

SOURCE PLAY

Z REPORT



TRANSISTOR





INTELLIGENCE

INSIGHT

INSPIRATION

SourcePlay, LLC is a fashion consultancy firm that specializes in the aesthetically rich world of **GAMING CULTURE** as a unique design resource.





# SUPERGIANT GAMES



## FROM THE MAKERS OF TRANSISTOR, SUPERGIANT GAMES:

Transistor is a sci-fi themed action RPG that invites players to wield an extraordinary weapon of unknown origin as they fight through a stunning futuristic city. The game seamlessly integrates thoughtful strategic planning into a fast-paced action experience, melding responsive gameplay and rich atmospheric storytelling. During the course of the adventure, players will piece together the Transistor's mysteries as they pursue its former owners.





**SINCE ITS RELEASE IN MAY OF 2014, TRANSISTOR HAS SOLD MORE THAN 600,000 COPIES, AND EARNED MORE THAN 100 INDUSTRY ACCOLADES, INCLUDING:**

IGN.com winner of 'Best Graphics Art', nominated for 'Best Overall Game', 'Best PS4 Game', 'Best PC Game', 'Best Strategy', 'Best Performances', 'Best Sound Design', 'Best Music' Academy of Interactive Arts and Sciences nominated for the 'D.I.C.E. Sprite Award' New York Videogame Critics Circle nominated for 'Off Broadway Award for Best Indie Game', 'Tin Pan Alley Award for Best Music in a Game', 'Herman Melville Award for Best Writing', 'Great White Way Award for Best Acting in a Game' The Game Awards nominated for 'Best Independent Game', 'Best Score/Soundtrack' Amazon.com selection 2 in 'Best Games of 2014' TotalBiscuit selection 4 in 'Top 10 Games of 2014', winner of 'Best Soundtrack' and 'Most Impressive Aesthetic'

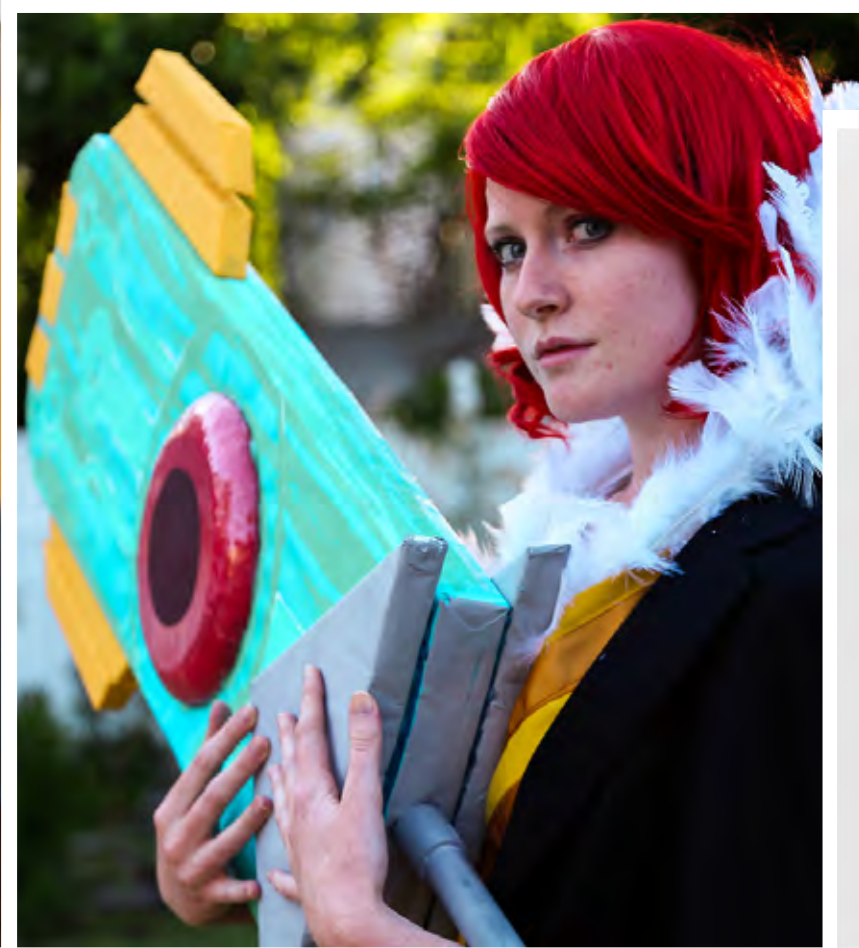
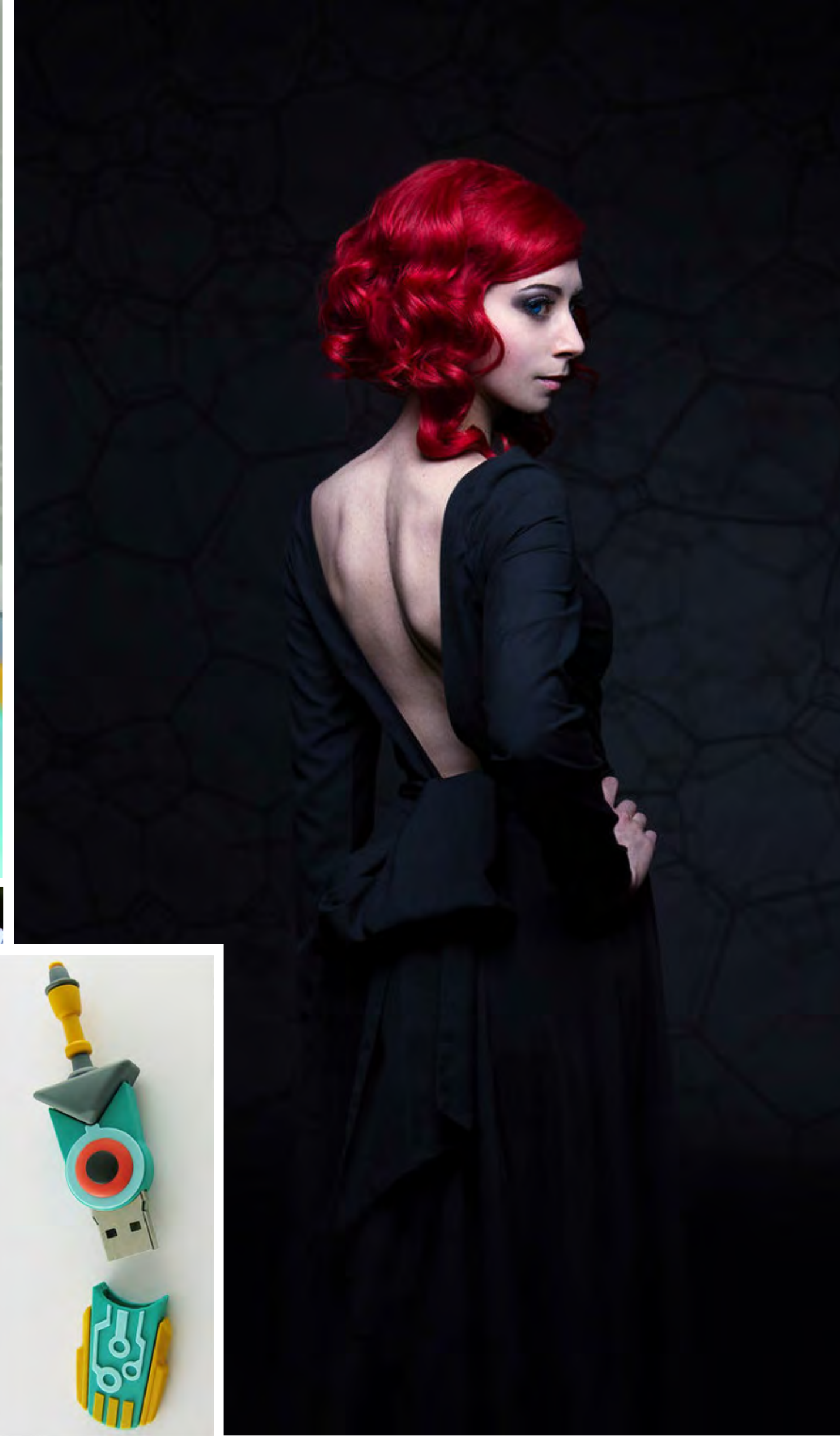




## TRANSISTOR'S RICH AESTHETIC IS ROOTED IN ART NOUVEAU AND CYBERPUNK.

*"...muted palettes have their place and produce a mood that can work in service of the slightly more personal, more serious story we are attempting to present in Transistor . Part of the color palette is tribute to some of the traditional artists I love dearly. John William Waterhouse is an old favorite, and his use of muted palette with vibrant atmosphere was a huge inspiration, as was Gustav Klimt , an artist whose interesting shapes and flair for dramatic presentation seemed to naturally synthesize with the cyberpunk aesthetic. In a nutshell, I wanted to do something that was in the vein of Cyberpunk, but with the sparkle and shine of a unicorn." Jen Zee, Art Director, Transistor*





MERCHADISE

COSPLAY

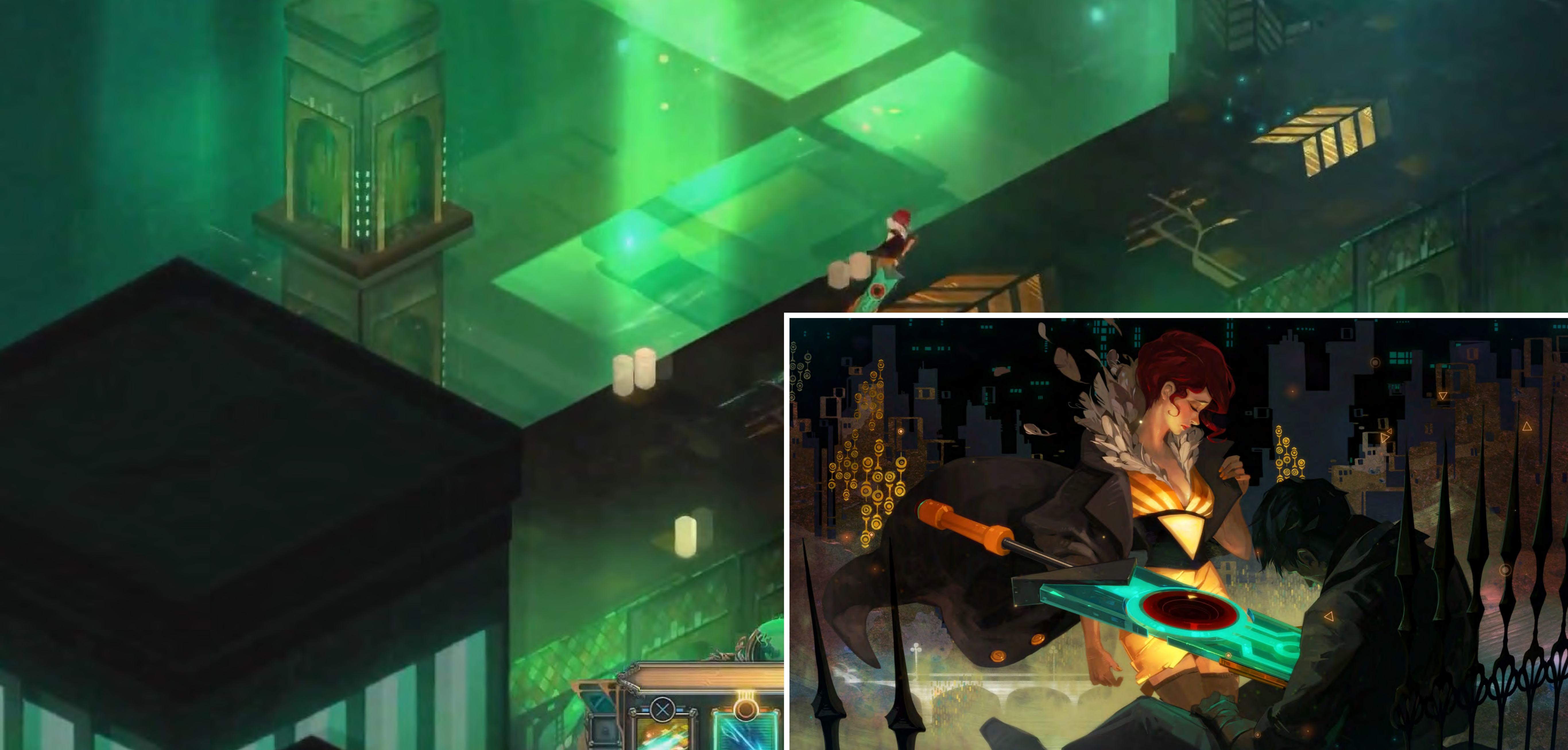
FAN ART

**SEEKING AN EXTENDED EXPERIENCE OUTSIDE THE SCREEN BASED CONFINES OF THEIR FAVORITE GAMES, PLAYERS PURSUE A DEEPER CONNECTION WITH GAME CONTENT, STORY, AND AESTHETICS.**

A sample of Transistor's licensed products includes tshirts, flash drives, posters, phone cases, stickers, totes, and soundtracks. The striking visual design of Transistor inspires spirited costume play (Cosplay). Its international fan base creates and shares its own original artwork inspired by the game's narrative and unique visual imagery.







LIGHT

SILHOUETTE

RETROFUTURE

**LIGHT AND SILHOUETTE DEFINE A RICH VISUAL GAMESCAPE, NAVIGATED BY A VOICELESS HEROINE SINGER AND HER TECHNOCOMPANION, THE TRANSISTOR.**

Transistor features surfaces and shapes that are infused with light and gold. This, coupled with the contemporary female aesthetic, echoes the glittering feminine masterpieces of early 20th century painter, Gustav Klimt. However, instead of capturing passive, idealized beauty as Klimt does, Transistor's heroine represents a dynamic retrofuturistic beauty. She silently, but confidently, navigates the dark alleys of a sleeping city, dashing between shadows and light, her silhouette walking a thin line between past and future.





ARCHITETURE

RHYTHM

FUNCTION

**RHYTHMIC PATTERNS FILL EACH FRAME WHILE THE FORMAL CONVENTIONS OF ARCHITECTURE CONSTRAIN THE FUNCTION OF EVERY SPACE IN THE GAME WORLD.**

A cyberpunk heroine dodges aggressors, tracing a path into the night. Scattered grids and architectural structures define surface rhythms and movement, creating visual interest and evoking an intricate urban symbolism. Hard and soft moods contrast form and function, function being a key element of the game, generating an aura of confidence and futurism around Red , Transistor's heroine.





SHAPE

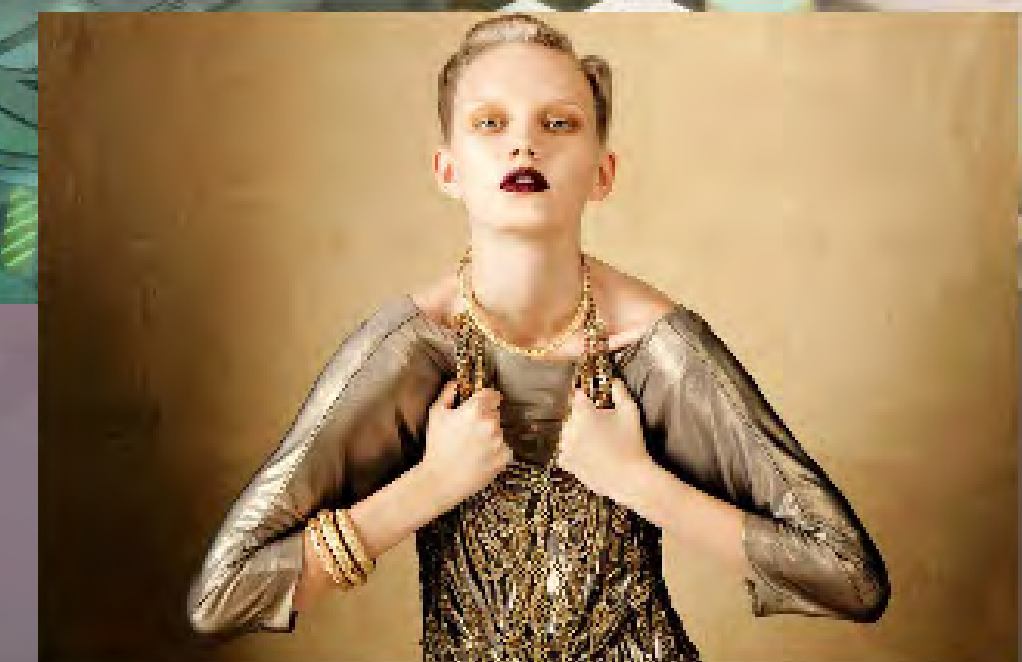
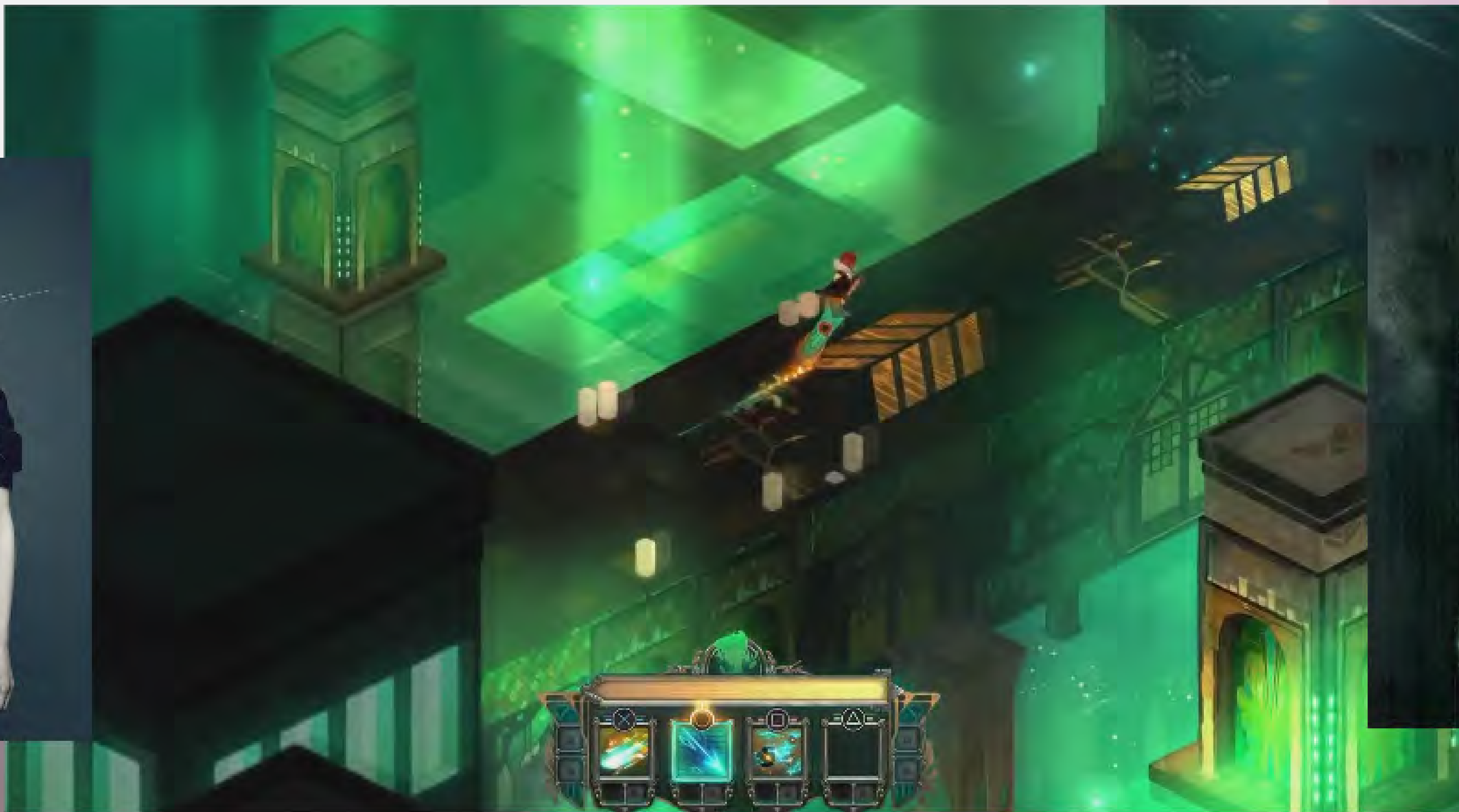
LINE

SPACE

## PRIMITIVE SHAPE AND LINE ECHO THROUGH GAME SPACE, REVEALING STRATEGIC OPPORTUNITIES AND TIMELESS MOMENTS OF ACTION.

The soft iridescence of Cloudbank is temporarily muted to reveal the electrified infrastructure of a dystopian city. Liquid black shadows swirl around the cybernetic inhabitants, punctuated by line and space. Dashes of light streak across the darkness forming and reforming silhouettes, revealing shimmering fountains of energy in the night, blurring the line between technology and biology.





LIKE A DEEP UNTOUCHED RESERVOIR IN THE RAINFOREST, THE RICH VISUAL LANGUAGE, STRONG ART DIRECTION, AND RETROFUTURISTIC NARRATIVE OF TRANSISTOR INSPIRES MYRIAD DESIGN OPPORTUNITIES AND OFFERS A BROAD PALETTE OF COLOR, TEXTURE AND FORM.



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At the heart of Austin based fashion consultancy firm, SourcePlay, is the rich visual and cultural interplay where game art and fashion design, intersect. SourcePlay founders, Peggy Blum and Michael Baker channel decades of interdisciplinary experience and sophisticated visual sensibilities to leverage an immense and untapped cultural resource: the imaginative, techno driven, world of gamers. Recognizing vast opportunities, the duo interpret, translate and curate reports from their international network of Generation Z scouts (Z Scouts) to uncover new sources of design inspiration and innovative trends.

**SOURCE PLAY**

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