



# imaginary <sup>if</sup> forces

[www.imaginaryforces.com](http://www.imaginaryforces.com)

Imaginary Forces was founded in 1996 by Kyle Cooper, Peter Frankfurt, and Chip Houghton as an entertainment and design agency. They employ over 70 creative professionals: art directors, designers, writers, animators, editors, producers, and film directors and are based in Los Angeles and New York. Their work spans many of the motion graphic industries including feature film production and marketing, corporate branding, architecture, commercial advertising, and interactive media. Motion is IF's legacy, shown through their ground-breaking trailers and title sequences. IF is one of the leaders of innovative experience design.

“Things want to move...”

-Chip Houghton

