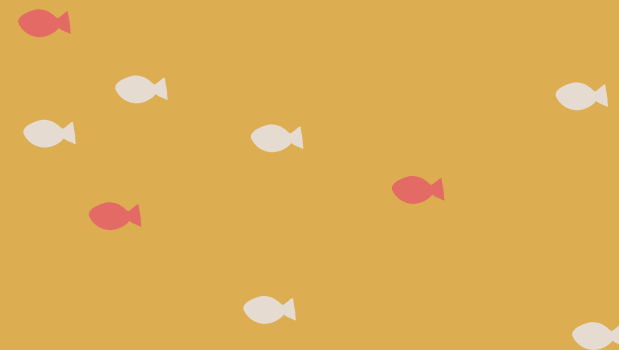
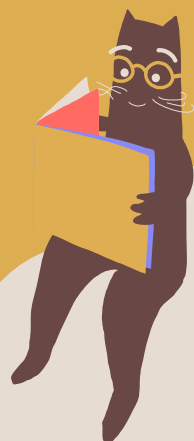


# ANIMA TION!

VENTANA SUR



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**VS2022**  
VENTANA SUR



**INCAA**  
INSTITUTO NACIONAL  
DE CINE Y ARTES  
AUDIOVISUALES



## **ANIMATION!**

**A GLOBAL BUSINESS SPACE FOR LATIN AMERICAN ANIMATION  
PROJECTING TO THE WORLD**

## **WHAT IS ANIMATION!?**

**Animation!** is the exclusive space for animation at **Ventana Sur** Latin American audiovisual market (co-organized by **INCAA**, the Argentine Film Institute, and **Marché du Film/Festival de Cannes**).

It is a unique opportunity for animation producers from the region and for professionals from other parts of the world looking to connect with Latin America. During five days, the participants coming to Buenos Aires from all over the world, find in the event schedule a wide variety of activities specifically aimed at the animation industry.

Special presentations, panels with professionals from the United States, Europe and Latin America are added to the event schedule, to provide a regional and international outlook on animation and to reflect on topics of interest to the industry. Projects seeking strategic alliances, special presentations, networking activities, round tables, work groups with international specialists, and pitching training sessions are some of the key elements in **Animation!**



## **GOALS**

To foster professionals from the region encouraging strategic alliances, developing their potential with the help of experts from around the world and promoting local talent in other markets.

## ANIMATION!

### PITCHING SESSIONS

In special alliance with the **Annecy International Animation Film Festival and Market (MIFA)**, Latin American feature films and series projects (in development or preproduction stage) are selected. The project holders looking for partners to complete their finance plans and finish the projects, take part in diverse trainings, including one on pitching that gives them the chance to improve their presentation with guidance of an international coach.

After pitching those projects in the market, a jury comprised of animation experts selects the winners that will take part in a special **Animation!** program at **MIFA Market** (France) the following year.

### TRAINING SESSIONS

A series of workshops and special activities by international guests aimed to foster professionals from the region and unlock their potential. These sessions are focused on different topics ranging from the production, content development, formats and even commercialization strategies among others.

### FOCUS@MIFA

**Animation!**'s best projects continue their international showcase at **Annecy Festival's** market, one of the main international animation events.

The winning projects of **Animation!** Pitching Sessions are presented in an exclusive program at **MIFA** to potential buyers.



### ANIMATION! WIPS

Curated by the **Annecy International Animation Film Festival and Market MIFA**, **Animation! WIPs** features an exclusive selection of Ibero-American animated films in progress to an audience of industry representatives including sales agents and distribution companies from all over the world.

### SPECIAL PRESENTATIONS

Animation experts and professionals from the United States, Europe and Latin America join us to provide a regional and international outlook on animation and to reflect on some topics of interest to the industry.

### NETWORKING ACTIVITIES

#### Animation! Working Session

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

#### One-to-one meetings

#### Meet the projects

## ANIMATION! SPECIAL MENTORING PROGRAM FOR FEMALE CREATORS

### SPECIAL MENTORING PROGRAM FOR FEMALE CREATORS

With the determination to implement actions in favor of gender parity that will help to build a more equitable and diverse animation industry, and thanks to the support of the **Institut Français d'Argentine**, the **Annecy International Animation Film Festival** and in special alliance with the **Quirino Ibero-American Animation Awards**, the second edition of the **Mentoring Program for Female Creators** was launched. Five projects directed by women were selected to access training focused on production, script and pitching, given by three international specialists. Upon completion of the mentoring, one project will be chosen to be presented at a special **Animation!** program at **MIFA/Annecy 2022**.



#### NUMBERS 2021

56

**SUBMITTED  
PROJECTS**  
directed by women

5

**SERIES**  
projects selected

11

**LATAM  
COUNTRIES**

6

**ONLINE GROUP  
WORK SESSIONS**

40

**ONLINE ONE-TO-ONE  
WORK SESSIONS**

7

**WEEKS OF  
WORK**

ANIMATION! PAKAPAKA

PAKAPAKA  
PAKAPAKA



## SPECIAL CALL FOR ENTRIES ANIMATION! PAKAPAKA

In order to create new broadcasting opportunities for Latin American productions and strengthen industry alliances in the region, **Animation!** launched a special call for entries together with the **Pakapaka** signal.

Projects selected through a curatorial process carried out by representatives of the channel made their pitch in front of channel executives during **Ventana Sur**, with the possibility of being incorporated into the signal and receiving feedback from the experts. This provided them with tools to nurture the project and access new financing and distribution opportunities.

## ANIMATION! LA LIGA DE LA ANIMACIÓN IBEROAMERICANA



**Animation!** together with the **Ibero-American Animation Quirino Awards** (Spain) and **Pixelatl Festival** (Mexico) have partnered to create **La Liga de la Animación Iberoamericana**. Thanks to this collaboration, a finalist project in **Animation! Pitching Sessions 2021** will take part in the **Quirino Awards** and **Pixelatl** this year.

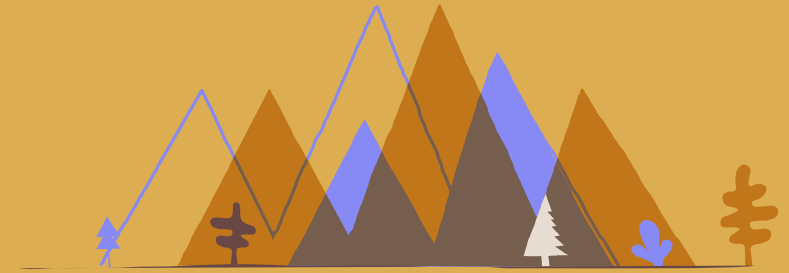
**La Liga** is seeking to foster co-productions among Iberoamerican countries and to encourage synergies.

Pursuing this goal, since 2019, **Annecy Festival** was incorporated as "Amigo de La Liga" (Friend of La Liga), an alliance that allows to bring Iberoamerica at an international level.



**LIVRARIA BERG**  
winner of **La Liga 2021** award

## ANIMATION! 2021 IN NUMBERS



184

**REGISTERED  
PROJECTS**

15

**LATAM  
COUNTRIES**

14

**VIDEO PITCHES  
OF FINALIST  
PROJECTS**

5

**VIDEO PITCHES**  
of projects led by women as  
a conclusion of the  
Mentoring Program for  
Female Creators 2020

5

**WORK IN  
PROGRESS**  
of Ibero-American  
feature films

5

**SELECTED  
PROJECTS**  
for the Special Mentorship  
Program for Female  
Creators 2021

95

**LATAM  
PROJECTS**  
projects registered in the  
Pakapaka special call for  
entries

12

**PROJECTS  
SELECTED**  
to present their pitch to  
the Pakapaka signal

57

**PROJECTS IN ONLINE  
WORK SESSIONS**  
with international experts

12

**PRESENTATIONS**  
of Latin American series  
and feature films on-site

11

**AWARDS**

8

**PANELS AND  
SPECIAL  
PRESENTATIONS**

184

**ANIMATION  
COMPANIES**  
participating in the various  
activities

178

**B2B MEETINGS**

**ANIMA  
TION!**  
VENTANA SUR

# ANIMATION!

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AUDIOVISUALES



**MARCHÉ DU FILM**  
FESTIVAL DE CANNES

## ALLIES AND COLLABORATORS

**ANNECY**  
M I F A



  
**Pixelatl**



Ibero-American  
Animation  
Quirino Awards

Premios Quirino  
de la Animación  
Iberoamericana



  
**AMBASSADE  
DE FRANCE  
EN ARGENTINE**  
*Liberté  
Égalité  
Fraternité*

**INSTITUT  
FRANÇAIS**  
Argentine

**af** Alliance Française  
Argentine