

ANIMATION + INVESTMENT = ECONOMIC GROWTH

Animae Caribe Festival brings the Big Bad Boo to T&T.

The Big Bad Boo comes to Trinidad and Tobago to share their vast experience in using the artform of animation to teach children culture through entertainment and it makes lots of money too. Their wildly entertaining, incomparable *Mixed Nutz* TV series shown on 27 PBS stations showcases to an estimated 31 million viewers! Made for children in the 5-8 age category, *Mixed Nutz* is like *Peanuts* except the kids are from all around the world.



“Big Bad Boo is an animation company that produces cartoons to teach kids about different cultures.” Explains Iranain-American super-entrepreneur, Shabnam Rezaei. “We have a large production facility in Vancouver and sales offices in New York. We offer animation services as well as work on our propriety shows; *Mixed Nutz*, *1001 Nights*.”

Big Bad Boo, offers world class animation services to clients, with access to Canada's best animation talent, tax credits as well as the industry top writers, storyboard artists, voice-over actors and production crew. Big Bad Boo provides the full spectrum of pre-production, animation, and post production services and is the largest Toon Boom facility in Western Canada, employing an Emmy Award winning creative team.

“We started Big Bad Boo because we realized there was a gap in the market for culturally rich, high quality content,” Shabnam recalls her inspiration to start the company. This all sounds very familiar to Camille Selvon Abrahams - Founder and Creative Director of the Animae Caribe Animation and New Festival, which celebrates its 9th year this year. She continues to fight each year to make the festival a catalyst for the development of the industry and we dare say the economy.

“We can certainly identify with Shabnam, it’s interesting that no matter the country, people are all over the world loosing touch with their culture. The business side of Animation can bring cultural knowledge and revenue generation together.” Selvon Abrahams asserts, “Through the UTT’s Diploma in Animation we now have the manpower capacity to develop the animations, now we need the framework and the platform for it to take full flight”.



Joan Vogelesang, CEO and
President of Toon Boom

Also in Trinidad and Tobago for the Animaø Caribe Business day 2010 will be Joan Vogelesang, CEO and President of Toon Boom Canada, no stranger to T&T, but certainly the international champion for the position T&T can attain on the international animation market. Mrs. Voegelsang hosted the Canada Business Reception last year and is especially interested in sharing the business opportunities available to Caribbean investors.

The founders of Animaø Caribe, the Caribbean's New Media and Animation Festival continue to have an unwavering vision for the event and that is to bring visibility to the rich cultural and oral traditions of the region through the vehicle of animation. Indeed the industry has the potential to become a vital revenue generator for the economies of the region and that Trinidad and Tobago is positioned, through the Animaø Caribe Festival, as the ideal catalyst for this growth.

Animation is Profitable Business

- Animation is not simply about entertainment. Animation has become a key component in many other industries through the creation of training and simulation programmes for the military, medicine, science, business (in particular marketing and advertising), and crime and criminal investigation – just to name a few.
- Entertainment remains the bedrock of the animation industry and the increase in broadcast hours brought on by cable and satellite and the unparalleled popularity of video games has meant that the animation industry is exploding worldwide.
- The animation market represents more than 25 percent of the world audiovisual market – a number that will continue to grow.
- The budget for an animated feature film can reach from US\$10 million to as high as US\$100 million. Note that Avatar 3D cost about 700million to produce.
- For television programme, popular shows like The Simpsons can generate in excess of US\$1.5 million per episode.
- On average, worldwide at least 10 percent of airtime is devoted to broadcasting of animation - and for children's channels that figure is as high as 90 percent.
- In 2005, the worldwide market for merchandising and licensing was estimated at over US \$230 billion and spin off products such as toys, books, collection cards and games have served to fuel the market for animation even more.

Selvon Abrahams says " Our role is to provide the platform for the stimulation of the industry, and we are taking it to the next level of development. The interest in animation throughout the Caribbean is tremendous, but Trinidad and Tobago is the only country that now has the capacity to harness it and take it to market and start to earn the real revenue"

November 22nd – 28th

Business Day November 26th, APA.



Leading the Animation industry: TT Film Company, Carla Foderingham, Joan Vogelesang, Toon Boom, Angela Hordatt, Eteck and Camille Selvon Abrahams, Full Circle Animation Studio.

Animae Caribe Business Day – Industry Catalyst

The Animae Caribe Business Day is scheduled for Friday 26th November at the Academy for the Performing Arts (NAPA Compound). Stimulating discussions on “The Business of Animation” will be led by Joan Vogelesang, Chief Executive Officer Toon Boom Animation (a daughter of the soil) and Shabnam Rezaei, the co-founder of Big Bad Boo Studios.

All sessions will be presented or led by high-profile and respected practitioners in this evolving and specialized arena. The professionals range from investors who see this as a growing business to animators who have created an immense wealth of knowledge and whose shows are currently viewed on the international TV circuit, cable networks, movies etc.

All presentations are *free of charge!* Register online at registrations@animaecaribe.com.or call the Festival Office at 663-7126.