

Vienna based design boutique HFA-Studio teamed up with original creators Michael Girard, Robert Lurye and John Chadwick to release the legendary Dancing Baby Loop as 1/1 edition NFT via foundation.

A web history lesson:

The Dancing Baby, also known as "the Oogachacka Baby", is a world famous 3D-rendered animation by Michael Girard, Robert Lurye and John Chadwick. Dating back to 1996, it quickly turned into a cultural phenomenon and is considered one of the earliest viral videos in internet history. Michael Girard, Robert Lurye and John Chadwick created a meme years before the world knew what a meme was.

Weird 90s

In 1996, when digital art production and distribution were just getting started, the dancing baby marks a historical milestone for the sharing of social media. But what made the baby so special and why did it feel revolutionary? State of the art technology met cuteness, the bizarre merged with innocence. The original dancing baby recalls the initial excitement, optimism and playful creativity that gave birth to the web. It was a weird time for imagining hopeful visions of what the internet might become.

The cha-cha phenomenon

Out of nowhere, the Dancing Baby was everywhere. E-mail chains and websites made the Dancing Baby spread like wildfire, but it was its transfer to mainstream media and the broader entertainment industry that turned it into a cultural phenomenon. The baby became a omnipresent figure: It appeared on TV shows like Ally McBeal and Simpsons, commercials for Blockbuster Video and Delta Airlines, Video Games like EA Sports' FIFA 99 and Silent Hill 4 and even in Charli XCX's and Troye Sivan's 2018 music video for "1999". Up to this day the Dancing Baby remains the unmatched visual reference to internet nostalgia.

Right click save as

More than 25 years after the Dancing Baby first went viral we will release a digitally restored, smooth high definition 1/1 artwork by the Original Creators as NFT, so the Dancing Baby can shake its hips forever.

But what could the Dancing Baby be and look like in 2022? To set the original creation in perspective we invited contemporary 3D artists and animators of another generation to „remix“ the dancing baby. Artists and creators of the beginning of the web3 re-imagine the loop with their tools, like the original creators did at the beginning of the idea of the web2.

Memes and NFTs are the art form of our generation. By owning the digitally restored loop by the original creators, you own part of internet history.

International Artist Line Dance

We are an artist-owned design studio and gallery space in Vienna. For this project, it was important for us to incorporate our international network and invite artists and creators from around the globe: Yuuki Morita from Japan, Serwah Attafuah from Australia, Niels and Vikkie aka YONK from the Netherlands, Kreationsministern from Sweden, Chris Torres from the United States and KidEight from England are all part of this first-of-a-kind project.

The Meta Meme

One of the most famous meme creator of our time is remixing one of the first memes the world has ever seen. American artist Chris Torres, the creator of Nyan Cat (Sidenote: In 2021 the 1/1 edition GIF of his animated flying cat with a pop-tart body and rainbow swoosh was sold for 300 ETH – around \$750.000) contributed his reinterpretation of the Dancing Baby. A metameme for the metaverse.

The original creator Michael Girard, the founders of HFA-Studio and the contemporary creators are available for selected interview and press requests.

press@dancingbaby.io / hello@hfa-studio.com

Links:

Web: www.dancingbaby.io

Youtube: <https://youtu.be/SIBmOnwmeXY>

Twitter: [Dancing Baby HFA](#) [Chris Torres \(Nyan Cat\)](#) [Kid Eight](#)

Instagram Links: [HFA](#) [Kid Eight](#) [Serwah Attafuah](#) [Yuuki Morita](#) [Kreationsministern](#) [YONK](#)

1998 TV Show "Public Eye" story about the dancing baby. (Including Michael Girard)

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