**#NEXTSTARTSNOW**

**Q&A with The Madbury Club**

*A Collective Group Of Forward Thinking Trail Blazers & Imaginative Social Explorers*

1. **When and how did The Madbury Club first form?**

**MC:** It depends which version of the story you chose to believe. Many legends suggest that Madbury Club started aboard a whaling ship called the U.S.S. Delafield sometime around the turn of the century during a voyage into previously unexplored Alaskan territory. Equally, some popular rumours suggest that The Madbury Club had humble beginnings in the university dorm room of Phillip T. Annand. We leave it up to each individual to decide which he or she like to best believe.

1. **What is the best part of being a member of the The Madbury Club and why?**

**MC:** The Madbury Club frequently work with some of the largest brands in the world and are sent to gallivant across the globe. These trips we take and the things we create as a result of the adventures, are what we consider “work.” You could not possibly ask for a better job – Each company, brief, trip and project is always an excursion for us!

1. **Who officially leads The Madbury Club? And do the other members follow the leaders rules?**

**MC:** Phillip T. Annand is the founder and director of The Madbury Club. Every Madbury Club member is their own man and the last time we checked, the only rule on the official Madbury Club charter is: “Thou shalt not write in pencil. Write only in ink. Write exactly what you mean. Mean what you write.” This rule is also frequently ignored on Wednesdays.

1. **Finish this line – We get our best ideas when…**

**MC:** Chasing Saudi Arabian camels and/or playing Tibetan Monks in pick-up basketball. Actually. Any brainstorm involving a game of basketball is when genius strikes us. Camels are optional.

1. **You guys are pretty adventurous in your ideas and have an over and beyond attitude, would you say The Madbury Club are risk takers and why?**

**MC:** A minority of our Club has graduated from college. The rest blindly

walked away from campus in search of a greater cosmic truth, so some

would consider that the taking of a risk. We would consider that a

carefully considered decision one should make quickly while eating grilled

cheese. We would not say that the Madbury Club are risk takers, after all,

you guys at PUMA are the ones who trusted us to make a project called

“Chazebralope,” so maybe you are the risk takers?

1. **As a group, what have been your most exciting adventures together?**

**MC:**

1. Belize. Weeks in Central America. This adventure has still not been explained and perhaps never shall. Scorpions, Mayan Ruins, and a fallen Rastafarian named Mission.
2. The Fourth Dimension. The Madbury Club’s first official home/office/compound in New York City was home to more tales than should be allowed in an impossibly small New York city apartment. Almost burned down the building. Shout outs to Ike.
3. **Do you guys remember your first pair of PUMAs? Do you have a favourite PUMA style & why?**

**MC:** We have to go with the classics like the PUMA Suede and PUMA Clyde. Those are icons and for a good reason - buttery suede material and a low profile. It is an incredible classic piece of design.

1. **This is the first season you have partnered with PUMA on a project, what was it like to work with the campaign from start to finish? Which part of the PUMA collaboration do you find to be the most interesting?**

**MC:** PUMA put up with the unique brand of Madbury absurdity, perhaps even more than anyone else with whom we have ever partnered with. When we told them (PUMA) we wanted to travel across the world to shoot a fake film, we believe there was a bit of silence on the other end of the phone followed by, “Ok, sure sounds good. When do you want to go?”

When you start a relationship like that you cannot really go wrong, can you? The travel was certainly the highlight. I can’t imagine that anyone at PUMA would have thought that we would be strapping their sneakers into snowboards and flying down the side of sand dunes.

1. **We know that the video you created for the ‘Next Starts Now’ campaign was inspired by PUMA’s Future Trinomic Slipstream Lite Zebra footwear, but how did the concept develop into the ‘Chazebralope’ adventure?**

**MC:** Phillip T. Annand was sitting in The Fourth Dimension (Madbury Club HQ) looking at the Trinomic Slipstream sneakers and attempted to wrap his mind around what exactly was going on with this shoe PUMA had designed. He quickly exclaimed that the shoe looked like a ‘Chazebralope.’ An animal he “claimed” to have seen in Africa once. At which point, the idea for the Chazebralope adventure more or less came overflowing from his brain and then Phillip and Hyun, also a member of the Madbury Club, went on a spiritual sabbatical to write the script. The entire team served key roles in developing the plot of the movie. Once we got back from our trip with the footage, it was merely a matter of serving it up to PUMA.

1. **What does “Next Starts Now” mean to you?**

**MC:** It means since next has already started you should probably start jogging. You’re already one step behind and no one likes being behind.

1. **What does the PUMA brand represent to you?**

**MC:** Puma is classic funk. It is premium vibrations. PUMA is like George Clinton, running a 4.5 forty-yard dash or David Bowie, scoring 45 points in a basketball game. PUMA is entirely it’s own animal.

**12. What’s NEXT in store for The Madbury Club?**

**MC:** We hear Tibet is particularly nice around this time of year. There are rumours of an impending basketball game. Our bags are always packed.