

MATTHEW HORTON

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STATEMENT OF DESIGN

A good story has the power to transcend its medium.

It grips us, leading us spellbound into another world far beyond the written word or moving picture, past our senses altogether, and reaches out to touch our emotions. Designers are storytellers, or rather *storyshowers*, and if they've done their job right the audience is so enthralled by their story that their design fades away.

I am a designer living at the crossroads of media.

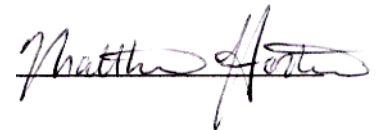
While the term multimedia has become ubiquitous these days, it is true that successful designers today must be well-versed in a wide variety of mediums - digital, physical, experiential. My work reflects a diversity of experiences, spanning the realms of art, architecture, set design, graphic and web design, and interactive media production. I have designed and produced giant hanging sculptures, themed functional set pieces, whimsical children's theaters, inventive educational web apps, interactive webcast series, and immersive exhibition media.

My diverse talents are a product of my diverse interests.

It is this adventurous curiosity that has enticed me across multiple industries. Each new challenge has been an opportunity to develop my skills in modeling, drafting, animation, videography, and motion and print graphics. I am always seeking, always asking, always growing.

Modern media companies and cultural institutions operating at the intersection of entertainment, education, and leisure need designers with a varied and expanding range of experience and skills.

They need storytellers who can transcend medium.

A handwritten signature in black ink, reading "Matthew Horton". The signature is fluid and cursive, with a long horizontal stroke at the end.