

ANIMATION FROM

SPAIN

Country Focus @Pixelatl 2022

PROGRAMME



Don't forget to visit our pavilion!

Organized by



With the coordination of



And the support of



Financiado por
la Unión Europea
NextGenerationEU



Check out our programme of talks, activities and awesome & relaxed networking gatherings!

Tuesday, September 6th

12:30h - 13:30h **MAKING OF 'THE MONKEY'**

FORO PLAI (Ciudad Creativa Digital / Guadalajara - PLAI Building - Planta Baja)

Discover the secrets in the production process of acclaimed Best Animated Short Spanish Goya Academy Award-winner in 2022, 'The Monkey'. Xosé Zapata will share with the professional audience the challenges he had to confront in order to achieve a highly dramatic story that has seduced audiences all around.

Speaker: Xosé Zapata

16:30h - 17:30h **MASTERCLASS: PRODUCTION DESIGN**

FORO PRINCIPAL (Ciudad Creativa Digital / Guadalajara - Torre A - Planta baja)

Learn about the artistic path and the work of production design with Carlos Zaragoza, whose career has taken him from art direction to set design in both Live Action cinema and theater, advertising and television, and who recently collaborated with Lyn Manuel Miranda for the animated musical 'Vivo'.

Speaker: Carlos Zaragoza

Wednesday, September 7th

11:30h - 12:30h **PRODUCING 'UNICORN WARS'**

FORO PRINCIPAL (Ciudad Creativa Digital / Guadalajara - Torre A - Planta baja)

A unique opportunity to discover first hand the ins and outs of one of the most daring and attractive feature length animation from Spain. 'Unicorn Wars' premiered earlier this year in the International Competition in Annecy and has been traveling since to renowned international festivals. This time Pixelatl will be hosting the Mexican premiere of the newest work by director Alberto Vázquez, four-time-nominated Spanish Academy Goya Award for Best Animated Short and two-time-winner, whose works have been nominated, selected and awarded in festivals such as Ottawa, Motel X, Sitges, Slamdance, Vila do Conde, Guanajuato, Fantasia, Cannes, Annecy, Clermont-Ferrand and the European Film Awards.

Speaker: Iván Miñambres (UNIKO)

SPAIN LAND OF ANIMATION + PROJECT PRESENTATION

12:30h - 13:30h

FORO PLAí (Ciudad Creativa Digital / Guadalajara - PLAí Building - Planta baja)

Join us to discover the Spanish animation industry , facts and figures and a general overview of main players, distribution, industry events, etc. You can also have a glance of the Spanish companies and projects who attend Pixelatl. Come and meet us!

More info: The Spanish animation sector is not only a real pool of talent worldwide, but has also been able to grow steadily over the last decade, creating quality, stable and young jobs. Being only 4% of the total number of Spanish audiovisual companies, the Animation industry in Spain generates more than 20% of employment in the sector, with nearly 8,000 active professionals and with almost 90% of its income coming from exports.

Speaker: José Luis Farias (DIBOOS - WEIRD MARKET / PARAMOTION)

SPAIN...YOUR ANIMATE MATE NETWORKING DINNER

21:00h

Santo Coyote Restaurant (Lerdo de Tejada 2379, Guadalajara - Jalisco)

A unique moment to mix and mingle with the members of the Spanish delegation in a relaxed atmosphere. Enjoy the Mexican dinner menu and open bar in Santo Coyote, a very special magical realism, mythological restaurant, full with mysticism and charm. Of course, don't forget to check out the Tequila Museum. Come have a blast with your Spanish counterparts and meet your next animate mate!

Access only with invitation (check your welcome bag!)

Shuttle available connecting the festival venues (more information at the Info Desk Pixelatl)

Thursday, September 8th

SPANISH ANIMATION INDUSTRY LEADERS PANEL

11:30h - 12:30h

FORO PLAí (Ciudad Creativa Digital / Guadalajara - PLAí Building - Planta Baja)

It is only on very special occasions that you have the chance to gather such a group of professionals. Among the four of them (including the moderator) they have produced films and series selected, nominated and awarded at the Annnies, Quirino Awards, Spanish Academy Goya Awards, the European Film Awards, Annecy Film Festival, Animation is Film, aNiMa Brussels, Anima Mundi, Ottawa... With titles such as Buñuel in the Labyrinth of the Turtles, Memoirs of a Man in Pajamas, Unicorn Wars, Valentina, Carne, Loop, Homeless Home, Lucky Bob, Cry Babies, The Shadownsters, MiBots, Animal Crackers, Hero Dad... among many many others!

Speakers:

Chelo Loureiro (ABANO PRODUCCIÓN) Álvaro García (HAMPA STUDIO)
Iván Miñambres (UNIKO)

Moderator:

Nathalie Martínez (WISE BLUE STUDIOS)

18.30h - 19.30h

FROM NUMBERS TO ART

ESPACIO SAE (Ciudad Creativa Digital / Guadalajara)

Originally an engineer, Carmen turned her life around when one day she decided to leave the world of numbers to pursue her dream of telling stories through animation. Her first work ('Roberto') achieved more than 350 selections at international festivals, and 160 awards. She is currently preparing her first feature film. Come to discover how you can turn your life around in such a successful way.

Speaker: Carmen Córdoba (MR. PINKMAN)

18:00h - 19:00h

SPANISH ANIMATION FOR ADULTS - CASE STUDY 'JÍBARO' SHORT FILM

FORO PRINCIPAL (Ciudad Creativa Digital / Guadalajara - Torre A - Planta baja)

In this talk, Sergio Jiménez, managing director at pinkman.tv and executive producer of 'Jíbaro', will explain the main challenges found prior and during the production and will dive into how to approach complex projects from the get-go, showing relevant information about the production of this Emmy winner episode from 'Love, Death and Robots'.

Speaker: Sergio Jiménez (MR. PINKMAN)

Friday, September 9th

10:00h - 11:00h

VR: IMMERSIVE NARRATIVES

FORO PRINCIPAL (Ciudad Creativa Digital / Guadalajara - Torre A - Planta baja)

James Castillo has been working on virtual reality projects for some time now. He wrote and directed 'Madrid Noir', an internationally award-winning virtual reality animated short. Discover in this talk his process of creating this short film and the new projects he is working on.

Speaker: James Castillo

10:30h - 11:30h

MASTERCLASS: BOARD GAMES - ILLUSTRATION & CONCEPT ART

FORO PLAÍ (Ciudad Creativa Digital / Guadalajara - PLAÍ Building - Planta Baja)

Concept Art can be a key process in the development of a board game, to the extent that it is part of the narrative that is created around the game and the way in which the participants imagine the world in which they are immersed. In this talk, the founder of Monsters Pit, a studio with more than 15 years of experience in the world of video games, will also touch on the fundamentals of interaction, narrative, and what makes a board game excite the audience.

Speaker: Igor Herás (MONSTERS PIT)

SPANISH ANIMATION TALENT PANEL 12:30h - 13:30h

FORO PLAí (Ciudad Creativa Digital / Guadalajara - PLAí Building - Planta Baja)

3 fresh new talents that are revolving the Spanish animation industry. They worked for great projects and companies as DVEIN, El Ranchito, 'Love Death & Robots', 'Major Lazer', 'Titmouse', 'Pocoyó', among many more. And now they have their own cool projects, come and discover them!

Speakers:

Diego Porral
María Luquero
Enric Sant

Moderator:

Nathalie Martínez
(WISE BLUE STUDIOS)

MASTERCLASS: HOW TO PITCH YOUR PROJECT TO A PLATFORM? 16:00h - 17:00h

FORO PLAí (Ciudad Creativa Digital / Guadalajara - PLAí Building - Planta Baja)

You already have a very good idea and you have already taken the time to explore it, imagine it and begin to develop it until it becomes a bible for a pitch. And suddenly you have the opportunity to present your project to a streaming platform. And you wonder... Is there something in particular that I should know in order to take advantage of this opportunity? In this talk you will learn what are the differences between a traditional channel and streaming platforms, what interests each one the most, what are the best practices and what to do and what not to do when presenting your project to a platform. And above all... how to make them remember you despite seeing hundreds of pitches a month.

Speaker: Joaquín Garralda

ANIMATION FROM SPAIN HAPPY HOUR 19:00h - 20:00h

Animation From Spain Corner
(Ciudad Creativa Digital / Guadalajara - PLAí Building - Market)

Spanish jamón, wine and the best of our Animation industry all in one place and one time! What else could an international animation professional dream of? To match with a super exciting new project and find new partners in crime! Cease the day, and have some vino!



Don't miss the screenings of Spanish films at the festival!

Wednesday, September 7th

16:00h **THE MONKEY** (Dir. Xosé Zapata & Lorenzo Degl'Innocenti, Spain / Portugal)
UMBRELLAS (Dir. Jose Prats & Alvaro Robles, Spain / France)
SPRING ALWAYS COMES BACK (Dir. Alicia Núñez, Spain)
Museo Cabañas (Calle Cabañas #8, Plaza Tapatía Zona Centro, Guadalajara – Jalisco)

Thursday, September 8th

18:00h **UNICORN WARS** (Dir. Alberto Vázquez, Spain / France)
Museo Cabañas (Calle Cabañas #8, Plaza Tapatía Zona Centro, Guadalajara – Jalisco)

Friday, September 9th

14:00h **THE MONKEY** (Dir. Xosé Zapata & Lorenzo Degl'Innocenti, Spain / Portugal)
UMBRELLAS (Dir. Jose Prats & Alvaro Robles, Spain / France)
SPRING ALWAYS COMES BACK (Dir. Alicia Núñez, Spain)
Museo Cabañas (Calle Cabañas #8, Plaza Tapatía Zona Centro, Guadalajara – Jalisco)

16:00h **VALENTINA** (Dir. Chelo Loureiro, Spain)
Museo Cabañas (Calle Cabañas #8, Plaza Tapatía Zona Centro, Guadalajara – Jalisco)





Meet our humongous delegation! @Pixelatl 2022

SPANISH COMPANIES & REPRESENTATIVES

ABANO PRODUCCIONES - Chelo Loureiro

BUEN ROLLO PRODUCCIONES - Vlamyrr Vizcaya Sánchez

HAMPA STUDIO - Álvaro García

LIGHTBOX ANIMATION STUDIOS - Nico Matji

LINGO KIDS - Guillermo García Carsi

MONSTER PIT - Igor Heras*

MR. PINKMAN - Sergio Jiménez

PARAMOTION FILMS - José Luis Farías

PREMIOS QUIRINO - Beatriz Bartolomé

SYGNATIA - Xosé Zapata*

THE FRANK BARTON COMPANY - Úrsula García Menéndez & Sergio García

TOMAVISION - Blanca Vivas

TV ON - Paloma Mora

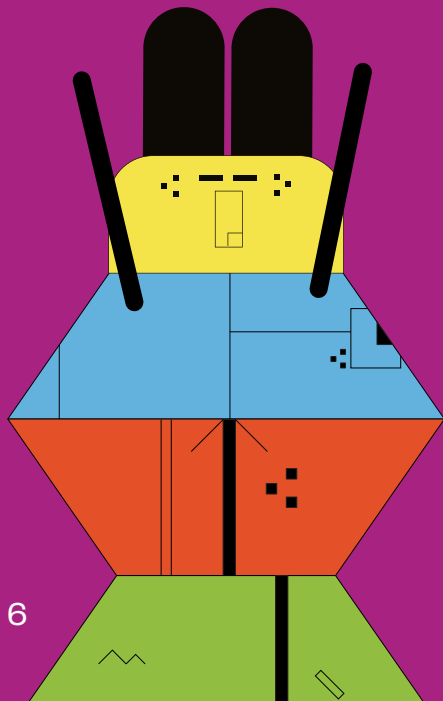
UNIKO - Iván Miñambres

WE LOVE ANIMATION - Juan Carlos García

WELAW - Francisco Menéndez

WISE BLUE STUDIOS - Nathalie Martínez

Check their profiles in the official
Who is Who Yearbook 2022



SPANISH TALENT AND PROFESSIONALS

Aurora Jiménez*
Carlos Zaragoza*
Carmen Córdoba*
Diego Porral
Enric Sant
Francisco Javier de la Chica
James Castillo*
Joaquín Garralda*
Jorge Valero Sarria
Julio Serrano Chocano
María Luquero
Pakoto (Francisco José Martínez García)

This delegation has been brought to you with the support of ICEX, ICAA and the coordination of DIBOOS, WEIRD Market & Pixelatl

**Guests specifically supported by the PICE programme of Acción Cultural Española (AC/E)*

INSTITUTIONS

ANIMATION FROM SPAIN / ICEX

Pablo Conde

COMMERCIAL OFFICE OF THE EMBASSY OF SPAIN IN MEXICO

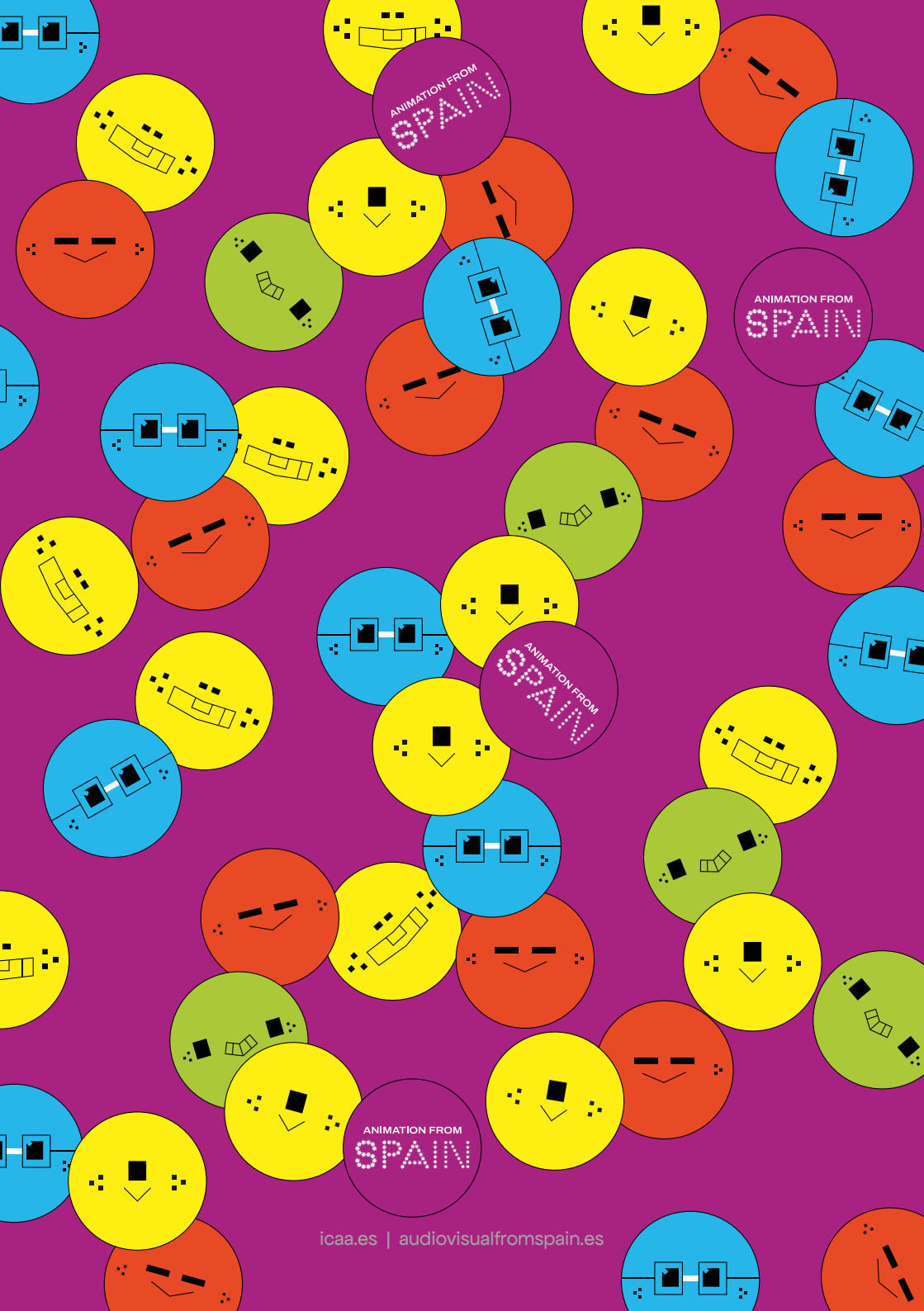
Alicia Sánchez
Estrella Espiña

ICAA

Lorena Robredo

ICAA / SPANISH SCREENINGS

Jara Ayúcar



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