

PRESS RELEASE
September 14, 2023



CARTOON SPRINGBOARD 2023 PLAYS HOST TO YOUNG EUROPEAN ANIMATION TALENTS IN MADRID

Young European animation talents will gather in Madrid at **Cartoon Springboard**, the renowned pitching event that will be held on October 24-26. During the activity, a panel of experts will mentor the selected, directors, writers, and producers - who must have completed their studies in a European animation school within the previous five years - with the aim of strengthening their projects. In addition to the pitching sessions, the event features keynotes and a masterclass by international professionals who will discuss the latest trends and challenges facing European animation. Since its creation in 2015, Cartoon Springboard has become a key platform for discovering new European animation talents.

Shortlisted from 61 submissions - a 30% increase over last year's edition - the 24 selected projects are mostly in their early stages of development. With 7 projects, French animation leads the line-up followed by Spain with 5, Italy and Germany with 3, and Belgium with 2. Denmark, Hungary, Ireland, and Ukraine round up the list with one project each. The full list of selected projects is available [at this link](#).

Format-wise, TV series are clearly on top with 16 works, followed by 4 feature films, and 4 other projects in different formats, including web-series. Animated works aimed at Young Adult/Adult audiences account for almost half of the selection (46%), followed by projects for children 5-11 with 29%, for family audiences with 16%, and for teenagers with 4%.

France's projects were developed by graduates from **ATRE - Ecole des Arts du Spectacle**, **EMCA**, **GOBELINS l'école de l'image**, and **La Poudrière**. Regarding the host country, three out of Spain's five projects are from Madrid-based schools: **Instituto de Cine de Madrid**, **Lightbox Academy**, and **U-tad**. Projects by students from **Escola de Cinema de Barcelona-ECIB** and **L'Idem Barcelona** complete Spain's representation.

Italian projects were developed by graduates from **Centro Sperimentale di Cinematografia**, **Civica Scuola di Cinema Luchino Visconti**, and **Università Cattolica del Sacro Cuore**, while German projects are signed by students from **Filmakademie Baden-Württemberg / Animationsinstitut** and **Filmuniversität Babelsberg Konrad Wolf**. Works by students or graduates from **Budapest Metropolitan University** (Hungary), **IADT** (Ireland), **Kharkiv State Academy of Design and Fine Arts** (Ukraine), **La Cambre** (Belgium), **School of Arts Ghent** (Belgium), and **The Animation Workshop, VIA University** (Denmark) round up the list.

Among the participants, a group of young talents without projects will be attending the event as observers.

Organised by CARTOON, Cartoon Springboard is supported by **Creative Europe - MEDIA** and the **Community of Madrid**, the **City Council of Madrid**, **Madrid Film Office**, and the **Spanish Institute for Foreign Trade (ICEX)**.

From classroom to boardroom

Besides the pitching sessions, the event features a masterclass and several keynotes by international professionals who will discuss the latest trends and challenges facing European animation. Guest speakers include Madrid-based **Hanna Mouchez** (founder and producer of the studio and distribution company MIAM ! animation, France), who will give a talk about entrepreneurship; while **Eliza Jäppinen** (CEO of Visible Realms, Finland) will delve into the relationship between intellectual properties and social media; and **Mark Taynton** (Adult Swim, UK) will focus on adult animation production.

A number of networking activities will allow participants to deepen their knowledge of the animation market, in addition to personally meet decision makers in the sector. The list of confirmed international experts includes **Lucy Pryke** (BBC, United Kingdom), **Nuria González Blanco** (Cartoon Saloon, Ireland), **Joseph Jacquet** (France Télévisions, France), **Mark Cumberton** (JAM Media, Ireland), **Britt Raes** (Just Britt, Belgium), **Carlo Stella** (MAD Entertainment, Italy), **Katell France** (Mediawan Kids & Family, France), **Karine Leclerc** (Nathan Univers Jeunesse, France), **Jens Møller** (Parka Pictures, Denmark), **Sara Cabras** (RAI Ragazzi, Italy), **Milo Cremer Eindhoven** (Submarine, Netherlands), **Manuel Cristóbal** (Sygnatia, Spain), **Jean-François Tosti** (TAT productions, France), **Marta Lisboa** (Teidees Audiovisuals), and **Shamik Majumdar** (The Walt Disney Company-EMEA, United Kingdom).

The program and the complete list of experts are available [at this link](#).

Cartoon Springboard has been tagged as a first step before Cartoon Forum and Cartoon Movie co-production events organised annually by CARTOON. In fact, five projects pitched in previous editions of Cartoon Springboard will be presented at Cartoon Forum for animated series, which kicks off on September 19 in Toulouse. Since Cartoon Springboard's first edition in 2015, a total of 190 projects have been presented, of which 13 have been released and over 60 are in active development.

Madrid, the driving force of Spanish animation

The region and the city of Madrid play a leading role in the outstanding Spanish animation. Thirty five percent of film production companies and 31% of animation and VFX companies in Spain are based in the region and the city of Madrid. With the support of **Madrid's Community Government**, this regional industry comprises training, software development, audiovisual creation, animation production, videogames, VFX, distribution, and several ancillary companies that work and sell their products internationally. Culture, Tourism and Sport Madrid's Regional Office supports the development of animated series and feature films, as well as the production of animated short and feature films.

On the other hand, the **Madrid City Council** also supports its film sector and is actively involved in the most important audiovisual events in the city. Furthermore, it annually awards grants for the production, promotion and distribution of television series and feature films related to Madrid, including animated projects.

ICEX Spain Trade and Investments – under its umbrella brand **Animation from Spain** - actively promotes the Spanish animation industry at international animation events and markets.

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 (Madrid), 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 Officer: Gerardo Michelin – gerardo@latindie.com - +34 630 572268

[Press kit](#)

[Poster and images of the selected projects](#)