

Hypnotic Discotheque Fascination

Allured by a blow of floor stomping electro-beats and pulsating rainbow-hued strobe lights, you've entered a hypnotic state, in a struggle over taking control or losing everything in a blink of an eye, on a dance floor dominated by a never-ending fleet of unpredictable black V's.

As your eyes, body and mind never rest, you fall deeper into an intoxicating electronic seduction in anticipation of the next level by regaining an overtaken discotheque whose throbbing heartbeat is more relentless than your own.

With no constraints for time, or fear of losing your life, endurance and perseverance become your adversaries in defeating the daunting black storm of V's to reach the undiscovered level beyond ecstasy within the nonstop electro-soundscape of the Hypnotic Discotheque Fascination.

1 - 2 - 3 - Let's Do It!

Hypnotic Discotheque Fascination is an online game collaboration between Velle and Pixelate, commissioned and presented by Velle as the premiere project to its Spring 2009 relaunch campaign.

Velle is a creative agency, publishing an alternative, yet realistic representation of contemporary art and couture through an introspective approach to both collaborative and individual projects. Velle's commitment to art and couture is driven by the belief that quality is never an accident. Velle is based in Massachusetts, North America. <http://www.velle.us>

Pixelate is the independent game label by Andreas Zecher, who works together with people from different fields to create new and unique play experiences. Together with Sound Designer Martin Snuggles he developed the award-winning Understanding Games series and the innovative ball physics game Mr. Bounce. Pixelate is based in Zürich, Switzerland. <http://www.pixelate.de>

Hypnotic Discotheque Fascination will be released on Vellentine's Day, Saturday, February 14 as a teaser before Velle's official re-release in March 2009.

Visit Velle to enter the Hypnotic Discotheque Fascination!
<http://www.velle.us>

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