



FOR IMMEDIATE RELEASE: 27th May 2014

Connections, Sheep to Chanel - film documentary release by Scientific Arts Limited

27th May 2014 Cumbria UK

Scientific Arts Limited today released a new Interactive Web Documentary and documentary film. What started as a gentle film about the people in textiles, craft and fashion in the North West of England uncovered so much more.

We explore the networks of people that connect the countryside to the cities. And we consider how this could stimulate jobs and retail opportunities. It's an inspiring tale of old hands and new starts.

Reviewers describe it as 'exciting', 'inspirational', and 'it leaves you with a lovely almost spiritual connection to processes'. Roy Hughes, one of the creators behind the project said 'We loved doing this project, working with the people involved, it was terrific fun. This is the future for web and TV integration and presents unique story telling challenges'.



Technology

Using Klynt as the interactive tool of choice, the documentary is a new method of multi media delivery.

It can be used on both the internet and on Smart TV for everything from factual content to drama and much more. Its future depends on story telling techniques. Lucy and Roy Hughes are the driving team behind the projects at Scientific Arts Limited. Based in the Lake District, the North West of England, they bring together business, fashion, design and artists to create an innovative and unique experience for the viewer.

Watch the film live now at <http://www.sciarts.co.uk/s2c/about.html>

About Scientific Arts Limited

Scientific Arts Limited provides interactive web documentary, photography and video. Interactive web documentary includes the integration of video, photography, infographics, design and copy for e-learning, retail and business to be used on the web and on SmartTV.

Scientific Arts Limited is innovative and at the cutting edge of interactive media, marrying together creativity and technology.

Media Page <http://www.sciarts.co.uk/s2c/press.html>

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Online copy of press release <http://www.sciarts.co.uk/s2c/press.html>

Available press media, infographics, photographs and video can be downloaded here <http://www.sciarts.co.uk/s2c/press.html>

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