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24 days of digital distractions

Press Release

Electric December: Destin Nation

23 December 2005

Reflecting the nature of human development on landscape and the environment, Destin Nation follows the railway line between Bristol and Bath, presenting an alternative reality of industrialisation and pollution.

This short film was made by Alex Mackay as part of his final year at The University of the West of England studying Graphic Design. Alex filmed and edited the railway journey then superimposed 3D models over the video footage. To achieve the industrialised look he was after for the film, Alex had to get inventive, and the smoke effects which feature were achieved by filming ink in a fish tank!

Destin Nation was short listed for an award at Submerge 2005, an annual event showcasing graduate talent. Since graduating, Alex has been on a six months placement with Bristol-based Hello Charlie producing TV Graphics for projects like the MTV awards and Smash Hits.

Electric December is Watershed's widely acclaimed online digital advent calendar, which offers a new and totally unique digital present every day from 1 Dec – counting you down to Christmas.

Notes:

- Find out more about **Electric December**, and download images and press releases at <http://www.electricdecember.org/05/press>
- Find out more about Connecting the UK: The Digital Strategy at www.dti.gov.uk/industries/telecoms/pdf/digital_strategy.pdf
- The Digital Challenge offers a £10m prize to develop a showcase zone for eGovernment and ICT innovation - find out more at www.egovmonitor.com/node/1716
- **Electric December** is a Watershed project supported by Learning & Skills Council West of England, The Campus Bristol, BBC West, Bristol Evening Post and Creative Bristol (an initiative of Bristol Cultural Development Partnership, Arts Council England South West, Bristol City Council and Business West).
- You can see the last six years of **Electric December** now at www.electricdecember.org
- For further press information contact Clare Reddington on 0117 927 6444 or clare.reddington@watershed.co.uk