

# Minecraft

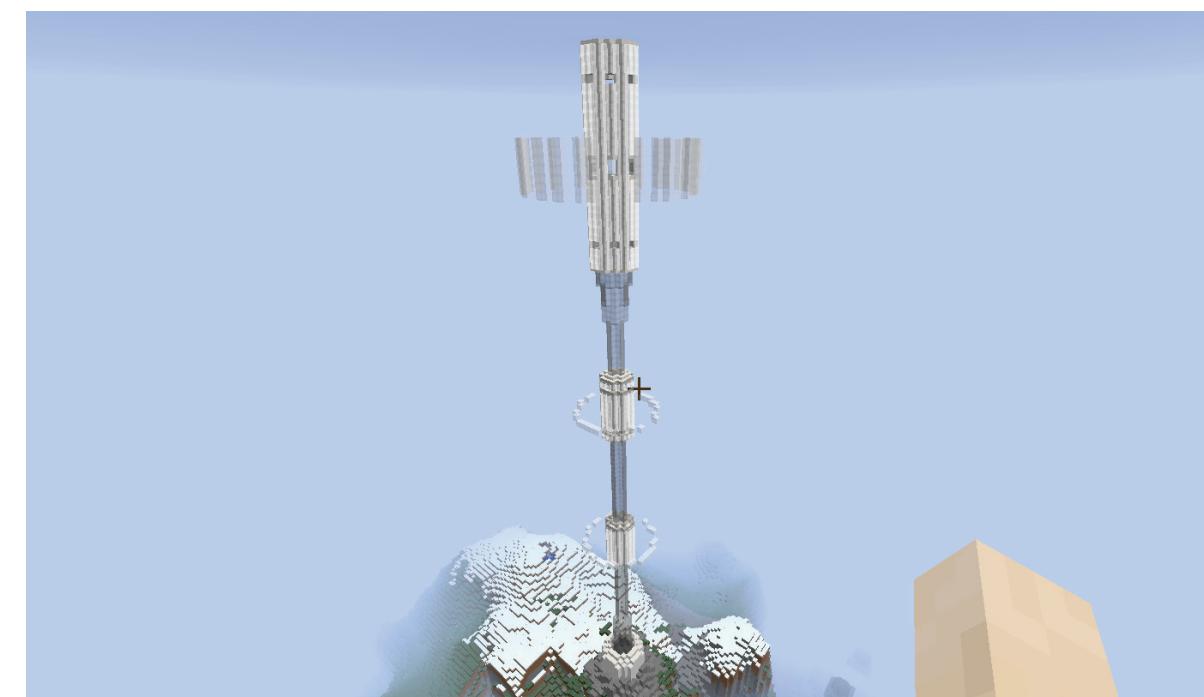
## Towers / Phone

30 September 2015

**verizon**<sup>✓</sup>

Wieden  
Kennedy<sup>+</sup>

**Being inspired by modern architecture,  
we designed the towers to use the most  
premium materials we could find and  
structurally gave them a light feel to live  
within the game world.**



**And for the inspiration for the phone, we  
kept it familiar with today's smartphones  
using the best materials in the game to give  
it a premium look too.**





Click the screen to watch the video.

**Thank you**