

## Annecy 2011 keeps on track

28<sup>th</sup> June 2011

### Festival...

There were many events within the event at this 35<sup>th</sup> edition including world sneak previews such as *La Luna* from Pixar, Disney's *The Ballad of Nessie* and *Coyote Falls* and *Rabid Rider* from Warner.

The quality of the Work in Progress sessions attracted a big crowd to find out about the production status of features including: *Arthur Christmas*, from Aardman Animations; the biopic about Eva Peron, *Eva de la Argentina*; the Brazilian production of *The Adventures of the Red Airplane*; *Ernest & Celestine*, with screenwriter Daniel Pennac; the autobiographical story *Approved for Adoption*; the co-production from France, Belgium, Luxembourg and Canada, *The Day of the Crows*; along with the first footage and artwork from the latest feature adventure in 3D from Toei Animation, *Space Pirate – Captain Harlock* and the passionate tale of *The Boy with the Cuckoo-Clock Heart*, produced by Europacorp, with feature jury member Mathias Malzieu.

Other highlights included: the award ceremony for the second [YouTube contest](#), attended by the French Minister for Culture Frédéric Mitterrand and the American Ambassador to France Charles Rivkin, the outdoor screenings on the Pâquier lawn, the surprise screening of some first footage from the next Bibo Bergeron feature *A Monster in Paris*, with an improvised set from musician Matthieu Chedid, the announcement of some new by the Warner Studios and the visit of Leiji Matsumoto, the legendary creator of Captain Harlock.

This year's event attracted over **7,000 visitors** from some 70 countries, which **compares favorably with the figures from last year's bumper 50<sup>th</sup> birthday edition**.

Check out all the [prizewinners](#).

### The International Animation Film Market, the top international appointment for animation professionals, also notched up its 26<sup>th</sup> success.

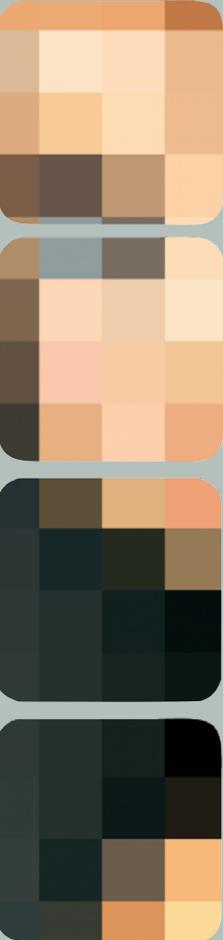
With its even bigger exhibition space and Chill Out area of 500 m<sup>2</sup> set up over the lake, the Mifa brought together over 2,300 industry professionals from 50 countries (an 8% rise from 2010), 450 exhibiting companies and 238 buyers. Delegates from TV or film, made up of producers, directors, broadcasters, buyers or distributors, were able to spend three days networking to finalise projects or seek out funding and collaborators.

The Market attracted a large number of professionals from Japan, South Korea and China, as well as delegations from Argentina and Quebec and return visits from many Irish and Indian professionals. There were also some first-time visitors from countries like Singapore, Mexico or Poland and the cities of Toronto and Milan.

The programme for these three days exclusively dedicated to animation included the annual opening press conference from France Télévisions, with President Rémy Pflimlin and Director of the Youth Unit, Julien Borde. TFI Jeunesse revealed the winners of their 2nd European contest: Tfoù d'animation. The Lagardère Active Youth and Family Unit discussed the strategies of their channels Gulli, Tiji and CANAL J, who also announced the winners of their 10th Espoirs de l'animation competition. The SPFA presented their annual report. Gilles Renouard, the Co-Director General of Unifrance, delivered a review of the export sector and CANAL+FAMILY unveiled their animation programmes along with those for channels Piwi+ and TeleTOON+. Finally, Namco Bandai Games Europe were also there to show of footage from their next stereoscopic 3D film *Tekken: Blood Vengeance*, due for release this summer.

Ankama, a leading player in the industry and forerunner in multi-platform development, celebrated their 10th anniversary in Annecy with a magnificent stand of 150 m<sup>2</sup> at the heart of the Market, in addition to hosting the official Mifa opening party and a press conference to announce their latest productions, as well as setting up their own Ankama village on the Pâquier lawn...

The Creative Focus attracted a record crowd to the numerous project presentations, giving



their creators the possibility to meet up with future collaborators. The recruitment sessions also provided a rich exchange: 22 companies from around the world were represented, including the United States, the leading global producer of animated films followed by Japan and France. Walt Disney Animation Studios and Pixar Animation Studios were highly sought out by some 600 students who had applied for interviews.

The new Global Media Connect convention proved to be a success, with industry players already confirming their support for the event.

The 2011 conferences also followed the trend and achieved a record-breaking attendance, fulfilling their ambition to transmit professional experience, reflect on strategic issues and bring together both established and emerging professionals from diverse backgrounds with common interests. A summary of this year's conferences will be available online from mid-July on [www.annecy.org](http://www.annecy.org).

- The next International Animation Film Festival will take place from 4<sup>th</sup> to 9<sup>th</sup> June and the Mifa from 6<sup>th</sup> to 8<sup>th</sup> June 2012... Be there!

Find out more at [www.annecy.org](http://www.annecy.org)

- In the meantime, don't forget the Forum Blanc, taking place from 11<sup>th</sup> to 13<sup>th</sup> January 2012, for an overview of the current trends in the animation and cross-media industry.

Find out more at [www.forumblanc.org](http://www.forumblanc.org)