



Animation, Art & Design Studio

We're an award winning animation design studio; creating content for advertising, broadcast, film & digital platforms.

***Vivi5: to vivify; to bring life to; to impart vitality*



Content Creation, Film Design, Direction & Production

Vivi5 represents vividness.

Our forte': Telling intriguing stories by creating IPs, Designing, Directing & Producing films for brands using a wide range of animation techniques such as 2D, 3D, Stop-motion, mix media, etc.

Founded in 2006, Vivi5 Studio boasts a decade of fruitful association within the animation and advertising industry, with over 200+ content rich projects to its credit.

We have ingeniously created films for corporates, creative agencies and NGOs, across a diverse range of sectors such as IT, Education, Government, retail, Health, Banking, Telecom, Electronic commerce, Media, Human Welfare and Finance.

We are known for our versatility, quality, and never-ending drive for '**strong brand-centric storytelling**'.



Concept | Script | Content Creation
design, development & production



Stop Motion

concept | script | character & set design | modelling | cinematography | direction | sound design | production



2D Animation

concept | script | look & feel design | hand-drawn | digital | mix media style | direction | sound design | production



2D/3D Animatics

visualization | look & design | illustration | animation with sound design



3D Animation

concept | script | look & feel design | hand-drawn | direction | sound design | production



Illustration

concept | visualization | design & execution in 2D | 3D | puppet & clay | compositing

Our films are an amalgamation of different aspects of art & design:
anthropology, visualization, medium & technique, storytelling,
animation, sound design, etc.



FILM *Wahga Time* [Trouble Time]



FILM *Fun Cyclopedia* TI Cycle



PACKAGING *One Stop Science Show*



PROMO *Hachatte Books*



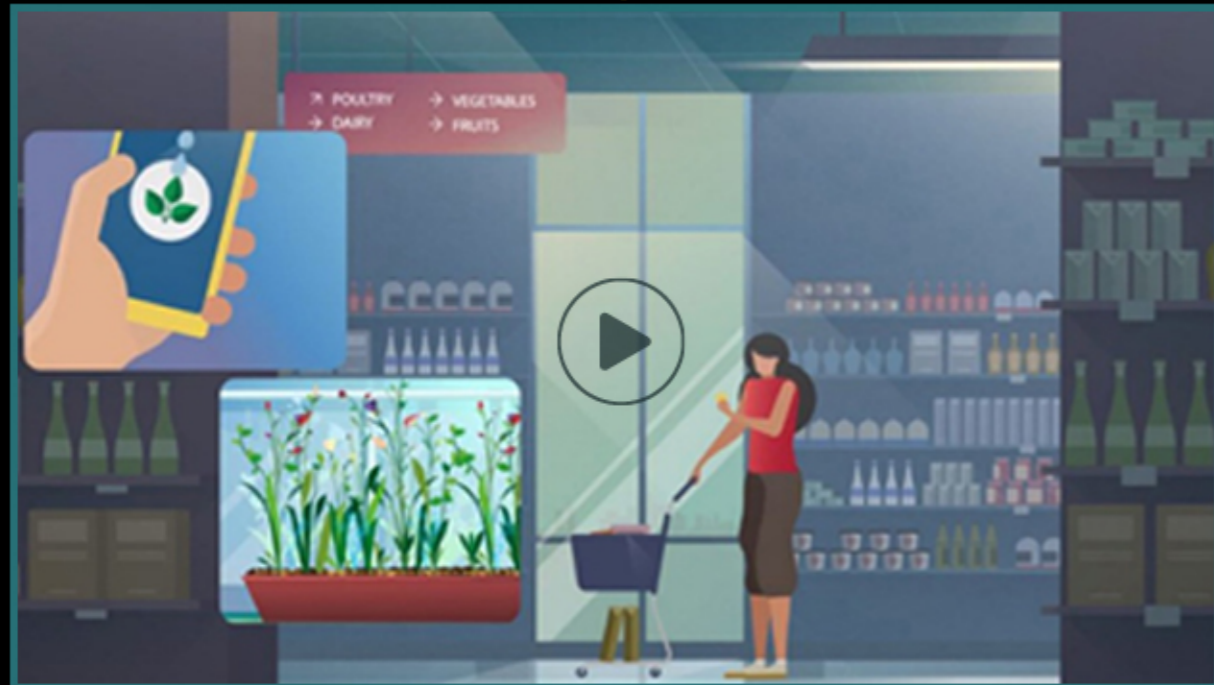
DIGITAL Myntra | YK Organic



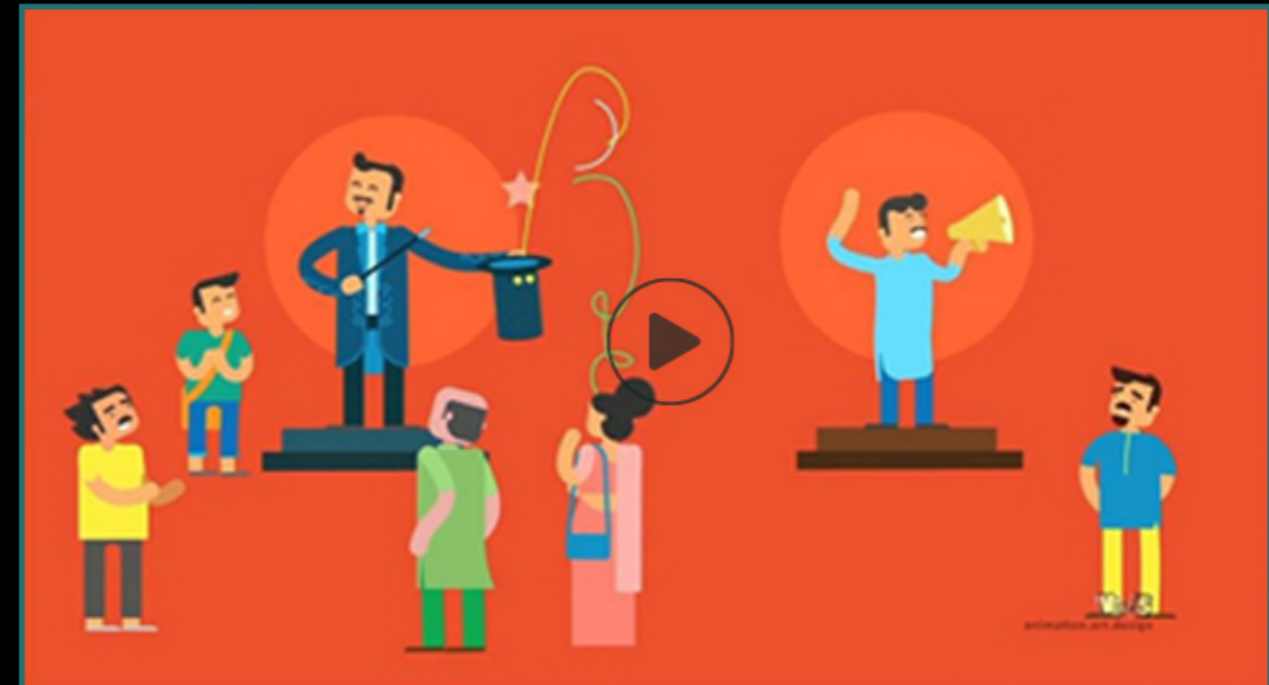
DIGITAL MaxBupa | Satiya Mythya



AV SMART HOME Tata Elxsi Experience Centre



AV Flipkart BrandStories



TVC UNICEF | What is Right to Education



TVC Home Centre Catalogue



TAG Britannia Slice Cheese



TAG Britannia Bourbon





Vivi5 Studio is lead by animation film directors, Rita Dhankani and Mehul Mahicha; both from multidisciplinary backgrounds in animation, art, design, film-making & production. The duo joined forces for their common love for creating original brand driven content. Or simply put as, to make good films!

Since then, they have successfully designed, directed, animated and produced Short films, TVCs, AVs, Info graphics etc in a variety of mediums such as 2D, 3D, stop-motion & mix media, with their inhouse team of script writers, designers, Illustrators and animators.



Rita Dhankani
Founder & Creative Director

A design aficionado with 13+ years of experience, Rita is a perfectionist when it comes to rendering creative services. Her education in advertising and filmmaking helps the studio bring out aesthetically rich-impactful-unique-&-purposeful design solutions for its clients and partners.

Rita founded Vivi5 Studio in Dubai in 2006 with an objective to create unique content across the board, including filmmaking techniques, platforms, sectors and mediums.

Her works have been awarded at IDPA, FICCI and screened at national and international festivals like Dubai Lynx (UAE), Animadrid (Spain), SIAF (Seoul), Anima Mundi (Brazil), Anifest and FICCI (India)

Rita studied Applied Arts at the Fine Arts Faculty, Maharaja Sayajirao University (MSU) and Animation Film Design at the National Institute of Design, NID – Ahmedabad.

Presently, she takes care of Creative Direction, Marketing and Business development for the Studio. A believer in social good, Rita also looks for opportunities that allow her to use her design expertise as a tool to influence change.



Mehul Mahicha
Creative Director & Executive Producer

Mehul in his 13+ years of experience in the industry has mastered the art of content development, design and production. Specialized in art & animation filmmaking, Mehul brings sustainable design solutions by striking a right balance between creativity, art and commerce.

His films have been awarded at IBDA, IPDA, FICCI Frames, MOCHA Film Club Festival, SIGGRAPH and nominated at various national and international festivals in India, SIAF (Seoul), Anima (Brussels), Bollywood & Beyond Festival (Stuttgart).

Mehul studied painting in Fine Arts Faculty, CN Vidhyalaya and Animation Film Design at the National Institute of Design, NID – Ahmedabad.

Before partnering and setting up Vivi5 Studio in 2010, Mehul worked as an Animator at Famous House of Animation, as an Art Director at Graphiti Multimedia-Mumbai and as an Animation Director at Miditech Pvt Ltd-Delhi.

As an avid storyteller, film director and producer, Mehul is passionate about creating and developing original content that is edu-tainment driven.

Leo Burnett

dentsu

unicef 

McCANN

isobar

MULLEN LOWE
LINTAS GROUP

SAATCHI & SAATCHI

TATA ELXSI LIMITED

DDB°mudragroup

Ogilvy

ITSA

JWT

wunderman

Dentsu webchutney

monster.com

sesameworkshop.

GREY

**LOPEZ
DESIGN**

creativeKettle

ye&Q DUBAI

TATA (sky)

IL&FS

espfilms

TEN SPORTS
NETWORK


LAMMTARA
لما تارا



FICCI Award 2017 - Best Animation Ad
Y K ORGANICS / MYNTRA, INDIA

FICCI Award 2016 - Best Animation Film
'TROUBLE TIME' / KHALIFA UNIVERSITY, UAE (NOMINATED)

TASI Award 2015 - Best Animation Film
RIGHT TO EDUCATION / UNICEF, INDIA (NOMINATED)

DUBAI LYNX AWARDS 2010 - Best Integrated Campaign with Wunderman
AHLAN MSN EMOTICONS / Wunderman, DUBAI

DUBAI LYNX AWARDS 2009 - Part of Stressball Campaign with JWT
PHOTOGRAPHY FOR FRIENDS FOR CANCER / JTW, DUBAI (GOLD)

IDPA AWARDS 2002 - Best Animation Film
'PEEKI BINBADHAKA' / NID, INDIA (SILVER)



Animation, Art & Design Studio **CONNECT WITH US**



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Thank You!



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