



ANIMATION!

VENTANA SUR 2017

27
NOV
01
DEC



ACTIVITIES



LUNES 27 NOVIEMBRE
MONDAY, NOVEMBER 27TH

3 PM / 5 PM | GROUND FLOOR AUDITORIUM 2 - UCA

**ANIMATION! TRAINING SESSION: UN PITCH EXITOSO /
A SUCCESSFUL PITCH**

Joan Lofts: Independent Media Consultant - UK

La especialista británica, productora ejecutiva de Peppa Pig entre otros, brindará sus mejores tips para lograr la venta exitosa de un proyecto ante posibles inversores.

ENG The British specialist and executive producer of Peppa Pig, among other series, will give the best tips to successfully achieve the sale of a project in front of potential investors.

5 PM / 6 PM | GROUND FLOOR AUDITORIUM 2 - UCA

**PREGUNTADOS: DEL MUNDO DEL GAMING A LOS
CONTENIDOS / TRIVIA CRACK: FROM THE GAMING
WORLD TO CONTENT PRODUCTION**

Máximo Cavazzani: CEO, Etermax - Argentina

Ezequiel Mottillo: Creative Director, Etermax - Argentina

El caso de éxito de una IP sólida que trasciende las fronteras del videojuego para incursionar en la producción de contenidos y expandirse a otras plataformas de entretenimiento.

ENG The successful case of a solid IP transcending the limits of videogames to dabble in content production and expand to other entertainment platforms.

MARTES 28 NOVIEMBRE
TUESDAY, NOVEMBER 28TH

9 AM / 12.30 PM | GROUND FLOOR AUDITORIUM 2 - UCA

ANIMATION! PITCHING WORKSHOP
ACTIVIDAD CERRADA / CLOSED ACTIVITY

Jornada de trabajo y práctica focalizada en pitching para permitir que los productores seleccionados

para Animation! Pitching Sessions puedan mejorar la presentación que harán en el Mercado.

Working and practice session focused on pitching aimed at improving the presentation in the Market of the selected productions for Animation! Pitching Sessions.

2 PM / 3.30 PM | GROUND FLOOR AUDITORIUM 2 - UCA

**ANIMANDO IDEAS: LO QUE BUSCA CARTOON
NETWORK / ANIMATING IDEAS: WHAT CARTOON
NETWORK IS LOOKING FOR**

Lucas Arechaga: Senior Content Manager Cartoon Network, Boomerang & Tooncast Latin America - Argentina

Filosofía de contenidos de Cartoon Network. Qué tipos de contenidos están buscando y cuáles son los elementos de éxito de una propiedad, desde la presentación de la idea hasta su estreno en las pantallas de la marca.

ENG Cartoon Network's philosophy of contents. What kind of contents they are looking for and which are the success elements in a property, from the presentation to the broadcasting of the idea.

3.30 PM / 6 PM | PRODUCERS LOUNGE, FIRST FLOOR - UCA

ANIMATION! WORKING SESSION
ACTIVIDAD CERRADA / CLOSED ACTIVITY

Representantes de proyectos de animación en desarrollo formarán parte de grupos de trabajo con especialistas quienes les darán feedback y consejos.

ENG Representatives of animation projects in development will take part in work groups with specialists that will provide feedback and advice.

6 PM / 7 PM | PRODUCERS LOUNGE, FIRST FLOOR - UCA

ANIMATION! HAPPY HOUR

MIÉRCOLES 29 NOVIEMBRE
WEDNESDAY, NOVEMBER 29TH

11 AM / 12.30 PM | GROUND FLOOR AUDITORIUM 2 - UCA

ANIMATION! PITCHING SESSIONS SERIES DE TV / TV SERIES

2.30 PM / 3.30 PM | GROUND FLOOR AUDITORIUM 2 - UCA

POLÍTICAS DE ADQUISICIONES Y COPRODUCCIONES DE MOVISTAR+ / MOVISTAR+ ACQUISITIONS AND COPRODUCTION POLICIES

Guadalupe Arensburg: Head of Short Films Acquisitions Movistar+ - Spain

Desde el inicio de sus emisiones Movistar+ ha apostado por el formato corto. Anualmente se adquieren 130 cortometrajes de todo el mundo y, a través del "Proyecto Corto", se coproducen 6 cortometrajes. ¿Qué requisitos deben cumplir para ser seleccionados?

ENG Since it first started broadcasting, Movistar+ has bet on the short format. Annually, they buy 130 short films from around the world and, through Proyecto Corto, they co-produce 6 short films. Which requirements must these projects meet to be selected by Movistar+?

4 PM / 5.30 PM | GROUND FLOOR AUDITORIUM 2 - UCA

ANIMATION! TRAINING SESSION: EL PODER DE PERSONAJES SÓLIDOS / THE POWER OF STRONG CHARACTERS

Leon Joosen: Animation Director - USA

Leon, director de animación con experiencia en Marvel Productions, Disney (La Sirenita, Fantasía 2000), Warner Feature Animation y Dreamworks, hablará sobre cómo construir un gran largometraje en base a historias centradas en los personajes.

ENG Having worked for Marvel Productions, Disney (The Little Mermaid, Fantasía 2000), Warner Feature Animation and Dreamworks, Leon will talk about

how to build an outstanding feature and engage the audiences through character driven stories.

6.15 PM / 7.15 PM | SCREENING THEATER 3 - CINEMARK PUERTO MADERO

ANIMATION! WORK IN PROGRESS BY ANNECY

Se presentarán cinco películas de animación latinoamericanas próximas a ser finalizadas en un programa exclusivo de presentaciones entre los screenings de mercado.

ENG Five upcoming Latin American animated feature films showcased in an exclusive presentation program as part of the market screenings.

JUEVES 30 NOVIEMBRE / THURSDAY, NOVEMBER 30TH

11 AM / 12.30 PM | GROUND FLOOR AUDITORIUM 2 - UCA

ANIMATION! PITCHING SESSIONS LARGOMETRAJES / FEATURE FILMS

3 PM / 4 PM | GROUND FLOOR AUDITORIUM 2 - UCA

PRESENTACIÓN PREMIOS QUIRINO DE LA ANIMACIÓN IBEROAMERICANA / PRESENTATION IBERO-AMERICAN ANIMATION QUIRINO AWARDS

José Luis Fariás: Development Partner - Spain

José Iñesta: Development Partner - Mexico

Paul Vaca: International Relations - Ecuador

Silvina Cornillón: Ambassador for LATAM - Argentina

Marta Machado: Ambassador for Brazil - Brazil

Gerardo Michelin: Press Department - Uruguay

La primera edición de los Premios Quirino de la Animación Iberoamericana se celebrará el 7 de abril de 2018 en la isla de Tenerife. Detalles sobre convocatorias y actividades especiales.

ENG The first edition of the Ibero-American Animation Quirino Awards will be held on April 7th, 2018 in the Tenerife island. Details about the call and special activities being prepared for the event.



4 PM / 5 PM | GROUND FLOOR AUDITORIUM 1 - UCA

**ANIMATION! TRAINING SESSION: CONTENIDOS
ORIGINALES Y HERRAMIENTAS PARA FOMENTAR SU
CRECIMIENTO / ORIGINAL CONTENT AND THE TOOLS
WE USE TO HELP IT GROW**

Heath Kenny: Founder and President of You and Eye Creative - France

Heath es un director creativo ejecutivo con clientes como DreamWorks, Disney, France Télévisions, RAI, Teletoon Canada y Netflix. Hablará sobre cómo desarrollar la idea para una serie: manejar las expectativas, explotar al máximo el talento y evitar perder dinero.

ENG Heath is a creative executive with clients like DreamWorks, Disney, France Télévisions, RAI, Teletoon Canada and Netflix. He will talk about developing a series idea: managing expectation, getting the most from your talent and avoid losing money when you don't have to.

5 PM / 6 PM | GROUND FLOOR AUDITORIUM 1 - UCA

**CASO DE ÉXITO PEPPA PIG / PEPPA PIG, A SUCCESS
STORY**

Joan Lofts: Independent Media Consultant - UK

Los pormenores del proceso que consagró en todo el mundo a la serie preescolar, contados por su productora ejecutiva.

ENG Details of the process that established the preschool series around the world, told by its executive producer.

6.30 PM | GROUND FLOOR AUDITORIUM 1 - UCA

**ENTREGA DE PREMIOS ANIMATION! / ANIMATION!
AWARDS CEREMONY**

VIERNES 1 DICIEMBRE / FRIDAY, DECEMBER 1ST

10 AM / 11.30 AM | PRODUCERS LOUNGE, FIRST FLOOR - UCA

**BREAKFAST WITH THE FESTIVALS AND MARKETS
ACTIVIDAD CERRADA / CLOSED ACTIVITY**

Invitados / Guests:

Guadalupe Arensburg: Bridging the Gap - Spain

Hugo Della Motta: MIPJr & MIPCOM - France

Véronique Encrenaz: Annecy Intl Animation Festival & Market MIFA - France

José Luis Farias: 3D Wire Market & Quirino Awards - Spain

José Iñesta: Festival Pixelatl - Mexico

Louis Leclerc: Cartoon Connection - Canada

Anne Parent: Clermont-Ferrand Short Film Market - France

11.30 AM / 1.30 PM | PRODUCERS LOUNGE, FIRST FLOOR - UCA

**ANIMATION! SPEED DATING: MEET THE PROJECTS
ACTIVIDAD CERRADA / CLOSED ACTIVITY**