

PRESS RELEASE
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CARTOON SPRINGBOARD MADRID OPENS A WINDOW INTO THE EUROPEAN ANIMATION OF THE FUTURE

Young European animation talents presented their exciting and innovative projects at the eighth edition of Cartoon Springboard, providing a glimpse of the themes, visual approaches & formats of the European animation of the future. Comedy's wide range of genres — from romantic comedy to the darkest one — and a refreshing freedom to tackle current challenges of contemporary society stood out in a selection of 23 series, films and web series projects. This pitching event, organised by CARTOON in Madrid for the first time, wrapped up on October 27th.

Spanish animator, screenwriter, producer, and director Sergio Pablos (The SPA Studios) opened the event on October 25th with an inspiring master class on story development for the around 170 participants from 24 countries present at this event supported by **Creative Europe – MEDIA**, the **Region of Madrid**, **Madrid City Council**, **Madrid Film Office**, and **ICEX Spain Trade and Investments**.

Developed by students or recently graduated screenwriters, directors or producers from animation schools based in Belgium, Croatia, Czech Republic, Denmark, France, Germany, Hungary, Ireland, Italy, the Netherlands, Slovakia, and Spain, the projects were pitched in front of a panel of [26 experts](#) in order to ensure their creative and financial strengthening.

With 6 projects, Spanish animation led the line-up followed by France (4), Czech Republic (3), and Denmark (2). Germany, Belgium, Croatia, Slovakia, Ireland, Italy, the Netherlands, and Sweden were present with one project each.

Format-wise, TV series topped the list with 15 works, while web series continued to gain ground with 6 projects, thus confirming their importance as a calling card for new talents in the sector. The selection also included two feature films and one TV Special.

In terms of target audience, animation aimed at Young Adult/Adult audiences accounted for almost half of the selection (46%). The rest was divided between projects for children 5-11 with 34%, and for family audiences with 12%, while projects for pre-schoolers and teenagers represented 4% each.

Before landing in Madrid for the first time, Cartoon Springboard has been previously held in the cities of Valencia (Spain), Valenciennes (France), and Halle (Germany). The event will return to Spain's capital for its next edition on October 24-26, 2023.

A boost to the industry

Cartoon Springboard showed that this new generation of creators is pushing the boundaries of animation with an original and unique approach, tackling sensitive issues such as inclusion, migration, respect for diversity, and environmental challenges, including the increasing eco-anxiety of our times. Adventures, absurd humour, and stories of friendship were also present in the line-up.

The projects featured in the line-up were **9 million Colors** (Film and TV School of Academy of Performing Arts in Prague - FAMU, Czech Republic); **Ajo West!** (New Animation Sardinia - NAS, Italy); **Apocalypse Mojito** (Animation Sans Frontière - ASF, Denmark, France, Germany, and Hungary); **Awa in the Desert** (Universidad Pompeu Fabra, Spain); **Beanboy** (The Animation Workshop, Denmark); **Dark, Dark Woods ...** (The Animation Workshop - VIA University College, Denmark); **Eva and the World** (Gobelins, l'Ecole de l'image, France); **For an Hour and a Half** (Ecole des Métiers du Cinéma d'Animation - EMCA, France); **Fridge and TV** (U-tad, Spain); **Garbage** (The Film Academy of Miroslav Ondricek in Pisek - FAMO, Czech Republic); **Happily Never After** (Tomas Bata University - TBU, Czech Republic); **KAHIBO** (Filmakademie Baden-Württemberg, Germany); **Lazaro** (La Poudrière, France); **Lil' Wonders** (Pulse College, Ireland); **Missing Pieces** (La Salle Campus Barcelona - Universitat Ramon Llull, Spain); **OTIS** (Academy of Performing Arts - Film and Television Faculty, Slovakia); **Phantasma** (Lightbox Academy, Spain); **Rille and Julia** (Vancouver Film School, Canada); **Salty Banana** (Academy of Fine Arts, Croatia); **Surkotés** (Haute École Albert Jacquard - HEAJ, Belgium); **The Cherry Brothers** (Gobelins, l'Ecole de l'image, France); **The Last Drop** (Universidad Politécnica de Valencia - UPV, Spain); **The Red Cliff** (Willem de Kooning Academie - WdKA, Netherlands).

Featuring professionals from 13 countries, the conferences held at the event explored the latest trends and challenges facing European animation. In addition to Sergio Pablos, guest speakers included **Telidja Klai** (Belgium public children's television channel Ketnet-VRT), who talked about the definition of target audiences; **Daniella Gallegos** (Tribes Media - Glitch, Netherlands), who reflected on the role of VoD Services; and **Louis Jacobée** (Gallimard Group, France), who delved into the relationship between the publishing and animation industries.

Since Cartoon Springboard's first edition in 2015, a total of 190 projects have been presented, 9 of which have been released and another 60 are in active development. The event has been tagged as

a first step before CARTOON's co-production events for animated series (Cartoon Forum) and feature films (Cartoon Movie).

About CARTOON

CARTOON is an international non-profit association based in Brussels which organises a number of events focused on animation, including co-production and pitching events like Cartoon Forum and Cartoon Movie, and three training events: Cartoon Springboard, Cartoon Business (Gran Canaria), and CartoonNext (Marseille).

CARTOON Director: Annick Maes

Cartoon Springboard Head of Content: Agnès Bizzaro – agnes.bizzaro@cartoon-media.eu

Cartoon Springboard Event Coordinator: Setareh Samavi - setareh.samavi@cartoon-media.eu

Press Contact: Gerardo Michelin – gerardo@latindie.com - +34 630 572268