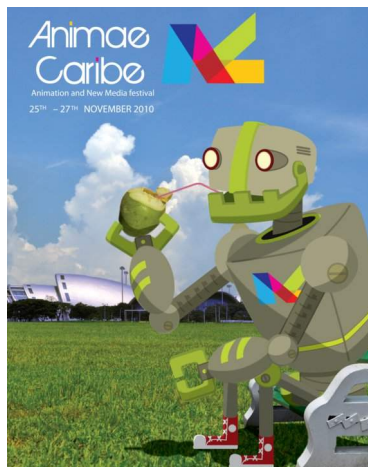


## PACO THE ROBOT

*Animae Caribe Animation Festival Mascot Goes Viral*

**November 15, 2010** - Paco, the Animae Caribe Animation and New Media Festival Mascot, has taken social media by storm.



A metal robot machine from the Planet PAC, which is in a galaxy far, far away, Paco gives an interesting if not colourful account of his arrival and subsequent tenure in Trinidad. He arrived in T&T quite literally, by accident. During a trip outside his galaxy, he short-circuited and crash landed on earth, specifically outside Port of Spain. After a few days recharging at Beetham, PAC-0, as he was called on his home planet, began exploring his new surroundings with much interest. He made many friends on his travels, most of whom were just as curious as he was of them, but in typical Trini fashion, have come to accept him as another special being in a pluralist society.

Thus with the support of his new friends, Paco, as he is now called, began his love for all things Trini. He is usually seen liming in Curepe, eating doubles, or outside NAPA sipping on his favourite drink – coconut water! As a matter of fact, it was coconut water which brought him to the doorsteps of the Animae Caribe Animation and New Media Festival and which led to his enrolment as Festival mascot. Paco would do almost anything for this liquid revitalizer which like the energizer bunny, keeps him going and going and going. And it was on this promise of an endless supply of his favourite drink that Paco was persuaded to join the Festival for 2010.

He has become so ingrained in Trini life that he even has a Facebook page which tells the story of his arrival. The page, which currently has around 800 friends, is increasing. This viral phenomenon is the brainchild of the artists and animators from the Full Circle Animation Studio, a studio specializing in animation, illustration, character designs and Interactive



Jamaican Animator Coretta Singer with PACO

technology. The main concept designer for the Paco character, Luis Vasquez, explains that the St. Joseph-based operation is a creative space which gives young animators, designers and artist's freedom to impact on the developmental process of all creative work. And this was the case with Paco: "It is interesting to see how Paco has evolved from simple ink drawings to an animated character with a life of its own. Paco can be seen engaging in regular customs from drinking coconut water around the Queens Park Savannah to playing pan in a studio"



The concept for a festival mascot came about at last year's festival when Octy (a cartoon Octopus) was featured. For 2010, the team spent more time conceptualizing and developing ideas for creating interest among its key demographic of young media savvy 16 to 25 year-olds. Of

course the festival has content for anyone who is interested in great animation no matter what age, but Paco remains the main draw for obvious reasons. Seon Thompson, another one of the designer involved with its development says it best: "PACO has brought a fresh new dimension to this year's Festival; he has sparked the interest of people from all over the nation".

So if you want to see PACO in action: playing the national instrument, exploring Curepe or hanging out at NAPA while sipping on his favourite energy booster, join his Facebook page PACO VASQUEZ, or visit any of the Animae Caribe workshops for a glimpse of him.

**For more info on the festival email [info@animaecaribe.com](mailto:info@animaecaribe.com) or contact the festival office at 663 7126.**