



ANIMATE™ – PROGRAMABLE COLOUR IN MOTION

CREATING DISRUPTION: WHAT IS ANIMATE™?

In today's **visually saturated environments**, commanding attention is more than a challenge—it's an **art form**. A static graphic or **traditional lightbox** might catch a fleeting glance, but **true engagement** demands something more immersive. Enter **animate™**—a breakthrough in **fabric-based visual storytelling** that transforms how **space and content** interact.

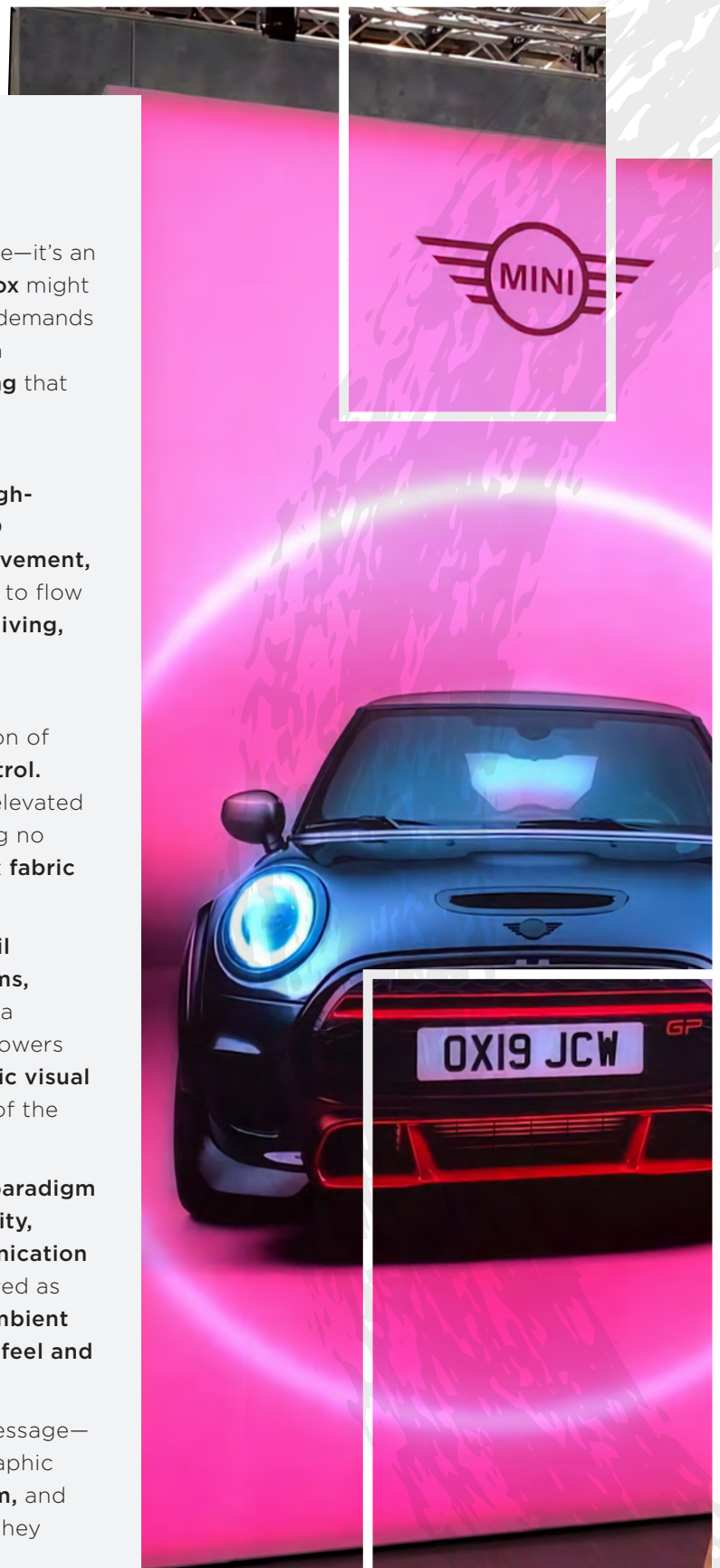
Developed by **OneFrame**, **animate™** is a **fully programmable lightbox system** that fuses **high-resolution printed fabric** with a dynamic **LED backlighting grid**. This technology allows **movement, colour transitions, and rhythmic illumination** to flow **behind the image**, turning static visuals into **living, animated experiences**.

Unlike **digital screens** or conventional **AV installations**, **animate™** lives at the intersection of **tactile print** and **programmable lighting control**. Your **printed image** remains the focal point, elevated by **choreographed light sequences**—requiring no video content or complex media players. Just **fabric and light**, working in harmony.

Purpose-built for **architectural interiors, retail environments, museums, galleries, showrooms, and hospitality spaces**, **animate™** introduces a new dimension to **spatial storytelling**. It empowers **architects and designers** to explore a **dynamic visual language**—one where **motion** becomes part of the **material expression**.

animate™ is not just an enhancement—it's a **paradigm shift**. A system engineered to **provoke curiosity, shift perception, and redefine visual communication** within the built environment. Whether deployed as a **feature wall**, a **branded activation**, or an **ambient architectural surface**, it changes how people **feel and interact with space**.

With **animate™**, you're not just displaying a message—you're **animating it**. You're transforming a graphic into a **sensory experience**, using **light, rhythm, and motion** to create **impactful moments** where they matter most.



COLOUR IN MOTION: HOW DOES ANIMATE™ WORK AND WHY USE IT?

At the core of **animate™** is the **seamless integration of printed fabric and intelligent light**. It begins with your **artwork**, reproduced in **high-resolution** using **dye-sublimation printing** on **premium stretch fabric**—capturing every **detail, colour, and gradient** with precision. This **tactile surface** becomes the canvas for a **fully programmable LED grid, custom-mapped** to interact with the imagery layered above.

The system empowers **architects and designers** to **choreograph light** in ways that **enhance spatial experience**. **Fades, pulses, directional movement, and timed sequences** can be assigned to specific **zones within the image**, delivering **narrative control** and **dynamic visual rhythm**. All animations are managed via **intuitive, user-friendly software**—with no need for **video loops** or **complex content management systems**.

animate™ becomes a **living extension of your design intent**—a responsive surface where **print and light** merge to **animate space, shape mood, and deepen engagement**.

WHY CHOOSE ANIMATE™?

VISUAL DISRUPTION

In **calm, minimalist interiors** or dynamic **brand environments**, movement cuts through visual noise—**drawing focus exactly where you want it**.

CREATIVE FLEXIBILITY

Update both lighting sequences and printed skins **as projects evolve**—enabling **seasonal shifts, campaign changes, or rotating content** without replacing the hardware.

MODULAR SYSTEM

The **frame remains constant** while visuals change—**reducing waste, saving time, and streamlining implementation** across different projects or locations.

ARCHITECTURAL HARMONY

animate™ integrates cleanly into interior detailing—**wall-mounted, recessed, or freestanding**—without the bulk or brightness of digital displays.

Ideal for **flagship lobbies, exhibitions, design-led retail, and immersive galleries**, **animate™ elevates spatial branding and artistic expression**. It offers a medium that is **both structured and responsive**, bridging the gap between physical materiality and animated content.

With **animate™**, you gain more than movement—you gain a **storytelling mechanism** that enhances how **people perceive and engage with your space**.



EXPRESS YOURSELF: IN ANY ENVIRONMENT

animate™ is built with **versatility at its core**—engineered to adapt to the **spatial language** of any **curated environment**. Whether integrated into **bespoke architecture** or specified as a **standalone feature**, animate™ enhances interiors by fusing **colour, light, and movement** into one **cohesive visual system**.

The foundation is **simple yet powerful**: a **printed fabric skin**, fully customisable in **colour, image, or pattern**, layered over a **programmable LED grid**. From **small-scale accent panels** to **large-format illuminated installations**, the system is **fully scalable** and **responsive to spatial constraints**—offering **architects and designers** a **high-impact, low-maintenance** design tool that evolves with intent.

Its **modular frame** allows for **wall-mounted, recessed, suspended, or freestanding** configurations. This architectural **adaptability** makes animate™ ideal for **lobbies, brand activations, exhibition displays, boutique retail, hospitality interiors, and museum or gallery installations**. With no **AV infrastructure** or **screen-based playback** required, it retains a **clean, integrated profile**—both **aesthetically and technically**.

Sustainability is embedded in its design. **Fabric skins** and **animation files** can be **easily updated**, extending the life of the **core structure** and reducing **material waste**. Designers can **pivot quickly** for **seasonal campaigns, rotating exhibitions, or evolving brand narratives**—without modifying the built environment.

animate™ is more than a display—it's a **creative tool for architectural expression**. It enables you to **animate mood, evoke rhythm, and communicate narrative** through **subtle shifts in light and form**. Whether anchoring a **feature wall**, delivering **kinetic storytelling**, or introducing **atmosphere** into a **minimalist space**, animate™ adapts to your **creative vision**.

For those designing **experiences**, not just environments, animate™ delivers a new layer of **emotional resonance**. It's where **architectural intention** meets **programmable possibility**—crafted to **move both space and audience**.

