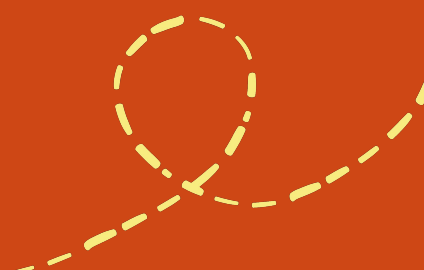




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Sundays

.outside



Hey There

This is a simple mini presentation.
A portfolio of our recent work, the future work we'd love to do and an introduction to who we are.

sundays outside was born to create more of the work we really want to do, on the trail and surrounded by nature. It's a platform which enables us to launch into projects with the same passion that got us going in the first place."

Take a moment to have a read through, and if you want to know more or are curious about working together, then drop us an email.

hello@sundaysoutside.com

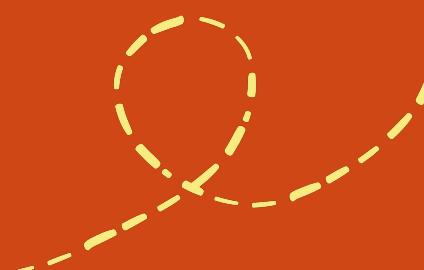
sundays outside



We specialise in the outside for those who operate inside.

With experience design at the core of what we do, we reckon you can't manufacture authenticity, you have to experience it.

So regardless of your environment, through movement, we wish to work with you and our community, to design, deliver and share meaningful experiences.



They said:

Help us to discover the world through running. Connect our global running community with remote and indigenous ways of life. Do this, by creating incredible local teams to deliver meaningful travel experiences.

So we:

Started with countless hours on Google Earth & OS Maps, and exciting trips out to remote areas, sharing cups of tea with local business owners and residents.

We prioritised educating those that we met about the project's mission, whilst listening to their needs. Long term relationships were established with those that share our common values.

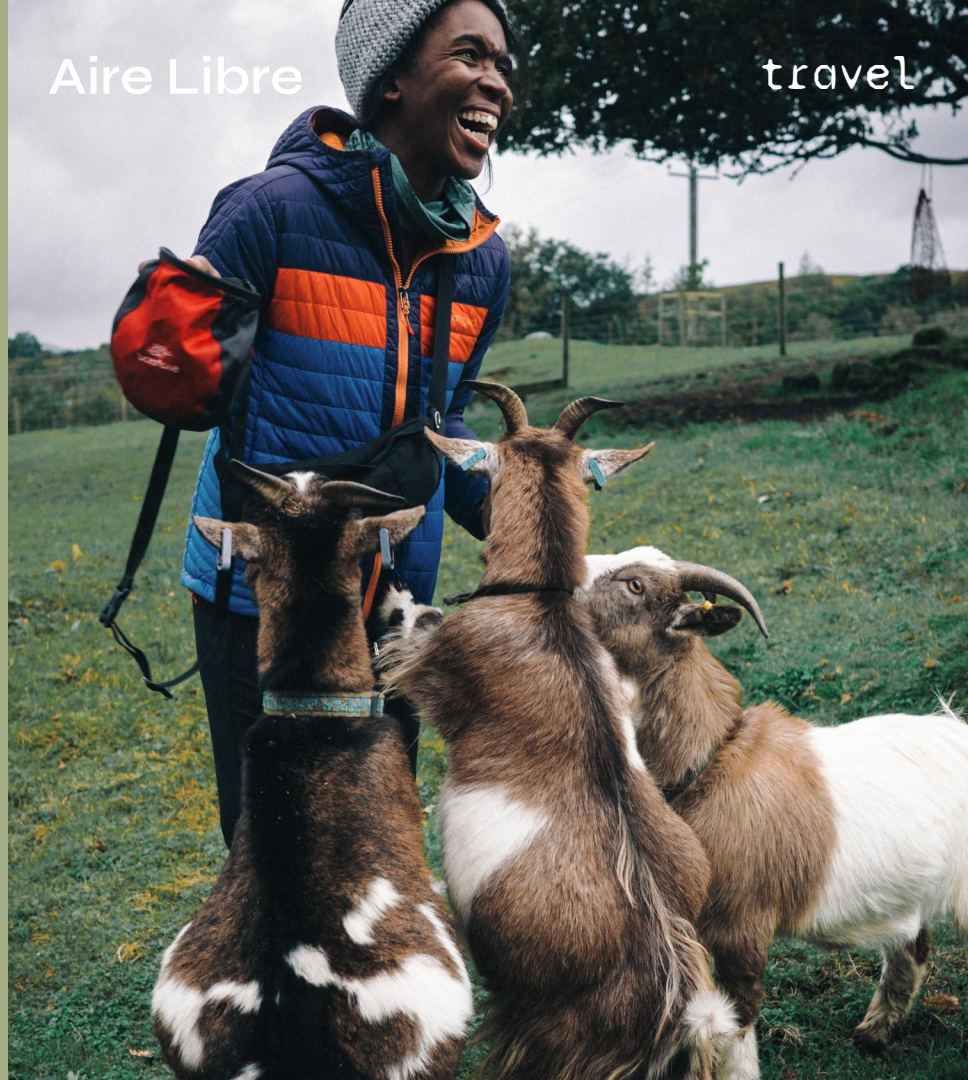
The trust established here alongside our portfolio of trails, forms the platform of the transformational experience had by its participants for years to come.

We Learned:

1. Time spent in recce is seldom wasted.
2. There's no need to reach the summit to have the best experience.
3. Nature is our best teacher, listen to her.

We loved:

When the client sent us a message at midnight on the final day of a retreat, saying that half the group had booked onto another trip.



They said:

We want Gather to be an experience for everyone who loves the outdoors. After several successful editions we want to increase our numbers with greater diversity and share the experiences we have with a wider audience.

Do you think you can bring runners together with cyclists in one event... without causing chaos?

So we:

We knew we wanted both runners and riders to find a common ground outside of their individual experiences on the trails.

So to kick things off, we invited one of the Pyrenees' biggest growing running groups from Girona to come play with us for the weekend, mixing cyclists and runners on the side of a hill for an all out effort and good time (sunset drinks, music, french countryside...).

With tired legs and common ground found, we spent the next 3 days running with cyclists and wondering how far our trail runners had ridden.

We Learned:

1. A bucket of stones is too many...
2. A run that crosses a river gets more kudos.
3. A challenge that's shared brings communities together.

We loved:

Seeing riders swap their last ride of the festival for a run that probably meant crossing a river or two.



They said:

With the launch of their new MTL Skyfire 2 trail shoes, Merrell asked us to #GetFKT. Set an FKT, document what goes down, and help us break as many records as we can.

So we:

The Skyfires would be the lead role in this project but they needed a supporting character, one that could bring home the Fastest Known Time “FKT” on our chosen route.

Born and bred on the Isle of Skye, we found Sarah: a hill runner, mountain leader and climber. With a self proclaimed “dirtbag” attitude, she was the ideal candidate for this bonkers challenge.

Sarah was going for an all out effort. There would be no retakes here. So it was make or break for our crew. Meticulous planning and local knowledge meant all that was left to chance was the typical Scottish weather.

We Learned:

1. [Sarah is half mountain goat half human](#)
2. Runners return home quicker than drones.
3. The weather is the most predictable outcome...you can't predict it

We loved:

With minimal gear, a small team, and a tight production schedule you can achieve a lot. Everything was smooth and quick about this project, just like the shoes.



They said:

We wish to take a group of individuals and enable them to have a truly authentic experience in the outdoors, one in which they can express themselves freely and share with others the journey upon which running takes them.

Can you capture those experiences and inspire the lululemon running community via a short film?

So we:

In collaboration with Aire Libre, we took a diverse group from bustling cityscapes to remote idyllic lands. With endless trails to explore and top notch guides, the rest was up to nature and our crew to document.

The important part was ensuring we had a crew as passionate about the experience as the creative production. So, we brought together a team ready to observe but not distract.

We Learned:

1. Doc Martens aren't appropriate outdoor footwear for a camera operator in the highlands.
2. [You don't have to run fast, to run with the fast runners.](#)
3. Authenticity is the result of your passion for the project.

We loved:

Upon screening the resulting film, another client approaches with the brief: "Can you make something similar for us?"

Fast forward and the result = [Sendero del Jaguar](#)

Lululemon

brand



Connecting people with the outdoors through meaningful experiences and storytelling

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