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## Icon Animation's 'Lucky Fred' at the Cartoon Forum

August 27th, 2007 2:13 PM by [Aaron H. Bynum](#)

### Fred's Forum for Animation

This coming September, the Cartoon Forum will profile the latest, hottest projects in European animation. An event that allows show producers to open up their animation production skills to an audience of well over 250 investors that are all eagerly seeking opportunities in the industry that have yet to be accurately tapped, the Cartoon Forum will be the highlight of some European animation studios as the Forum provides absolute exposure. First organized nearly twenty years ago, the Cartoon Forum, held this year in Catalonian city of Girona, Spain. Bringing together hundreds of broadcaster, investors and video editors, Cartoon Forum provides animation production groups an occasion to locate partners with which to negotiate financing for new projects.

Offering investors and animators significant access to one another that each party values so much, Cartoon Forum emphasizes the interactivity among these groups in order to solve issues of growing budgets and multi-platform distribution. "Cartoon Forum is a very powerful resource, especially for smaller, lesser-known producers who want to get their projects in front of the right people," Ed Galton, evp, business development, at London's Xilam Animation commented to *Variety*. Since Cartoon Forum was created 18 years ago, over 300 projects have obtained financing to the tune of over €1 billion and are currently being produced or broadcast in countries all over the world.



Of an approximated sixty projects to be featured at the Forum (September 19th-22nd), the unique children's comedy *Lucky Fred* will be showcased. Priding itself as a producer and distributor of quality television animation, the Barcelona-based Icon Animation is gauged to open its latest 2D animation project up for calls. So, what's *Lucky Fred* about? "The idea is: What would happen to a kid if one day, a robot drops out of the sky, which can satisfy his each and every desire?" managing director Sergi Reigt commented to one source.

*Lucky Fred* finds this lucky kid, thirteen-year-old Fred, and a robot that falls from outer space and crashes through his bedroom ceiling late one night. The robot, called R.E.D. (a Reality Enhancement Drone), soon becomes Fred's best friend and ultimately somewhat of a magic lamp for him, helping him with tasks and problems that Fred is either confounded by or simply too lazy to do on his own. Planned for fifty-two episodes (by twelve minutes), produced in high-definition 2D, *Lucky Fred* is all about youth decision-making and the inevitable consequences that come from intelligent, or not-so-intelligent decisions. One cited example has Fred and R.E.D. coming up with a smart-pen that writes on its own, that is to say, only to alleviate the convenience of Fred having to take a test on his own.

Cartoon Forum will reportedly have animation projects from a variety of European nations as represented in such a variety: France will lead the event with 15 projects, as followed by the U.K. with 12 projects and Spain with 11 projects. Germany and the Nordic countries will purportedly present six projects each. The television animation *Lucky Fred* from Icon Animation is looking at the Kids 8-12 demographic and has an observed budget anywhere from €5 million to €7 million (USD\$6.8 million - USD\$9.6 million). *Lucky Fred* is created by Txema Ocio and Myriam Ballesteros, a founding partner in Icon Animation; the series is also written by Ballesteros and Ocio.

**About Cartoon Forum:** Cartoon Forum Catalunya will also host the Cartoon d'Or 2007 awards ceremony for best European animated short film and the Cartoon Tributes for television, which elects the best producer, broadcaster and investor of the year. This is the fourth time that the Cartoon Forum is being held in Spain, following editions in Lanzarote (1990), Cordoba (1999) and Santiago de Compostela (2004). This year, the event will be celebrated in a region with one of the most thriving traditions in European animation. Organized by CARTOON (European Association of Animation Film) with the support of the MEDIA Programme of the European Union, the main partners of Cartoon Forum Catalunya are Generalitat de Catalunya - Institut Català de les Indústries Culturals (ICIC), Televisió de Catalunya (TVC) and Catalan Films & TV (CF&TV).

**About Icon Animation:** Barcelona-based Icon Animation ([www.icon-animation.com](http://www.icon-animation.com)) is a producer/distributor of animated series. It creates innovative content for kids with strong designs and editorial lines, and a universal appeal. Its productions incorporate the latest technologies (including HD) as properties are developed for cross media exploitation (TV, video, licensing, merchandising and publishing). Icon Animation distributes worldwide a catalog of more than 1,000 half hours of premium kids programs, including animated feature films.



(Source: KidScreen Magazine, *Variety* Online, CARTOON: the European Association of Animation Film, CynopsisMedia Newsletters)

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