



**PRESS INVITATION**  
**14th October 2009**

**International Animation Day 09 celebration, 25th Oct-15th Nov**

**Mumbai at Tata Theater, NCPA Sunday, 25th Oct 09**

ASIFA India is proud to announce its 8th 'International Animation Day' (IAD) celebration. International Animation Day' (IAD) is an annual global celebration since 2002 by all ASIFA Chapters to recognize the art of animation. The basic aim of ASIFA is community building for all animation enthusiasts. Its a free and open to all platform for interaction and networking which has seen the active participation and support of the industry.

This day long celebration involves activities like screening of popular animated films on 35 MM screen, technical and creative workshops, artwork exhibitions and above all **ASIFA India Awards For Excellence Ceremony**. This award ceremony invites Animation films completed in last 1 year from all across India and the world. Every year ASIFA India has been successful in assembling varying talents from the industry on professional and student level.

This is the 8th International Animation day celebration by ASIFA India. ASIFA today enjoys a representation from over 55 countries. ASIFA India received its official charter on November 25, 2000, and it aspires to the same ideals and goals as the international organization.

This year again ASIFA India will take this celebrations all across the country.

**25th October: Mumbai: at Tata Theatre, NCPA with the Awards of Excellence**

**27th October: Pune: at MCCIA Trade Tower.**

**28th October: Ahmedabad : at NID.**

**28th October: Calicut: at YMCA Hall.**

**28th October: Thiruvananthapuram: at Tagore Theatre.**

**31st October: Chennai: Kalaivanar Arangam, Mount Road.**

**1st November: Hyderabad: at Sri Sathya Sai Nigamagamam Auditorium.**

**1st November: Indore: at Basketball Complex, Race Course Road.**

**7th November: New Delhi: at M A Ansari Auditorium.**

**8th November: Bengaluru: at Sophia High School Auditorium, Palace Road.**

**15th November: Lucknow: at National Botannical Research Institute (NBRI) Auditorium.**

**For Kochi details to be announced soon.**

In addition to these exciting events, IAD will see the support of other prominent international animation festivals like SIGGRAPH, ANNECY and FMX.

We would like to cordially invite you to attend and be a part of IAD 09 in Mumbai as well as other cities across the country.

Involved Activities are:

- Awards For Excellence
- Content Screenings
- Workshop (Acting)
- Interactive Sessions (Pottery)
- Presentations
- Fun Activities (Tattoo Artist, Face Painting, Caricature)
- Boutique
- User-Group Meetings



## **ASIFA INDIA**

<http://www.asifa.in>

The Association of International Du Film D' Animation, officially called ASIFA, (<http://www.asifa.net> <<http://www.asifa.net/>>) is a professional body, recognized by UNESCO, devoted to developing film animation both as an art and also as an effective means of communication. ASIFA today enjoys a representation from over 55 countries. **ASIFA India** received its official charter on November 25, 2000, and it aspires to the same ideals and goals as the international organization. In this spirit, throughout the year, ASIFA India is involved in a lot of activities like

- Workshops,
- Seminars,
- Case studies,
- Film screenings,
- The popular monthly CG Meetup series
- Community activities and educational events that are intended to help the Indian artist.
- Animation Film Festival like International Animation Day which are celebrated annually,

By staying true to the spirit and upholding one of its mottos of blending art and technology, making available invaluable knowledge and information, ASIFA India throughout the year, arranges several free workshops, namely the CG-Meetup. Regularly conducted since January 2006, one of the main aspects of these Meetups is creating a free, open to all platform for interaction and networking which has seen the active participation and support of the industry.

The other event that has been pivotal in getting together the community across the country has been the Animation Film Festival International Animation Day (IAD), which is an annual global celebration to recognize the art of animation, celebrated every year on the 28th of October. In the year 2008, IAD was celebrated across 12 cities in India simultaneously, with over 5500+ people participating. This year IAD 09 will be celebrated on the 25th of October till the 8th of November 2009. The chapter also recognizes the best animation in India through the ASIFA India Awards of Excellence.



## International Animation Day



### **IAD Background:**

In 2002, ASIFA, the International Animated Film Association, launched a global event to celebrate the art of animation. October 28th was proclaimed as International Animation Day (IAD), commemorating the first public performance of Emile Reynaud's Theatre Optique at the Grevin Museum in Paris in 1892.

Each year, ASIFA groups around the world celebrate International Animation Day. In 2005, 37 different countries in all the continents celebrated this day. The various ASIFA groups celebrate IAD by screening animated films, organizing workshops, exhibiting artwork and stills, providing technical demonstrations, and helping to promote the art of animation.

In India, IAD has been celebrated every year since 2002 in various cities around the country. What started out as a small Animation Film celebration has now blossomed into a must-attend event for all Indian artists and has the support and sponsorship of multiple organizations throughout India.

In 2008, the main IAD Festival celebrations in India were hosted in Mumbai. 11 other cities around the country also simultaneously hosted smaller meetings where animation films were screened and the animation community can get together and celebrated!

The most awaited triumph of IAD celebration is **ASIFA INDIA AWARDS OF EXCELLENCE**.

The ASIFA India Awards of Excellence is an annual awards ceremony established in 2002 to recognize and celebrate the best in Indian animation. There is a national call for entries where animation films for both student and professional categories are solicited. The deadline for entries is usually the first week of October. There has been an overwhelming response from around the country with many students and professionals submitting their work for the Awards. A distinguished panel of artists then judges the submissions and they selected the films worthy of the "ASIFA India Award of Excellence" trophy.

For more details on the 2008 event: please visit: [www.asifa.in/iad08](http://www.asifa.in/iad08). <<http://www.asifa.in/iad08>>



## International Animation Day '08

Each step is big when it faces to achievements similarly each event is big when it comes to huge celebration.

ASIFA India with pride presented the 7th International Animation Day (IAD) celebrations all across the country from 2nd Nov - 12th Nov. IAD is an annual global celebration to recognize the people involved in the art and technology of animation, celebrated every year on the 28th October.

Since its start in 2002, IAD has been a film festival that has provided the Indian animation artists a platform to interact and build a community. Being amongst the first animation festivals in India, IAD has been actively supported by the artists' community and the industry at large.

Looking at the growing visitors count graph each year. This year IAD has stretched its arms all across the country to welcome various talents and excitement to get settled for all.

Day long events were held in Mumbai and Hyderabad and Pune. Mumbai alone saw a crowd of a 1000+ people closely followed by Pune with over 800 people. But the showstopper was Hyderabad, which had a whopping 2400+ crowd participating in the event.

In addition to these main events smaller events were held in other cities in the week of IAD. To give an approximate for each:

Indore – 1100+  
Bangalore – 700+  
Chennai – 700+  
Delhi – 600+  
Calicut – 300+  
Ahemdabad -200+  
Kolkata – 200+  
Lucknow – 200+  
Chandigargh – 150+



### **Activities included:**

#### **1) SCREENINGS**

- Multiple Mini-Theaters with screenings of various animation/VFX content
- Award winning International short films
- International and Indian Studio Demo Reels
- International and Indian Student Demo Reels
- Best Animation/VFX commercials
- Latest Trailers from upcoming Animation/VFX movies
- Selection of the Submissions for the ASIFA India Awards of Excellence
- Best Animated content from the Gaming Industry
- "How to" and "Behind the scenes" videos and many more!





## 2) ASIFA India AWARDS OF EXCELLENCE



Competition is open for animated films from around the world as well as India.

Films must be made and completed in the time span of October 2007 to September 2008.

## 3) INTERACTIVE SESSIONS

- Interactive Drawing/Sketching sessions
- Meet the Professionals! Question and Answers in an informal setting with accomplished Industry professionals

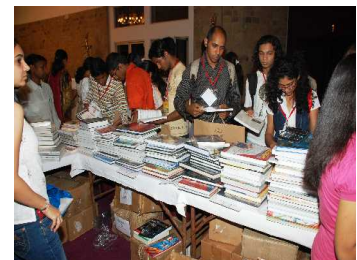


- Indian Puppet Show
- See artists in action! Watch professional painters, sculpture artists, animators
- Pottery sessions



## 4) BOOKS, Etc.

- Animation Books and DVD Stores! Browse through and purchase wonderful and rare books and movies about animation!
- Art gallery
- Enjoy Food, Snacks, Drinks, and Candy! and many more activities!





## **Women In Animation**



Women In Animation is a professional, non-profit organization established in 1994 to foster the dignity, concerns and advancement of women who are involved in any and all aspects of the art and industry of animation. WIA is also an educational organization. Through our workshops, meetings and panels you are bound to gain valuable insight into the industry, opportunities available to you and other educational resources in your area.

- Women In Animation, In India since last 2 years.
- We organize events and meetups along with actively supporting orphan kids.



### Goal of WIA India:

- Provide the opportunity to network and interact with other professionals.
- Interact with Women and men who are working professionals in the art and business of animation industry, along with students studying animation.
- Help underprivileged children and Orphans to enhance their artistic skills
- Also have a lot of fun at the same time!
- Indian chapter and is actively looking for volunteers to help launch this organization at a grass roots level. The Indian chapter is led by Saraswathi Balgam with help from Rekha Thorat.

Currently we are working with ASIFA India and had our last CG Meetup in the month of August 08. We also participated and supported actively in International Animation Day 2007/2008.

What role does WIA want to play in encouraging more women to get into this field?

- Spreading awareness about the field is one of the ways to bring more women onboard.

Support Us by Becoming a Member:

As a member of WIA you will contribute in building a community and some of the opportunities are:

- Meet and network with colleagues through interesting scheduled events.
- Attend educational seminars covering all animation disciplines.
- Get involved in mentoring, sharing knowledge and personal experiences, international outreach and much more.

For More information contact us on: [wia.ind@gmail.com](mailto:wia.ind@gmail.com)



## CG Meetups

The whole idea behind CG Meetups has been to create a bridge between the professionals and the students, a very informal platform of interaction. The most amazing part throughout this series is both the students and the professionals, are enthusiastic towards this knowledge sharing approach. We hope to get this continual support, in bringing together many more such meet ups!

We started in a small way in Jan 2006 with 'Behind the scenes' of the movie 'Narnia'. We have had a successful run of these Meetups, with different formats of the event like workshops, seminars, interactive session and screening of content.

We have had workshops on modelling, drawing and sessions on lighting, compositing, Match Moving, technology etc. Apart from workshops we have had case studies, which showcase works done by different companies/studios. Few of the more successful meetups have been those of the Jan VFX CG Meetup and the March Animation Case studies. For both these events we have had active participation from several leading studios within the country!!!

Format of these sessions:

- Interactive, Q&A session
- Open Mic forum
- Showcasing short films from audience
- To network and interact with like minded people
- HIGHLY Informal





## **INTERNATIONAL ANIMATION DAY-09**

This year IAD has the spirit of a small notorious boy with his playful little cat. This boy and his cat will be seen mischieving all around the event with their acts and expressions. Enjoying each part of the event in their own manner.

This is how every year ASIFA India has been successful in assembling varying talents from all across the world at all, professional and student level in a very fulfilled manner.

This is 8th 'International Animation Day' (IAD) celebration. Since its start in 2002, IAD has been a film festival that has provided the Indian animation artists a platform to interact and build a community. Being amongst the first animation festivals in India, IAD has been actively supported by the artists community and the industry at large.



This year again IAD will be celebrated all across the country.

Various cities like Mumbai, Hyderabad, Pune, Bangalore, Lucknow, Delhi etc. International Animation Day' (IAD) is an annual global celebration. The basic aim of ASIFA is community building for all animation enthusiasts. Its a free and open to all platform for interaction and networking which has seen the active participation and support of the industry. ASIFA today enjoys a representation from over 55 countries. ASIFA India received its official charter on November 25, 2000, and it aspires to the same ideals and goals as the international organization.



This day long celebration involves activities like screening of popular animated films on 35 MM screen, technical and creative workshops, artwork exhibitions and above all **ASIFA India Awards For Excellence Ceremony**. This award ceremony invites Animation films completed in last 1 year from all across India and the world. This way ASIFA India has been successful in assembling talents from all around the world every year.



## **ASIFA India AWARDS OF EXCELLENCE**



Talent resides in all beings as a gift of god. A poor child on the roadside can entertain people with his own developed funny mimicries and true guts of acting. It may be possible that a single chance on a big screen can make him a super star. This is what the Grandeur of a Big screen is.

With the same idea in mind "**ASIFA India Awards Of Excellence**" assembles **the fresh and unique talents each year for the occasion of "International Animation Day"** from every where around the world .On this day various **short films are showcased on 35 MM screen** in front of thousands of audience at a time. Its a huge Platform for many talents from darkness to come under lime light. Its an opportunity to present the caliber on a huge scale. Every year thousands of talents on student and professional level make their entries with full enthusiasm. Few win the heart and many leaves their impression on heart.. Either way talent is getting recognized.

**Competition is open for animated films from all around the world as well as India.  
Films must be completed in the time span of October 2008 to September 2009.**

### **Background:**

The ASIFA India Awards of Excellence is an annual awards ceremony established in 2002 to recognize and celebrate the best in Indian animation. There is a national call for entries where animation films for both student and professional categories are solicited. The deadline for entries is usually the first week of October. There has been an overwhelming response from around the country with many students and professionals submitting their work for the Awards. The submissions are then judged by a distinguished panel of artists and they selected the films worthy of the "ASIFA India Award of Excellence" trophy.

The awards ceremony was the highlight of International Animation Day 08 and was celebrated in the evening at the Main Auditorium, NCPA, Mumbai, in 2008.

Being one of the most awaited Awards ceremony of the country, in 2008, Mumbai will once again host the event this year at NCPA, Mumbai on 25th November. Entries have been pouring in for this years event, and this year again it should prove to be one of the most exciting competitions.