



We're

LAVA



WHAT

Strategy
Concept
Design
Production
Post
Animation
VFX

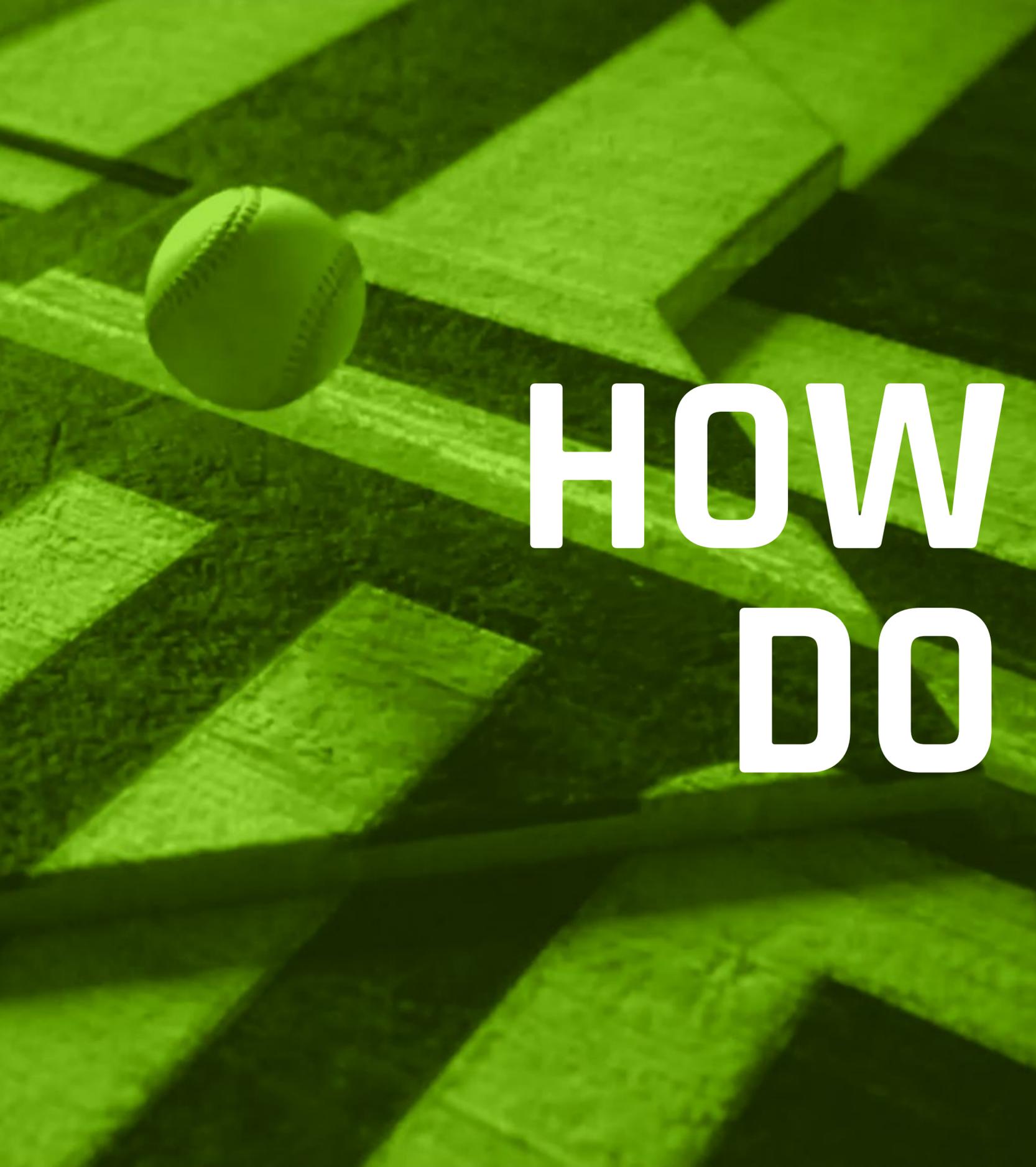


WE

DO

Lava puts DESIGN FIRST.

We do our homework and get to know your audience. We bring your project to life with a collaborative spirit and a full toolbox of talents and tech.



HOW
DO

WE
IT

LAVA LISTENS

We keep our eye on the ball.
We make you look good with
only pleasant surprises.
No sweat.

**A
WORLD**

OF CONTENT



Broadcast and OTT
Entertainment
Brands
Commercials
Travel & Lifestyle
Venue

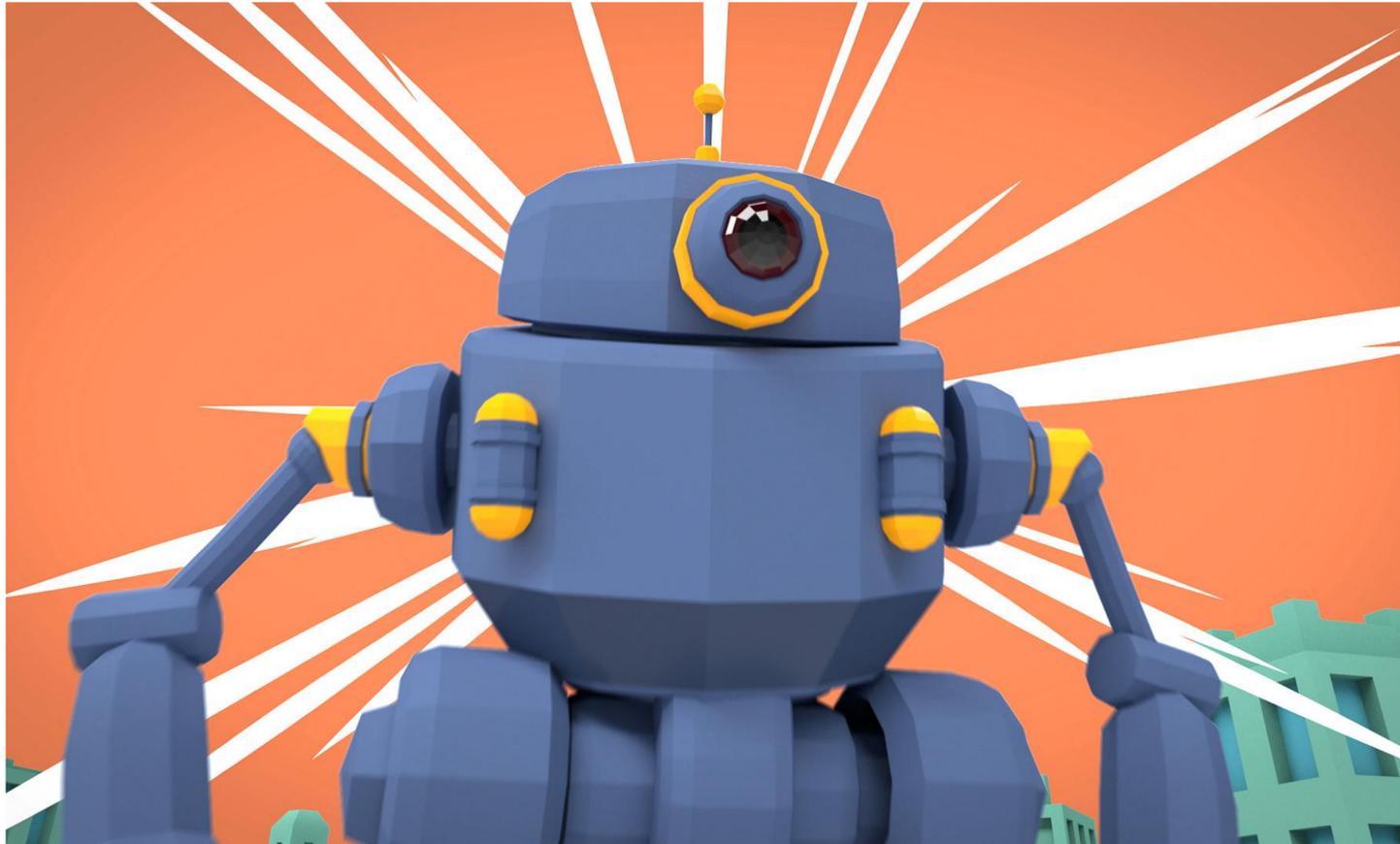
The EXPERIENCE

is as important as the results.
And the results are amazing!

The majority of Lava's work is
repeat business from loyal clients.
We share ideas clearly and collaboratively,
making the creative process
positive and rewarding for everyone.

WHY LAVA

Design. Create. Repeat.

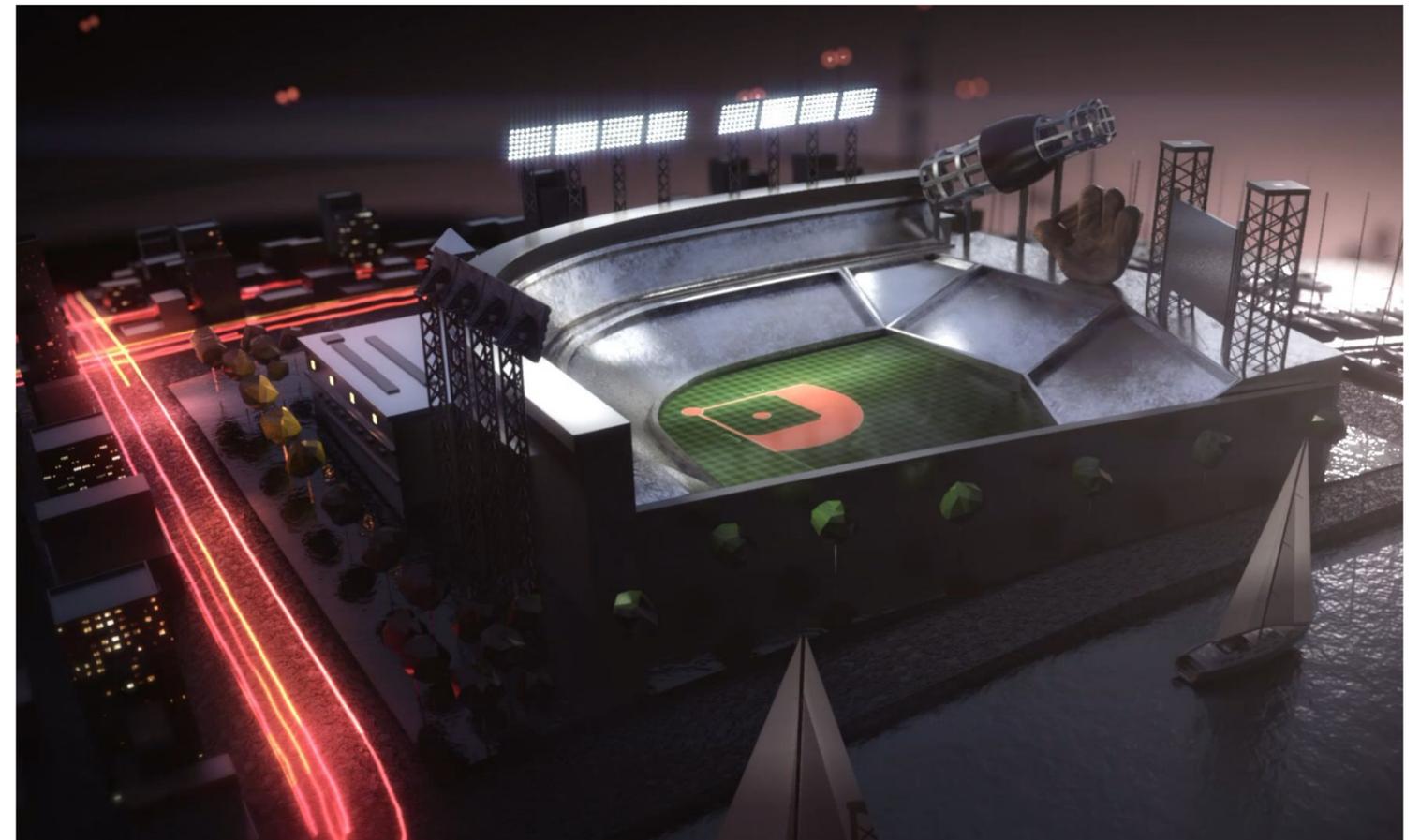


"Lava is our go-to studio for our most challenging creative projects; they bring a wealth of knowledge, experience, and results that keep us coming back for more!"

Matt Bonaccorso, Discovery

"When we work with Lava Studio, we know we are working with professionals that deliver new concepts with unique design. That is why we return to Lava Studio time and again. Fresh ideas, impeccably produced."

Premier Maldonado, MLB Network



— SEE HOW LAVA

MAKES

GOOD

IDEAS

GREAT



**WATCH
THE BIG IDEA**



WHAT CAN WE DO FOR YOU?

Brand Strategy

Branded Content

Show Packaging

360 Campaigns

Promotion

Experiential

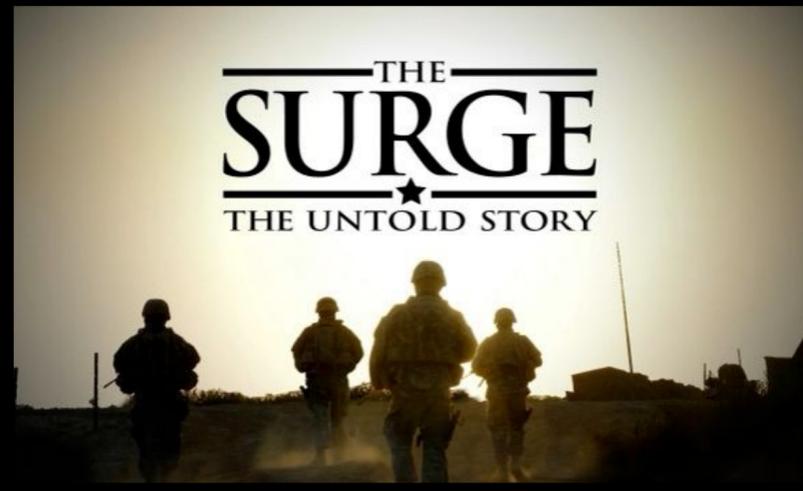
Identity

THIS IS LAVA

Here's your fat-free sampler of Lava treats featuring our sweetest spots, tastiest design, and most vibrant visuals. **Bon Appetit!**



Main Titles



Shooting Stars

We're at home on set. Real or [Virtual](#).

Directing kids, pets, celebs, all-stars and ordinary people. Our sweet spot is where live action meets animation.





CASE STUDY

Discovery #MINDBLOWN

Celebrating Geekdom!

Assignment: Make Science Cool! Discovery partnered with Lava Studio for a 360 development of concept, brand style, original content and consumer products for a new STEM brand for kids.

Lava was part of the brand strategy from the very beginning, developing the colorful low-poly brand look and helping shape Discovery #MINDBLOWN's evolution into a kid-powered app.

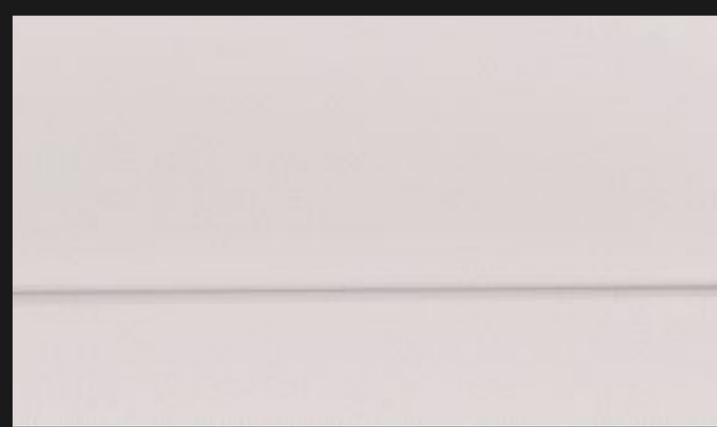


Lava researched, wrote, produced and animated the 25 episodes of Discovery #MINDBLOWN Blast, fun bite-size explorations of big STEM topics like black holes, climate, the human body and time travel.

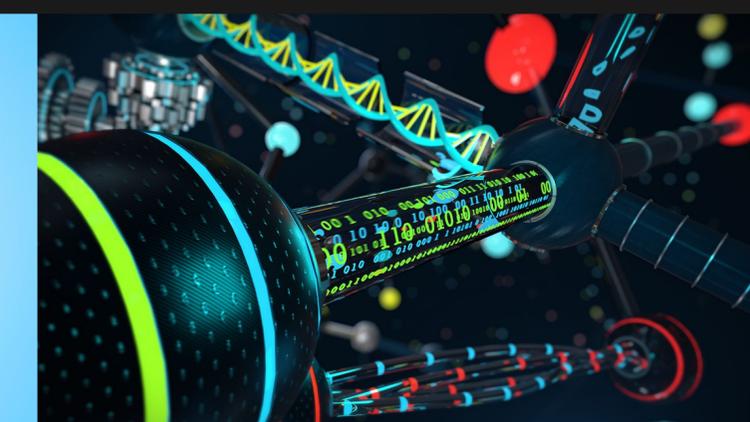
Discovery #MINDBLOWN

The content was connected to STEM-based consumer products and experiments as well, and Lava was central in the design of a robot that was to become the face of the brand. Over 40 robot designs were created by Lava's design team, including the version that would serve as the prototype for the actual consumer product.

We created original content for the robot, including the startup screen animation, the #MINDBLOWN Blasts, and even a [commercial for the robot itself](#).



**WATCH OUR
FULL CASE STUDY <**





CASE

STUDY

MLB Network / MLB Central

Play Ball!

Assignment: Create an upbeat and unique visual identity and packaging for MLB Network's live 2-hour morning show. Feature all star ballplayers, and sustain a high level of visual interest for daily viewing by die-hard baseball fans.

MLB Network / MLB Central

The Big Idea:

Create a city where everything is baseball, and follow the players, mascots, umpires, grounds crew and vendors as they commute to MLB CENTRAL.

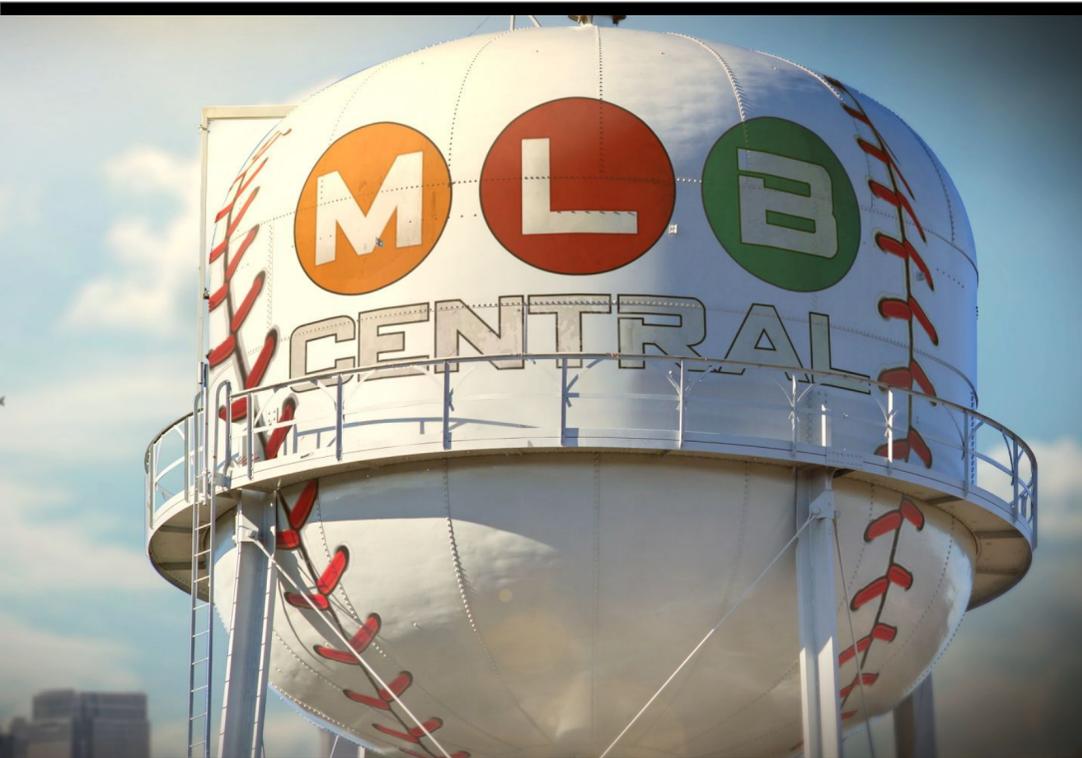
Giancarlo Stanton hails a cab, Felix Hernandez and Eric Hosmer pick up their uniforms at the dry cleaners, Robinson Cano swipes his baseball card in a subway turnstile. Everyone is going to work in the world of baseball. Every detail of the city pays homage to the great American pastime, and there are Easter eggs galore for the baseball aficionado.

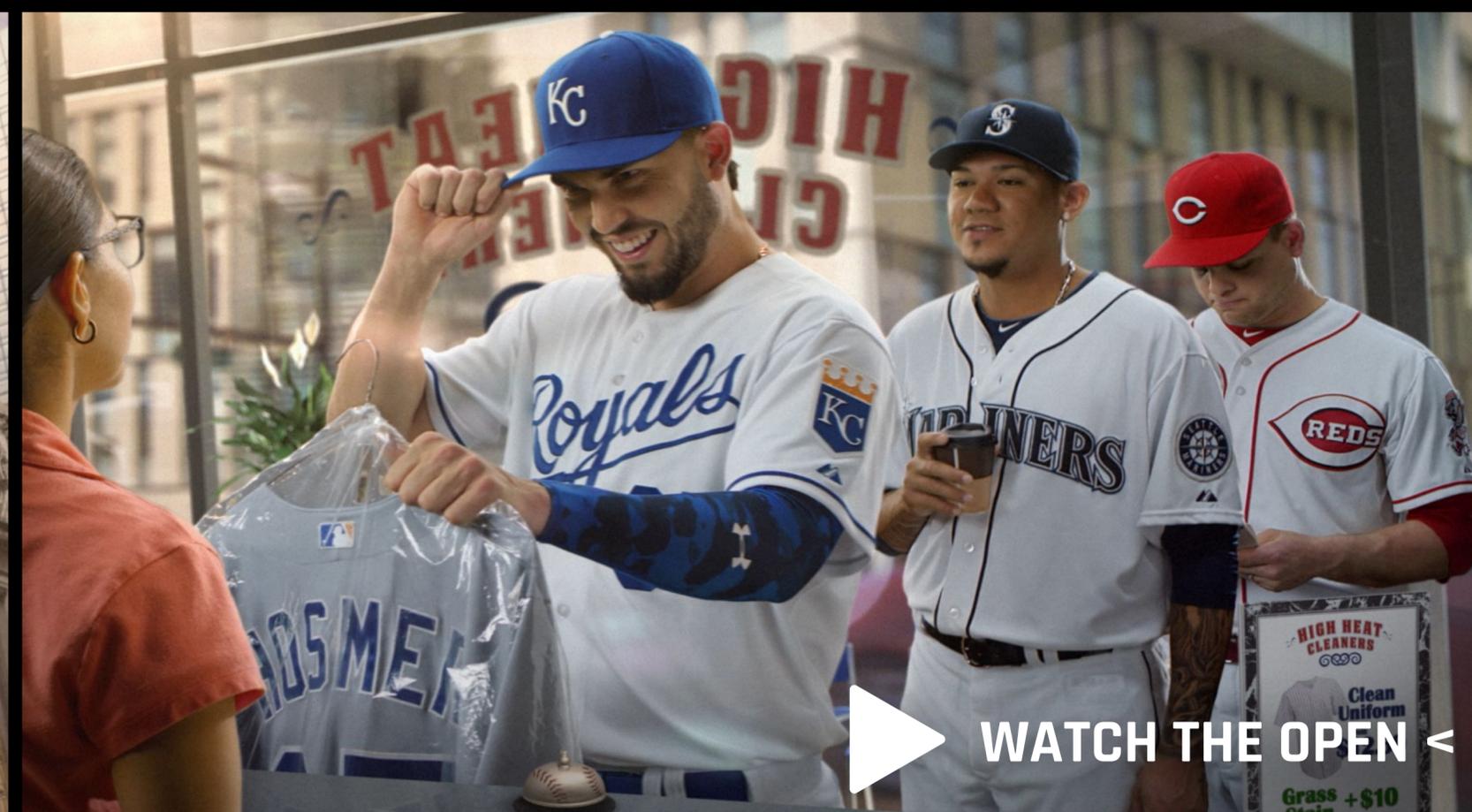
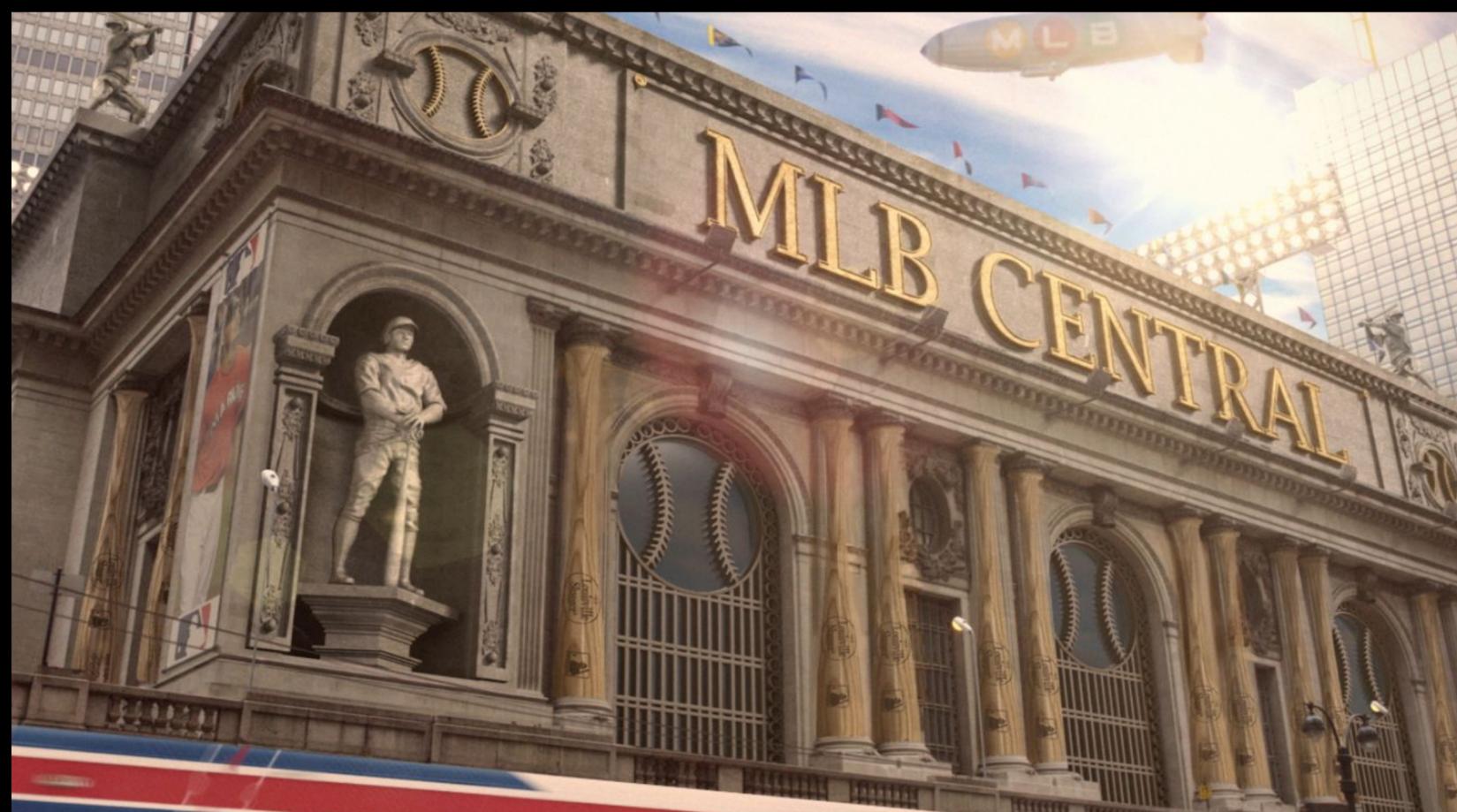


MLB Network / MLB Central

Production:

Lava shot for five days in Miami, New York, Phoenix and West Palm Beach. All shots had to be meticulously planned, so that players and extras shot on green screen in Arizona and Florida would match the background plates shot in New York. To complicate matters, we produced [Gladiators](#), an unrelated network promo with entirely different production needs using the same players on the same days. With tightly scheduled superstar athletes, director David Woodward and the Lava crew had to work with military precision to get it all done.





MLB Network / MLB Central

Conception through completion.

Once the strategy was decided and the live production was completed, Lava began months of design, animation and post production to produce a richly detailed and diverse show package. We incorporated live action, 3D and 2D animation, vfx and creative type design to bring MLB Central's baseball city to life.

Results: Baseball fans went crazy finding inside gags and Easter eggs in every element of the open, bumpers, backgrounds and transitions. The show package got a Sports Emmy nomination for graphic design, and the network invited Lava back for more.

But, enough about us.

We're excited to get to know you better.

Thank you!

LAVA

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CONTACT