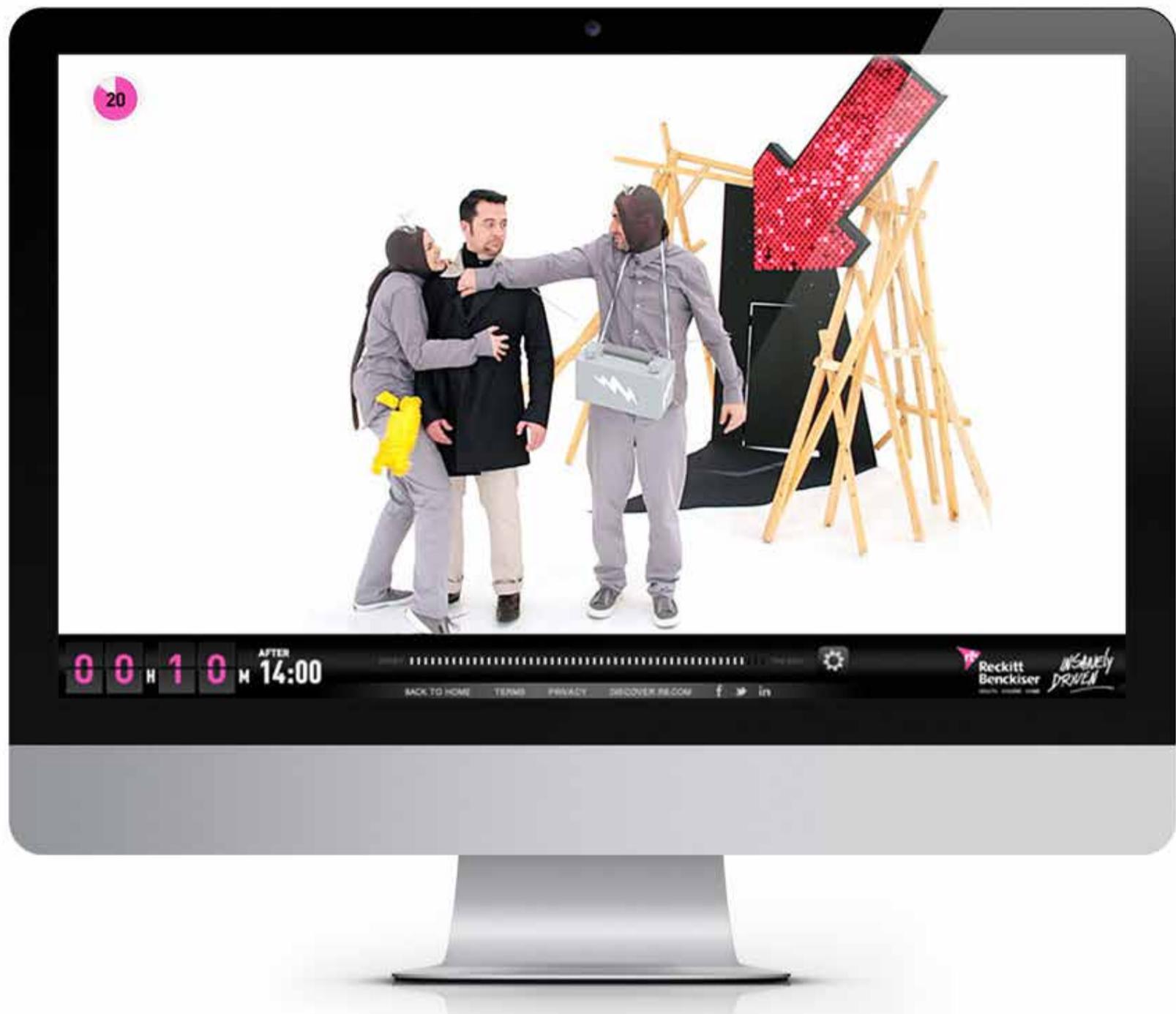
LINKS

[*The Daily Oracle \(UK access only\)*](#)



INSANELY DRIVEN

INTERACTIVE FILM / PERSONALITY TEST / GAME



INFO

Produced by Less Rain and with the help of Dr. Tomas Chamorro-Premuzic, Professor of Business Psychology at University College London, 'Insanely Driven' is an interactive experience that uses dramatisation to engage users and reveal their true character through their choices.

'Insanely driven' is packed with entertainment value, combining action, comedy, drama and science fiction. The experience is in equal parts an interactive film, a character profiling application and a game and is being delivered across mobile, tablet and online platforms.

The interactive experience was created following extensive internal character profiling at Reckitt Benckiser, which revealed that many of its employees share similar personality traits: ambitious, cool-headed, fearless and direct. It aims to drive awareness and understanding of the culture behind Reckitt Benckiser (RB), a global consumer goods leader in health, hygiene and home.

LINKS

Interactive film

<http://insanelydriven.archive.lessrain.co.uk/>

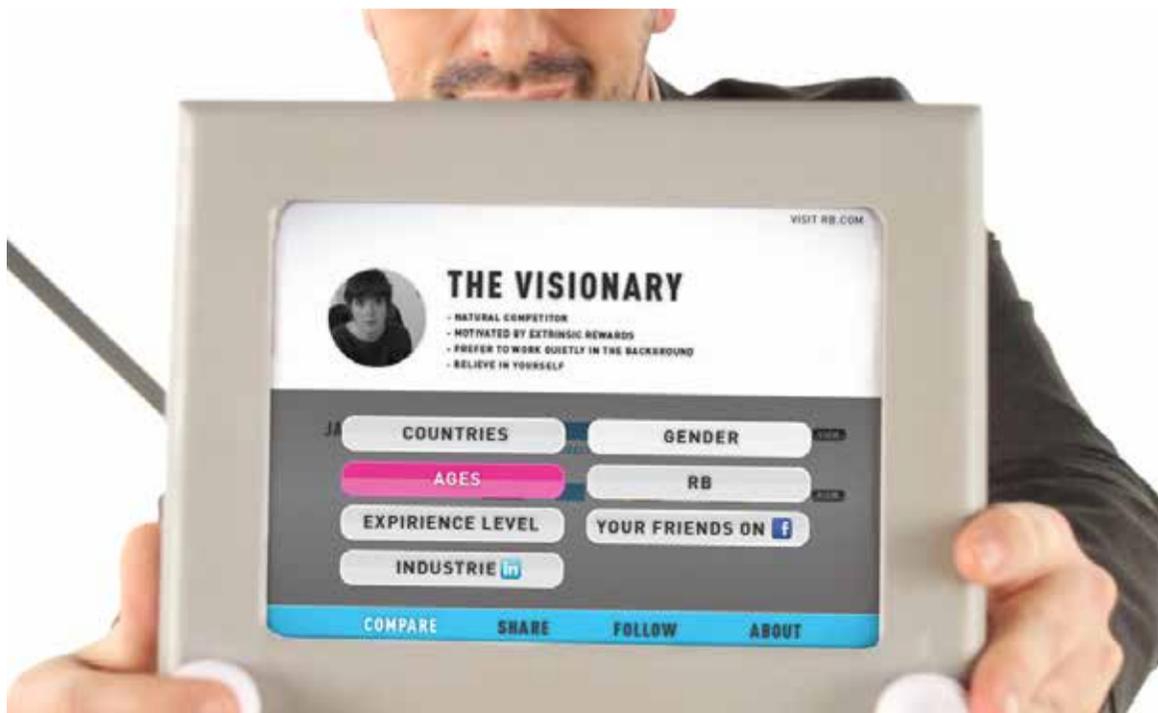
Trailer

<https://vimeo.com/70631651>

Facebook App

<http://on.fb.me/1a4KgNt>





BEING HENRY

INTERACTIVE FILM



INFO

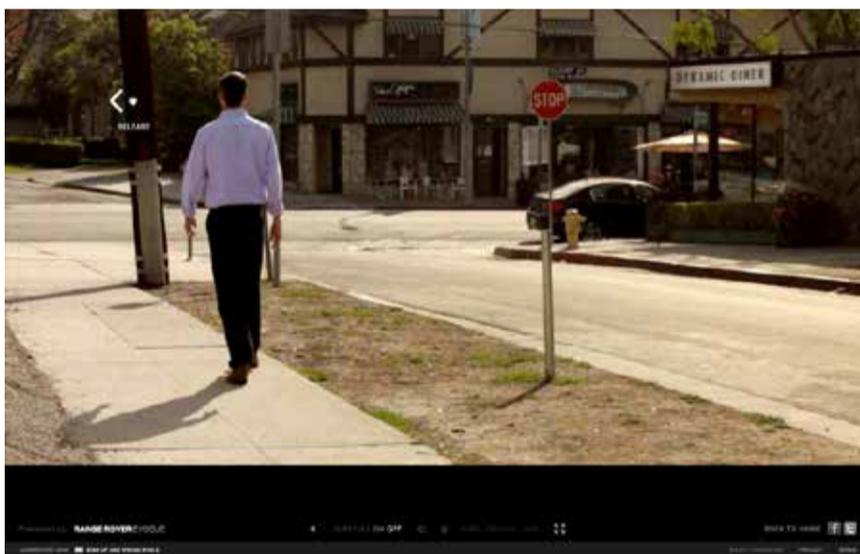
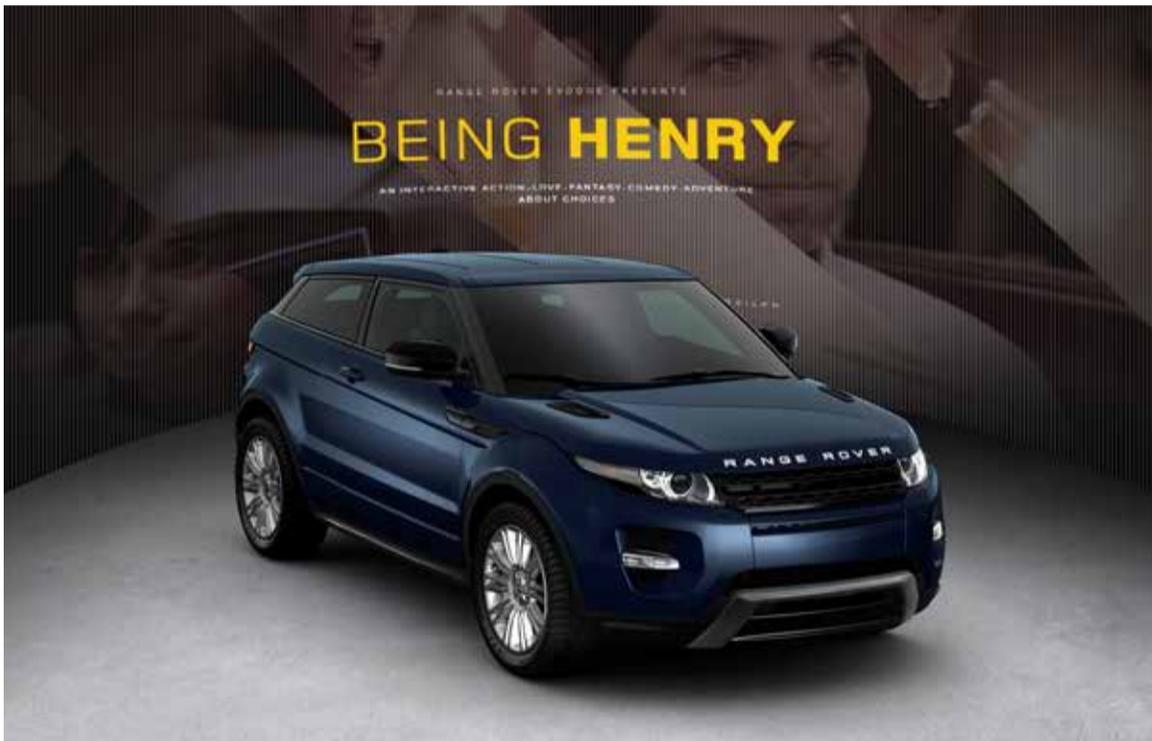
A collaboration between The Brooklyn Brothers, Somesuch & Co and Less Rain, 'Being Henry' is an interactive film about choices, made to promote the Range Rover Evoque.

In Being Henry, viewers get to decide how Henry proceeds through his day. Each choice takes him on a different journey through a multiple strand story, and each choice also dictates a particular set up of a new model of Range Rover's Evoque model – which you find out when the film has played out.

Planned from the ground up as an interactive experience, it merges storytelling and interactivity in a seamless and intuitive way. As the digital production partner, Less Rain has been responsible for art direction, design, animation and software development.

Trailer

<https://vimeo.com/70631649>



THE LAND OF ME

Tablet / Desktop App



INFO

In a quest to inspire young children to explore their creativity and imagination, Made in Me stumbled upon Less Rain and hired us as the production partners for the Land of Me - a suite of six creative software activities for children aged 2 and up to play with grown-ups.

Made in Me provided amazing words, illustration, animation and sound, Less Rain provided design, interactivity and technical direction to bundle everything together in a very sophisticated Adobe Air app!

LINKS

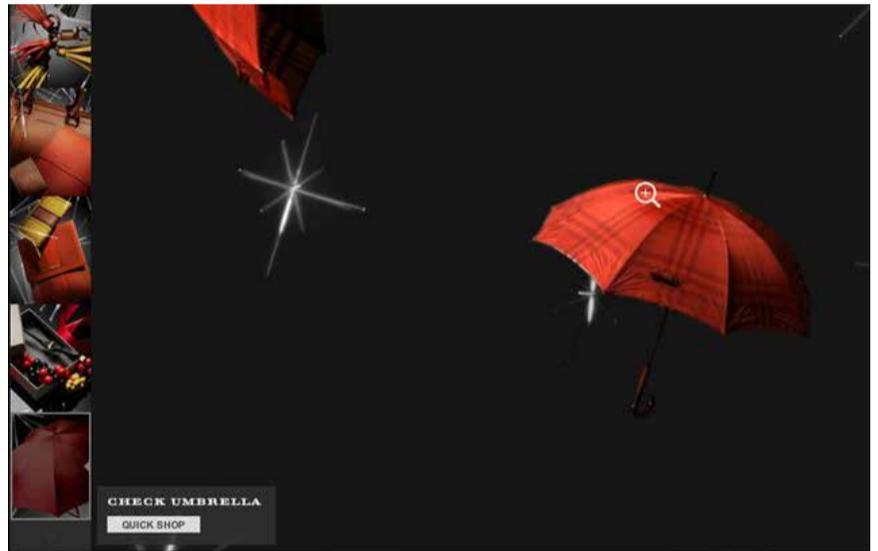
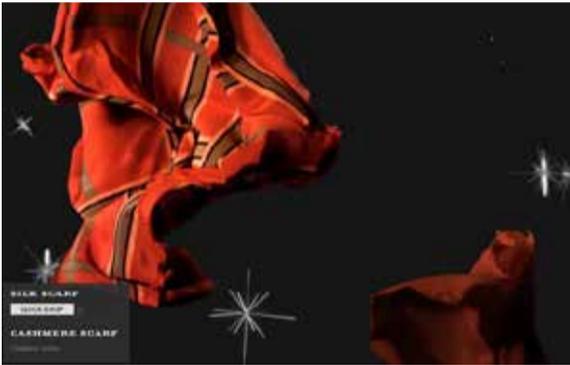
Website & download:
<http://www.thelandofme.com/ipad/>

Vimeo demo
<https://vimeo.com/70631650>



BURBERRY FESTIVE

ONLINE RETAIL EXPERIENCE



INFO

Online retail experience for Burberry, build for the Christmas period. Crafted over three months and with an amazing cast of partners, Less Rain was responsible for interaction design, 3D, 2D and computational animation as well as putting all the visual assets together to form a seamless interactive user experience.

LINKS

<http://bit.ly/16xH1Ds>

ART OF FLIGHT

ONLINE / MOBILE GAME



INFO

A 2D snowboarding game built to promote the movie 'The Art of Flight'. Coupled with a very intuitive physics engine, this game includes a level editor so you can build your own slope and challenge your friends to a race.

LINKS

www.artofflightgame.com



RED BULL SOAPBOX RACER

ONLINE GAME



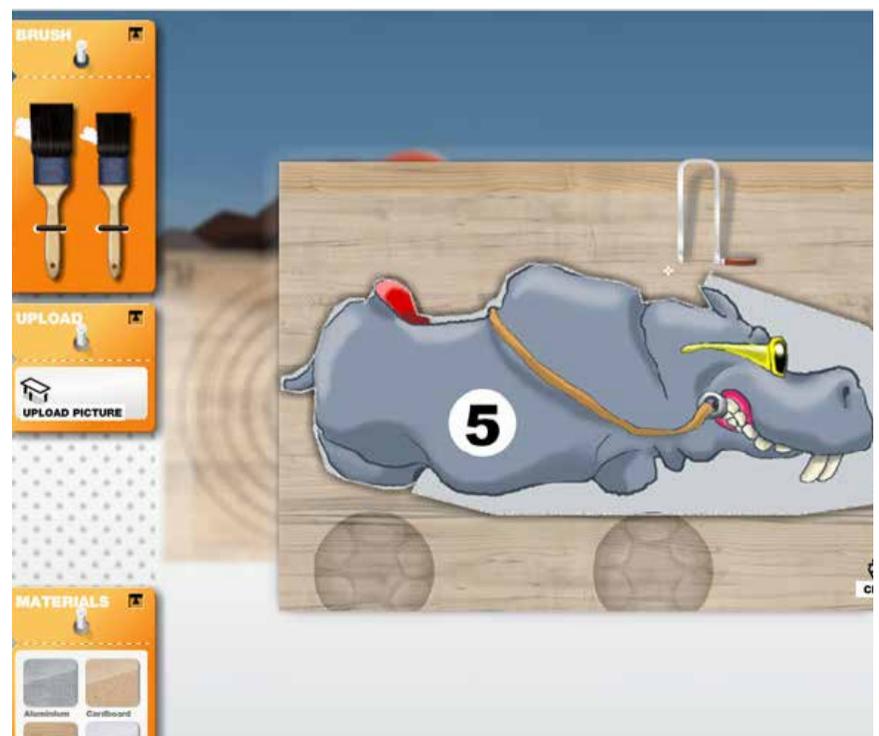
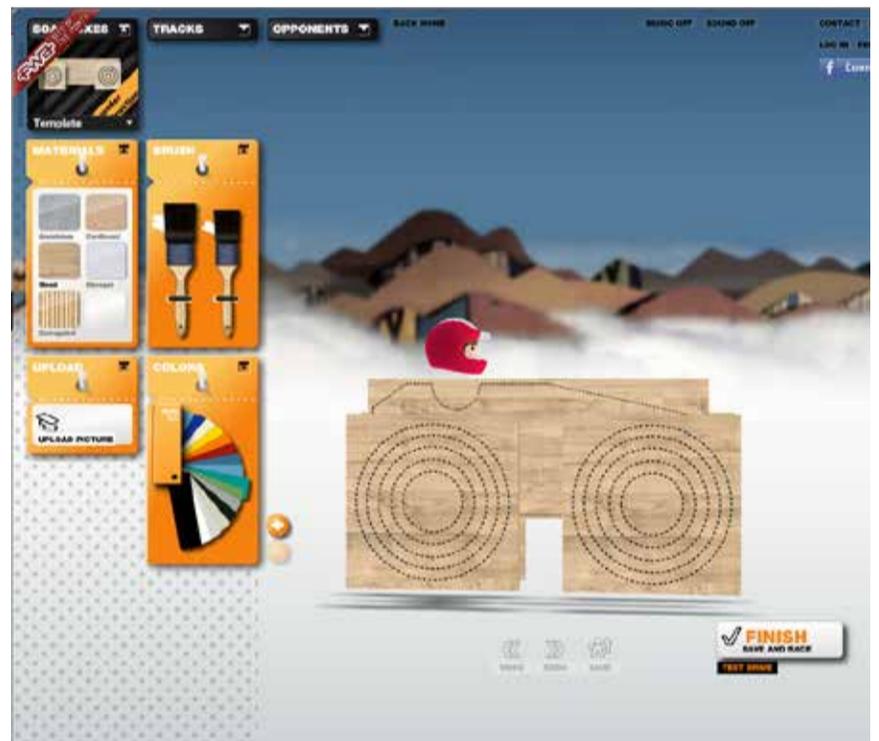
INFO

Red Bull Soapbox Racer lets you build your own car in 3D and race it down a steep hill, pretty much like the eponymous Red Bull event, which takes place yearly in more than 20 countries around the world.

The game includes a level editor so you can challenge your friends in your own custom racetrack.

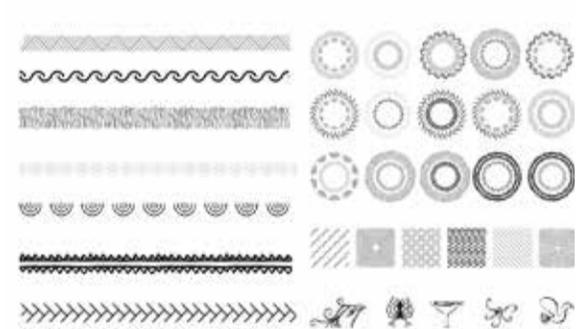
LINKS

www.redbullsoapboxracer.com



COSTA NAVARINO

BRAND & DIGITAL COMMS



COSTA NAVARINO

INFO

Costa Navarino is a prime holiday destination in the Mediterranean, located in a virgin part of Greece with 4500 years of history.

Less Rain has been commissioned to develop how the brand is experienced both offline & online.

The concept of the website is centred around providing reference material for the area's history, natural beauty, habitats, festivities & traditions. Full screen imagery and handcrafted AS3 transitions & effects are used to convey a sense of place.

Transitions & effects are used to convey a sense of place. The branding identity has been developed in collaboration with our friends at Praline.

LINKS

www.costanavarino.com



LESS RAIN SNOW

INTERACTIVE INSTALLATION



INFO

Let the less rain clouds follow you and gently drop snowflakes onto your body.

As part of our R&D programme, we used Microsoft Kinect and Openframeworks to build an experimental installation that tracks multiple users and lets them compete for the biggest less rain cloud.

LINKS

<http://vimeo.com/17676040>



less rain[#]

Member of:



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