

Vade-mecum

The Co-Production Forum for European Animation Films

CARTOON MOVIE

Lyon, Rhône-Alpes, 2-4 March 2011



Cartoon Movie,

the co-production forum for European animation films



600 participants, 160 buyers, 90 distributors, 50 pitching sessions

Cartoon Movie is neither a fair nor a festival, but rather a co-production forum for European animated feature films. The concept is original and effective: for two intense days in March each year, European producers have the unique opportunity to pitch their animation projects to about 600 professionals in order to **negotiate financing, to find partners and to interest distributors.**

Four stages of projects

A special feature of Cartoon Movie is that it is possible to present **projects at their different stages:** projects in concept, projects in development, films in production, and completed films. Consequently, it is **the whole industrial and economic network** that takes part in the development of the film, which increases tenfold the producer's opportunities for success.

A convivial atmosphere ideal for networking

Screening of trailers, pitching of projects, film screenings, business meetings, but also a welcome reception, nice relaxed dinners, a farewell party... all this is part of the **convivial Cartoon Movie atmosphere**, which allows participants to take the time to negotiate, to enlarge their professional network and to face new challenges together.

140 films financed for 1 billion EUR

Started in 1999 with the support of the MEDIA Programme of the European Union, Cartoon Movie was established to create a **synergy between producers, investors and distributors** of feature-length animation films. The goal was to increase the number of co-productions and cross-border cooperations, to speed up the financing and the production process, as well as to ensure a pan-European and international distribution of the films.

The results are considerable. Since its creation, more than 140 films have secured financing, representing a total budget of 1 billion EUR.



How Cartoon Movie works

Cartoon Movie has its own distinctive space and procedures. Producers attending for the first time are advised to carefully read the following information.

THE VENUE

Cartoon Movie will be held in the **Centre de Congrès de Lyon**, as last year.

Centre de Congrès de Lyon / Cité internationale
50, quai Charles de Gaulle – 69463 Lyon Cedex 06 – France

THE DATES

- Wednesday 2nd March: arrival of participants (opening screening and Welcome Dinner)
- Thursday 3rd and Friday 4th March: pitching sessions and Farewell Dinner
- Saturday 5th March (morning): departure of all participants

CROISSANT & COFFEE SHOWS

As a prelude to each morning and afternoon sessions, CARTOON will screen the trailers of the projects to be presented that day in front of all participants. These screenings will show the essence of the projects and will help attract a maximum of people to join the pitching session of a project. This is the reason why the **quality of each trailer** is vital.

PITCHING SESSIONS

The pitching sessions will take place in **2 studios** simultaneously at a day and time set by CARTOON. Producers will be able to present their project in front of all investors, distributors, new platforms, video publishers and other potential financial partners, in order to find financing as quickly as possible. The allocated time will depend on the category of the project, as listed on the right.

The studios for the pitching sessions will be fitted with a big screen, DVD player, CD player, Betacam and computer connexions.

PROJECTS IN CONCEPT

We will group several projects in concept (4 to 5) for a one-hour presentation, coordinated by a chairperson. Each project will be individually presented in **10 minutes**.

PROJECTS IN DEVELOPMENT

Each project will be presented during a **30-minute** session (presentation of 20 minutes, 5 minutes of debates and 5 minutes to get in and out of the room). With the help of a chairperson, producers will present all aspects of their new project, including concept, graphics, characters, production schedule, stage reached in the financial arrangements and profitability scheme.

FILMS IN PRODUCTION

Producers are allocated a **30-minute** session to present their film in production (25 minutes **including a screening** and a short debate, plus 5 minutes to get in and out of the room). This session must provide a pilot or an extract of **5 to 15 minutes**.

FULL SCREENINGS OF COMPLETED FILMS

Completed films will be **entirely screened** for the Cartoon Movie participants. Each film will be shortly introduced by the producer and/or the distributor.



CHAIRPERSONS

The chairpersons are neutral, experienced animation professionals who will help producers to present their project in the best possible way. Producers should contact their chairperson BEFORE Cartoon Movie in order to receive valuable advice on how to prepare their presentation.

The chairperson will also be present during the pitching session, to introduce the producers and act as moderator during the questions & answers.

For the pitching of projects in concept, there will be only one chairperson for all the projects.

The list of chairpersons as well as a short biog are available on our [website](#).

LOBBY AND LOUNGES

Producers will be able to continue their discussions in the lobby and/or lounges. Viewing booths will also be available for showing project pilots to participants.

PIGEONHOLES & PRESS

Each participant will have an individual pigeonhole and will be able to organise press briefings in collaboration with the press attachés.

INTERPRETERS

A team of interpreters will be available throughout the presentations (English/French/German/Italian/Spanish).

Application documents to submit a project

> Only two projects per company can be accepted

THE APPLICATION FILE

new digital copy: please include 1 PDF of your submitted file on the CD-Rom

The file must be completely filled out in **English**

All documents must be **bound**

The file shall comprise no more than **35 pages** in all

In order to avoid late delivery and excess postal charges, the application documents must be sent through an **express delivery** company (at the sender's expense) to:

CARTOON – Annick Maes
Av. Huart Hamoir 105
1030 Brussels – Belgium
T (32) (2) 242 93 43

Deadline: **24 November 2010**

If a contract or official paper is in another language or contains too many pages, you may include only the first and the last page, and add a short summary in English with the most relevant information (names of the contracting parties, purpose and length of the agreement, etc).

Note about the categories «in concept» and «in development»: producers have to choose a category and send all the required elements. However the Selection Committee will analyse the application files and define the final category of the projects, based on the fact that less developed projects will be considered «in concept» and more mature projects, «in development».



REQUIRED ELEMENTS FOR ALL PROJECTS

A CD-Rom containing the following:

- The **synopsis** (short summary of the story), to be published in the catalogue: max. 500 characters incl. spaces, Word document
- **2 nice stills** of the project, to be published in the catalogue: high resolution (300 DPI), JPEG or TIFF, shortest side of min. 15 cm
- **1 single PDF** of the entire submitted file

ADDITIONAL REQUIRED ELEMENTS PER CATEGORY

Projects in concept

A CD-Rom as described above

A bound file containing:

- The **Producer File form**, duly filled out (to [download](#) from our website)
- The **synopsis and 3-4 stills** of the project
- Some **visual elements** (research), in black & white or in colour
- The **treatment / storylines** (extensive description of the story): 1 to 3 pages
- A description of the **state of progress** of the project and a **note of intent**
- **Letter(s) of interest** from a distributor, sales agent or TV-channel (optional)
- A **copy of the copyright option**
- A **budget estimate**

A trailer (maximum duration: **45 sec.**) for the Croissant Show, to be sent on Digibeta by **4 February 2011**, if the project gets selected.

Note: the trailer is not compulsory but we would strongly advise you to have one in order to avoid the discrepancy with the other projects. In case there is no trailer, we will screen 2 stills of the project instead.

Each project in concept will be presented during a **10-minute** session, coordinated by a chairperson.



Projects in development

A CD-Rom as described above

A bound file containing:

- The **Producer File form**, duly filled out (to [download](#) from our website)
- The **synopsis and 3-4 stills** of the project
- Several **graphic elements** are strictly required (printed)
- The **treatment / storylines** (extensive description of the story and the narrative threads): 15 to 25 pages
- A description of the **characters**
- A part of the **script or storyboard**
- **The filmmaker's CV**
- **The co-producer's CV**
- **A budget estimate**
- A description of the **state of progress** of the project and a **note of intent**
- **Letter(s) of interest** from a distributor, sales agent or TV-Channel
- **A copy of the copyright option**

A trailer (maximum duration: **30 sec. to 1 minute**) must be sent by **4 February 2011** on Digibeta for the Croissant Show, if the project gets selected. CARTOON can withdraw the project if the trailer is not received on time.

Projects in development will be presented during a **30-minute** session, coordinated by a chairperson.



Films in production

A CD-Rom as described on page 6

A DVD with a pilot for / or extract from the film (5 to 15 minutes)

A bound file containing:

- The **Producer File form**, duly filled out (to [download](#) from our website)
- The **synopsis and 3-4 stills** of the project
- Several graphic elements
- The **treatment / storylines** (extensive description of the story and the narrative threads)
- The **budget**
- A description of the **state of progress** of the project and a **note of intent**
- **Letter(s) of interest** from distributor (sales agent) or letter of co-production
- A **copy of the copyright option**

A trailer (maximum duration: **1 minute**) must be sent by **4 February 2011** on Digibeta for the Croissant Show, if the project gets selected. CARTOON can withdraw the project if the trailer is not received on time.

Films in production will be presented during a **30-minute** session, coordinated by a chairperson. During the presentation the producer must show from **5 to 15 finished minutes** of the film in production.

Completed films (eligible production years: 2009-2010)

A CD-Rom as described on page 6

A DVD with the entire film (in English or with English subtitles)

A bound file containing:

- The **Producer File form**, duly filled out (to [download](#) from our website)
- The **synopsis and 3-4 stills** of the project
- A copy of the copyright option
- Several **graphic elements**
- The **treatment / storylines** (extensive description of the story and the narrative threads)
- A **proof of the European physical production** of the film (a minimum of 50% animation)
- **Letter(s) from co-producers**

A trailer (maximum duration: **1 to 2 minutes**) must be sent by **4 February 2011** on Digibeta for the Croissant Show, if the project gets selected. CARTOON can withdraw the project if the trailer is not received on time.

The completed films will be shortly introduced by the chairperson and the producer, and then fully screened.



Schedule and deadlines

In order to ensure that Cartoon Movie runs smoothly and that your project is successful, we kindly request that you observe the following deadlines. They are indeed closely linked to specific organisational constraints. We are entirely at your disposal should you require any further information.

24 NOVEMBER 2010	Closing date for submitting the application documents
14 DECEMBER 2010	Selection of the projects A Selection Committee will examine the application files to make sure they conform to Cartoon Movie's regulations and decide whether they are admissible. Producers will be informed of the Selection Committee's decision soon after that date.
23 DECEMBER 2010	Participant registration deadline Final deadline for paying the participation and subscription fees.
28 JANUARY 2011	Final deadline for paying the travel and accommodation expenses
4 FEBRUARY 2011	Final deadline for submitting your trailer for the Croissant & Coffee Shows
21 FEBRUARY 2011	Schedule of the pitching sessions CARTOON will send you the date and time of your presentation. Please note that we will not consider any special requests from producers as this schedule is closely linked to specific organisational constraints. We kindly ask you to accept the slot you will be allocated.
2 TO 4 MARCH 2011	Cartoon Movie › Wednesday 2 March: arrival of the participants and Welcome Dinner › Thursday 3 and Friday 4 March: Cartoon Movie (pitching sessions) › Saturday 5 March (morning): departure of the participants



Conditions of admission and regulations

To be eligible, the project should be:

1 AN ANIMATION FILM

- Full animation + live action combinations are eligible (minimum 50% animation)
- Cinema quality
- All new animation techniques are accepted

2 EUROPEAN

- **Produced and initiated by a European filmmaker** (from a country associated with the MEDIA Programme: the 27 EU countries + Croatia, Switzerland and the 3 EEA countries: Iceland, Norway and Liechtenstein)

■ Made in Europe for the European producer's share

> The animation project must come from a **cooperation between a minimum of 2 European countries** (that of the executive producer and 1 other country). The cooperation is understood in the widest sense of the term and can include cooperation with producers, authors, filmmakers, studios and financial partners, resident in one of the MEDIA countries.

> Respecting a **European quota of 14 points out of 21**, based on the chart on the right (the point(s) can be added if the related item is made in Europe)

3 OF A MINIMUM RUNNING TIME OF 60 MINUTES

4 INTENDED FOR THEATRICAL DISTRIBUTION

5 ACCOMPANIED BY A EUROPEAN LETTER OF INTEREST

A letter of interest from a distributor, TV channel, sales agent, new platform distributor or cinema exhibitor must go with every project.

6 ONLY TWO PROJECTS PER COMPANY CAN BE ACCEPTED

SELECTION PROCEDURES

CARTOON has defined specific procedures concerning the project submission, selection criteria and decision of the Selection Committee. You will find the complete regulations on our website www.cartoon-media.eu

Note: producers whose project has been selected can't decide to withdraw their project after 10 January 2011, or they will have to pay the sum of 1000 EUR. This rule is set in order to be fair to the other producers who didn't have the opportunity to be selected.

Conception	1 point	Computer backgrounds	1 point
Script	2 points	Layout	2 points
Characters design	2 points	50% of expenses for animation in Europe	2 points
Music composition	1 point	50% of the colouring in Europe	2 points
Directing	2 points	Compositing	1 point
Storyboard	2 points	Editing	1 point
Chief Decorator	1 point	Sound	1 point
TOTAL			21 points

More buyers every year



Cartoon Movie is the place to be for all those involved in the financing of animation films. Decision-makers, distributors, investors and new platform representatives have the opportunity to discover films at the very beginning of their development and are ready to develop partnerships with other companies.

The number of participants has drastically increased since the first Cartoon Movie: from 255 in 1999 to more than 600 last year. The list below includes **leading financial partners** who attended Cartoon Movie since 1999.

BROADCASTERS

Belgium • RTBF • VRT (Flemish Public Broadcaster) / Ketnet ■ **Denmark** • DR-TV ■ **France** • Arte G.E.I.E. (Unité Fiction/Cinéma) • Canal+ • Canal+ Cinéma • Canal+ Family • Ciné Cinéma • France Télévisions • M6 Métropole Télévision • TPS Star ■ **Germany** • Der Kinderkanal ARD / ZDF (KI.KA) • Disney Channel Germany • Hessischer Rundfunk (HR) • Jetix Germany • Junior TV • Mitteldeutscher Rundfunk (MDR) • MTV Networks Germany • Nickelodeon Germany / Viacom Germany • Norddeutscher Rundfunk (NDR) • Rundfunk Berlin-Brandenburg (RBB) • SAT.1 – SatellitenFernsehen • Südwestrundfunk (SWR) • Super RTL - RTL Disney Fernsehen • Westdeutscher Rundfunk (WDR) • ZDF ■ **Hungary** • Minimax CEE Group ■ **Ireland** • Radio Telefís Éireann (RTÉ) ■ **Italy** • Mediaset • Rai Cinema • Rai Trade • Walt Disney Television Italia ■ **Netherlands** • KRO Youth TV ■ **Poland** • Telewizja Polska (TVP) ■ **Principality of Andorra** • Televisió d'Andorra ■ **Spain** • Antena 3 • Canal Sur Televisión • Euskal Telebista (ETB) • Ibis Televisión • Televisión Española (TVE) ■ **Sweden** • Sveriges Television (SVT) ■ **Switzerland** • RSI Radiotelevisione Svizzera (RSI) • Télévision Suisse Romande (TSR) ■ **United Kingdom** • BBC • Children's BBC (CBBC) ■ **USA** • MTV

DISTRIBUTORS

■ **Belgium** • ABC Distribution • Cinéart • Folioscope • Jekino Distributie / Vlaams Centrum voor Kinder- en Jeugdfilm (VCK) • Kinepolis Group / Kinepolis Film Distribution • Le Parc Distribution • Lumière Productie & Distributie • Nord Films sprl ■ **Brazil** • Imagem Filmes ■ **Bulgaria** • Big Bang Communications • Little Big Film • Pro Films ■ **Canada** • Ciné Groupe Corporation • Delphis Films ■ **Czech Republic** • Falcon ■ **Denmark** • Nordisk Film International Sales • Scanbox Entertainment

• SF Film • Sunrise • Trust Films Sales ■ **Estonia** • DVD2002 • DVD Liider ■ **Finland** • Finnkino • Point Alvin / Filmkompaniet Alpha • Scanbox Finland ■ **France** • AB International Distribution • Archimède International • BAC Films • Boomerang Productions • Carlotta Films / Bodega Films • Celluloid Dreams • Cinéma Public Films • Colifilms Diffusion • Coproduction Office • CTV International • Dargaud Distribution • Deal • Diaphana Distribution • DIRE – Distributeurs Indépendants Réunis Européens • Editions Milan • Editions Montparnasse • Eurociné • Europa Distribution • Family Films • Films Distribution • Films Sans Frontières • France Télévisions Distribution • Gaumont • Gebeka Films • Haut et Court • Heliotrope Films • Indie Circle • Jour2Fete • Les Films du Paradoxe • Les Films du Préau • M6 Interactions • Memento Films Distribution • MK2 • Outsider Diffusion • Paradis Films / Océan Films Distribution • Pathé Distribution • Président Films • Rezo Films • Roissy Films • SND • Solaris Distribution • STUDIOCANAL Vidéo • TF1 International • TF1 Vidéo • Universal Pictures Video • Wild Bunch • Wild Side Video ■ **Germany** • 3L Filmverleih • Atrix Films • AV Visionen • Bavaria Film International • Beta Cinema (Beta Film) • Buena Vista Germany • Constantin Film • Delphi Filmverleih • Edel Media & Entertainment – Edelkids • Futura Film Weltvertrieb / Kinowelt International • Fresh Media • Helkon Filmverleih • International Script & Sales Company (ISSC) • Kinowelt International • MDC Int. • MFA+ Filmdistribution • NFP marketing & distribution* • Piffel Medien • Plazamedia • Primary Pictures for 20th Century Fox • Progress Filmverleih • Senator Home Entertainment • SF Media & SoloFilm Verleih • Sola Media • Telepool • The Coproduction Office / Essential Filmproduction • Tobis Film • Universum Film • VIP International • Walt Disney Studios Motion Pictures Germany • Warner Bros. Entertainment • Warner Home Video • X Verleih ■ **Greece** • P.C.V. ■ **Hungary** • Budapest Film • Freeway Entertainment • InterPannonia FilmProduction and Distribution Co. • Szimpla Film ■ **Italy** • Alfededis Entertainment





• Artech Video Record • Bo Casper Entertainment • Cecchi Gori Distribuzione • Dall'Angelo Pictures • DNC Entertainment • DTA - Distributori Televisivi Associati • Feltrinelli Kids • Filmexport Group • Medusa Film • Mikado Film • Mondo Home Entertainment • Multimedia Film Distribution • Sharada Film • Wit Movie

■ **Latvia** • Rija Films ■ **Luxembourg** • Iris Production • Oniria Distribution • Paul Thiltges Distribution (PTD) • Pomalux ■ **Mexico** • Cine y Entretenimiento • Z David Distribución ■ **Norway** • Arthaus Stiftelsen for Filmkunst • Corianderfilm • Europafilm • Fidalgo ■ **Poland** • KINO ŚWIAT • Solopan ■ **Portugal** • Big Picture Entertainment • Lusomundo Audiovisuais ■ **Russia** • Argus International • Art Pictures Studio • CP Digital • Est-Ouest Films • Kres Trading • Murena International / Creme Records • RUSCICO - Russian Cinema Council ■ **Serbia** • MCF MegaCom Film • MetroFilm ■ **Slovakia** • INTERSONIC ■ **Spain** • 6 Sales • A Contracorriente Films • Barton Films • BRB Internacional • DeAPlaneta • Filmax International • Filmayer International • Grupo PI International Sales • Icon Animation • Lumina Films • Magic Films • Megatrix • Vértice 360º (Manga Films / Notro Films / Amazing Pictures) ■ **Sweden** • Folks Bio • NonStop Entertainment / NonStop Sales • Trianglefilm ■ **Switzerland** • Frenetic Films • Mont-Blanc Distribution • Pégase Film ■ **The Netherlands** • A-Film Distribution • Bridge Entertainment Group • Cometstone International / Comet Films • Hoek, Line & Thinker • Twin Film & Twin Video ■ **United Kingdom** • 20th Century Fox • ContentFilm PLC • Diva UK • DreamWorks Animation • EastWest Filmdistribution • Fortissimo Films • Fox Searchlight Pictures • Hanway • Lumina Films • Odyssey Entertainment • Paramount International • Pathé Pictures • Soda Pictures • The Feature Film Company • The Weinstein Company • Universal Pictures Visual Programming (UPVP) • Warner Bros Pictures International ■ **USA** • 20th Century Fox • Artisan Entertainment • Branscome International • DreamWorks Animation SKG • Disney / Buena Vista • Fox Searchlight Pictures • IDT Entertainment Feature • Klasky Csupo • Noreaster Pictures • Top Dog Media • Warner Bros Pictures

INVESTORS

■ **Belgium** • Belgacom Skynet • Belvision / Citel Vidéo • Flanders Audiovisual Fund/Vlaams Audiovisueel Fonds (VAF) • Telenet Digital TV • Wallimage ■ **Canada** • Nelvana Animation • Ciné Groupe Corporation ■ **Croatia** • Croatian Audiovisual Centre ■ **Denmark** • Cine-Regio • Danish Video Association • Fairwood Music (Scandinavia) / Longboat Music / The Music Company Nordic • The Danish Film Institute (DFI) • The West Danish Film Fund ■ **Finland** • The Finnish Film Foundation ■ **France** • 2d3D Animations • Backup Films • Blue Spirit Animation • BNP Paribas • Carrere Group • Charente Développement • CNC (Centre national du cinéma et de l'image animée) • Cofiloisirs • Cofinova • Commission du Film d'Île-de-France • Def2shoot • Digimage Cinema • Dupuis Audiovisuel • Editions Milan • Editions Montparnasse • Elude • Eurimages – Council of Europe • Executive Toon Services (ETS) • GEFA • IFCIC • Marathon Media • Millimages • Mondo TV France • Moonscoop • Nathan Jeunesse • Natixis Coficiné • Nelvana International • Planet Nemo Animation • Pôle Image / Magelis • Ramses2 Scop • Région Provence Alpes Côte d'Azur (PACA) • Région Rhône-Alpes • RGB • Rhône-Alpes Cinéma • SIP Animation • Spirit Productions • Studio 37/Orange • STUDIOCANAL Vidéo France / Canal Play • Télé Images Kids • TF1 International • Vivendi Mobile Entertainment • Xilam Animation ■ **Germany** • 4HEAD Studios / Ahead • Avalon Entertainment Enterprises • oBankhaus Lampe • Baumhaus Medien und Verlag • Bavaria Film • Bayerischer Bankenfonds (BBF) • Berlin Animation Film (BAF) • Berlin Partner • Caligari Film- und Fernsehproduktions • Commerzbank Securities • Deutsche Bank • Deutsche HypoVereinsbank • DMB International • dtp entertainment • EM. Entertainment • Europool • Exozet Entertainment • Filmatic • FilmFernsehFonds Bayern (FFF) • Filmförderung Hamburg • Filmförderungsanstalt (FFA) (German Federal Film Board) • glowria • Greenlight Media • Infospace / Elkwere • Investitionsbank Berlin (IBB) • InvestitionsBank des Landes Brandenburg (ILB) • KGAL • Kirch Media • Kuratorium Junger Deutscher Film • marplon 4 formforschung • Medienboard Berlin-Brandenburg (MBB) • Medien- und Filmgesellschaft Baden-Württemberg mbH (MFG) • Mobiles Fernsehen Deutschland (MFD) • Mobile Entertainment Factory (MEF) • Mitteldeutsche Medienförderung (MDM) • MicroMovie Media • morgen studios • nordmedia – Die Mediengesellschaft Niedersachsen / Bremen • NP-Film • Palan Musik Verlag • Peppermint • plan_b media • Producers' AG • Polyband – Ges. für Bild- und Tonträger • Radon Labs • Sal. Oppenheim jr & Cie Frankfurt • Sal. Oppenheim jr & Cie Köln • Spieleentwicklungskombinat (SEK) • Studio Babelsberg • THQ Entertainment • T-Online / T-Home / Deutsche Telekom / T-Com • Vivendi M.E. • Wild Trixx Media • Yager Development • ZDF Enterprises ■ **Ireland** • Prefixe • The Irish Film Board (IFB/BSE) ■ **Italy** • Valerio Mariani Communications ■ **Luxembourg** • Film Fund Luxembourg ■ **Norway** • Film3 • Film Fund FUZZ (FFF) • Filmkraft Rogaland ■ **Spain** • Catalan Films & TV (CF&TV) • Cluster Audiovisual Galego (Clag) • Cluster Audiovisual Madrid • Consorcio Audiovisual de Galicia • Imira Entertainment • Screen 21 • Telefónica ■ **Sweden** • FIDO • Film2home • Film i Väst • Svensk Filmindustri • The Chimney Pot • The Swedish Film Institute (SFI) ■ **Switzerland** • Bruno Bucher Partner ■ **The Netherlands** • Dutch Film Fund • Greenlight International • The Licensing Channel • Telescreen • Wim Pel Productions ■ **United Kingdom** • BBC Worldwide • Cake Entertainment • Film London • Kickback Media • Scottish Screen • Sullivan Entertainment Europe ■ **USA** • Palm Tree Films • Vibrant • Wildbrain Inc. USA

Cartoon Movie in Lyon, in the heart of an «animated» region

It is not a coincidence that Cartoon Movie is being held in Lyon: a city with a world renown in gastronomy, it is also the birthplace of cinema and the capital of a highly creative European region, particularly in the field of the moving image.

A region of excellence in the field of the moving image

The Rhône-Alpes Region has a strong and dynamic image industry, which includes 650 companies, 23 research laboratories and 28 training centres – so many animation players established in this region that is decidedly very... animated!

Imaginove, the Cluster of the moving image

The **Rhône-Alpes Imaginove Cluster** focuses on the image industry. It supports the technological, commercial and international development of its companies, and promotes them during the most important events of the sector. Imaginove connects companies with players in the field of research as well as training, especially via training networks such as «Ecoles de l'Image en Rhône-Alpes». Created by the Rhône-Alpes Region, with the support of Greater Lyon, and carrying the seal «Cluster» since 2005, Imaginove is situated in the suburbs of Lyon in the heart of the new cinema and audiovisual site named PIXEL.

Based on a **strategy that is resolutely cross-media**, it creates opportunities for those skilled in the animation sector to meet and develop projects with those of video games, multimedia animation and the cinema/audiovisual industry.

This **cross-media method** has facilitated links between the animation and video games sectors in a totally new way since the 2009 edition of Cartoon Movie. The video games industry is particularly notable in Lyon, which is the second European city of interactive entertainment. There are about 30 developers based in Lyon, for example Arkane Studios, Etranges Libellules, Les Tanukis. The city is also host to a number of international events, such as Serious Games Expo.





Sites of expertise for the cinema and audiovisual industries

The international reputations of Annecy's International Animation Film Festival and Market and of Valence's Folimage studios make Rhône-Alpes a region of creation and a meeting place between artists and the full production line of the animated image.

CITIA – City of the moving Image in Annecy gathers players working in the field of animation film, interactivity and multimedia around the International Animation Film Festival and Market, which is an international reference for all the animation professionals and one of CARTOON's longstanding partners. Since 2010 CITIA, in partnership with IMAGINOVE, also welcomes media professionals within the framework of Forum Blanc, an annual event focusing on cross-media.

Near Valence, in beautiful surroundings, **La Cartoucherie** welcomes the renowned studio Folimage, the school La Poudrière and the association L'Equipée, as well as other companies working in the animation sector: Les Films du Nord, Toondra, Les Tanukis and a group from the studio TeamTO.

In the suburbs of Lyon, **PIXEL** is a regional audiovisual site, with a European dimension. Currently, Rhône-Alpes Studios manages three film sets for cinema, television and advertising. Intended for offering companies in the image and audiovisual industries with commercial premises and office space, PIXEL is one of

the mainstays of the attractiveness of the Rhône-Alpes' audiovisual sector. Open since January 2010, the hotel of companies «Pixel Entreprises» offers to small and medium-sized companies real estate that is adapted to their needs.

Finally, in the south of the Ardèche region, **Lussas** groups together, around the festival «Etats généraux du film documentaire», numerous organisations working in production, training and broadcasting of creative documentaries.

Lyon, «ville Lumière»

In 1895, Lyon proudly witnessed the new invention of the Lumière brothers, who offered to the world one of its greatest sources of entertainment: the motion picture projector. The first images were filmed in a street in the Monplaisir neighbourhood, which was from then on called «rue du Premier-film» («First Film Street»). Today, the **Lumière Institute** welcomes cinema lovers to the house of Louis and Auguste Lumière, which is now a museum, and to the Hangar of the First Film for high-quality cinema programming.

Lumière 2010 – Grand Lyon Film Festival is a large-scale international event, which will share its love of cinema with the general public in about 50 places around Lyon. It will project films from yesteryear presented by today's cinema stars. Milos Forman is the guest of honour for the second edition.





A Cat Day's Night © Folimage



Video game «BioShock» © Arkane Studios

In Rhône-Alpes, the most beautiful stories are animated

The Rhône-Alpes region was the first French region to get involved in public support for film production, supporting creation in all its forms **via two Film Funds**.

Created in 1990, **Rhône-Alpes Cinéma** has already invested in the production of 170 feature-length films, including «Raining Cats and Frogs», «Mia and the Migoo» and «Auntie Hilda versus Attilen» by Jacques-Rémy Girerd as well as «A Cat Day's Night» by Alain Gagnol and Jean-Loup Felicioli.

The **regional cinema and TV Film Fund** supports the scriptwriting, development and production of short films, TV specials and animation series for television. Finally, the TV Film Fund for digital animation of the Haute-Savoie Region contributes to the setting up of projects in the Annecy region.

The Region is also a partner in **Folimage's Artists in Residency**. The young author-directors invited to the Residency, such as Michael Dudok de Wit or Regina Pessoa, have since gained international recognition.

The training of future talents in animation is also a priority of the Rhône-Alpes region, where there are excellent schools of higher education: La Poudrière in Valence, which offers training in animation filmmaking; the Emile Cohl school in Lyon, specialised in the plastic arts (drawing); Gobelins-Annecy for its 3D animation and multimedia creation-production course; and also Gamagora, the video games' school.

RHÔNE-ALPES, A FIRST-RATE TOURIST DESTINATION

With its many attributes, the Rhône-Alpes Region is the 2nd tourist destination in France offering activities all year round. Regional capital with 1.6 million inhabitants, Lyon is a major city with a human dimension that offers an exceptional standard of living and a particularly rich cultural life.

As the birthplace of cinema and home of the Lumière Institute, Lyon also has 30 outstanding museums, such as the Museum of Contemporary Art, the Museum of Fine Arts and also the Textile Museum.

All year round, Lyon moves to the rhythm of events, notably the Festival of Lights on the 8th December, which illuminates the city and attracts nearly 4 million visitors. Then there are the biennials: «Biennale de la Danse» and «Biennale d'Art Contemporain»; there is football, with its club «Olympique Lyonnais»; and there is also the «Nuits Sonores» Festival which was one of the first European electronic music festivals.

With all these attributes, Lyon is a first-rate tourist destination in Europe. In 2008, it attracted more than 6 million tourists and a large number of trade shows.

Saint-Jean-de-Maurienne © Studio Bergoïnd (E. Bergoïnd)



Cartoon Movie 2011

The Co-Production Forum for European Animation Films

Why?	Cartoon Movie's major trump card is the idea of encouraging the winning producer / distributor combination from the onset of a new project.	
When ?	Wednesday 2 March	Arrival of the participants Evening: Opening Ceremony
	Thursday 3 March	Cartoon Movie
	Friday 4 March	Cartoon Movie Evening: Farewell Dinner
	Saturday 5 March	Departure of the participants (morning)
Where ?	In the city of Lyon (Rhône-Alpes, France) Centre de Congrès de Lyon / Cité internationale 50, quai Charles de Gaulle – 69463 Lyon Cedex 06 – France	
Transport and accomodation	CARTOON will arrange your hotel and travel bookings for you. CARTOON has negotiated special hotel fees and works in collaboration with a travel agency which obtains the best possible conditions. For any further information, please visit our website www.cartoon-media.eu	
Registration	To register as a participant for Cartoon Movie, please download the registration form from our website and return it before 23 December 2010 .	

Cartoon Movie is organised by	with the support of		
			
			

ORGANISED BY CARTOON

Cartoon Movie was devised and created by CARTOON, an international non-profit association based in Brussels.

CARTOON's remit is to support the European animation industry and for more than 20 years it has received financial support from the MEDIA Programme of the European Union to run its activities, which are concentrated in four areas:

■ **CARTOON MOVIE:** a co-production forum for feature-length animation, mainly for the cinema. Cartoon Movie (about 600 participants) takes place every year in March in Lyon, France;

■ **CARTOON FORUM:** a co-production forum for animated (mainly television) series. The Cartoon Forum (about 700 participants) takes place annually in September and has no fixed location (it is in a different country every year). Next Cartoon Forum will take place in Sopot (Poland) from 13-16 September 2011;

■ **CARTOON MASTERS:** four training seminars per year for European professionals in the industry (about 100 participants per session), dealing with specialised subjects affecting the development of the skills and trade involved in animation;

■ **CARTOON CONNECTION:** a new programme intended to explore ways of reinforcing cooperation between EU and non EU animation professionals. The first events of the kind took place in Argentina and South Korea. The next editions will be held in Ottawa (Canada) in October 2010 and Mexico in December 2010.

For any further information, please contact CARTOON - European Association of Animation Film

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