



## LAIKA/house To Segue Into New Studio, HouseSpecial

(Portland, OR IMMEDIATE RELEASE) -- LAIKA/house, the Portland animation studio, ignited its month-long rebranding effort with the unveiling of the company's new name and logo – HouseSpecial. The rebranding follows May's announcement that LAIKA/house's parent company, LAIKA (*Coraline*, *ParaNorman*, *The Boxtrolls*), was spinning off its advertising/commercial division on July 20, 2014 to concentrate exclusively on the feature film arena.

Investing principal's President Lourri Hammack, Creative Director Kirk Kelley and Managing Director of Strategic Operations Al Cubillas will lead HouseSpecial as the Portland-based studio continues to create award-winning short to mid-form animated content in all mediums for all markets.

"Animation isn't just a storytelling medium – it's our life force and our passion," said Hammack. "We are honored to be entrusted with LAIKA/house's rich legacy as we build the next chapter of our longstanding commercial content division. Under the new HouseSpecial banner, we will push our animation expertise into new digital markets including online animation series, branded short films and exclusive micro work."

During the first half of 2014, LAIKA/house partnered with international and domestic advertising agencies BBDO, Saatchi & Saatchi NY, McCann Worldgroup, mcgarrybown, Leo Burnett, Being, Rethink and Clarity Coverdale Fury. The team designed and animated content for M&M'S® (Domestic and China), Honey Nut Cheerios®, International Delight, Jose Cuervo®, Shaw Communications and FOX Sports 1.

Hammack: "As we seamlessly transition from LAIKA/house to House Special, we will be open for business as usual in the same location we've been at for the last 29 years."

### **About the new HouseSpecial logo:**

"Since we bring life to animated characters, so we strive to add subtle imperfections. Our logo reflects this understanding of the human condition – that beauty is imperfection," Kelley said. "We also included a nod to our former LAIKA/house name by continuing the use of the word 'house' and in the colors (red and

black). The box reflects screens where our work is seen. The 13 stars remind us that our guiding principles will always lead us home. And the upside-down 3 used as an E, well, we approach design from all angles.”

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