

Samantha Moore — *The Beloved Ones*



Samantha is an international award winning animated documentary maker based in Shropshire. Amongst her awards is one ‘for Scientific Merit’ from the journal *Nature* (New York, 2010). Sam is passionate about the ability of animation to convey reality in new and surprising ways and has a Ph.D. (2015), about the way animation can document perceptual brain states, from the Loughborough Animation Academy.

An Eyeful of Sound (2010) is now used at Yale University (USA) and at the Max Planck Institute for Psycholinguistics (Holland) to help students understand how synaesthesia¹ is experienced.

She has made several international award winning short animated documentaries, including; *Success with Sweet Peas* (2003), *doubled up* (2004), *The Beloved Ones* (2007), *An Eyeful of Sound* (2010), *Shadow Stories* (2013), and has just finished *Loop* (2016) for Silent Signal, an Animate Projects commission funded by the Wellcome Trust and Garfield Weston. Samantha is a senior lecturer in animation at the University of Wolverhampton.

¹ Synaesthesia is a condition where a sensation in one of the senses, such as hearing, triggers a sensation in another, such as taste. For example, some people with *synaesthesia* can taste numbers or hear colours. More info at: <http://www.nhs.uk/Conditions/synaesthesia/Pages/Introduction.aspx>