

INTERNATIONAL MIFA CAMPUS AT ANIMELA

The INDIA Chapter



★ ABOUT THE INTERNATIONAL MIFA CAMPUS (IMC) ★

Annecy International Animation Film Market (Mifa) exports its skills and experience through a programme to support emerging talents: the International MIFA Campus or IMC.

The objectives of this programme are twofold:

- **To develop each project from India and provide the necessary coherence for it to face the global market.**
- **To prepare the talents for the pitching exercise to be able to promote their project to a professional audience seeking original content.**

The Aniverse & Visual Arts Foundation brought the IMC to India for the very first time, through its AniMela Festival in Mumbai in January 2024.

The project leaders taking part in this workshop were mentored by MIFA experts over a 4-day workshop.

And now have the exciting opportunity to participate in the Partner Pitch at Annecy Festival 2024.

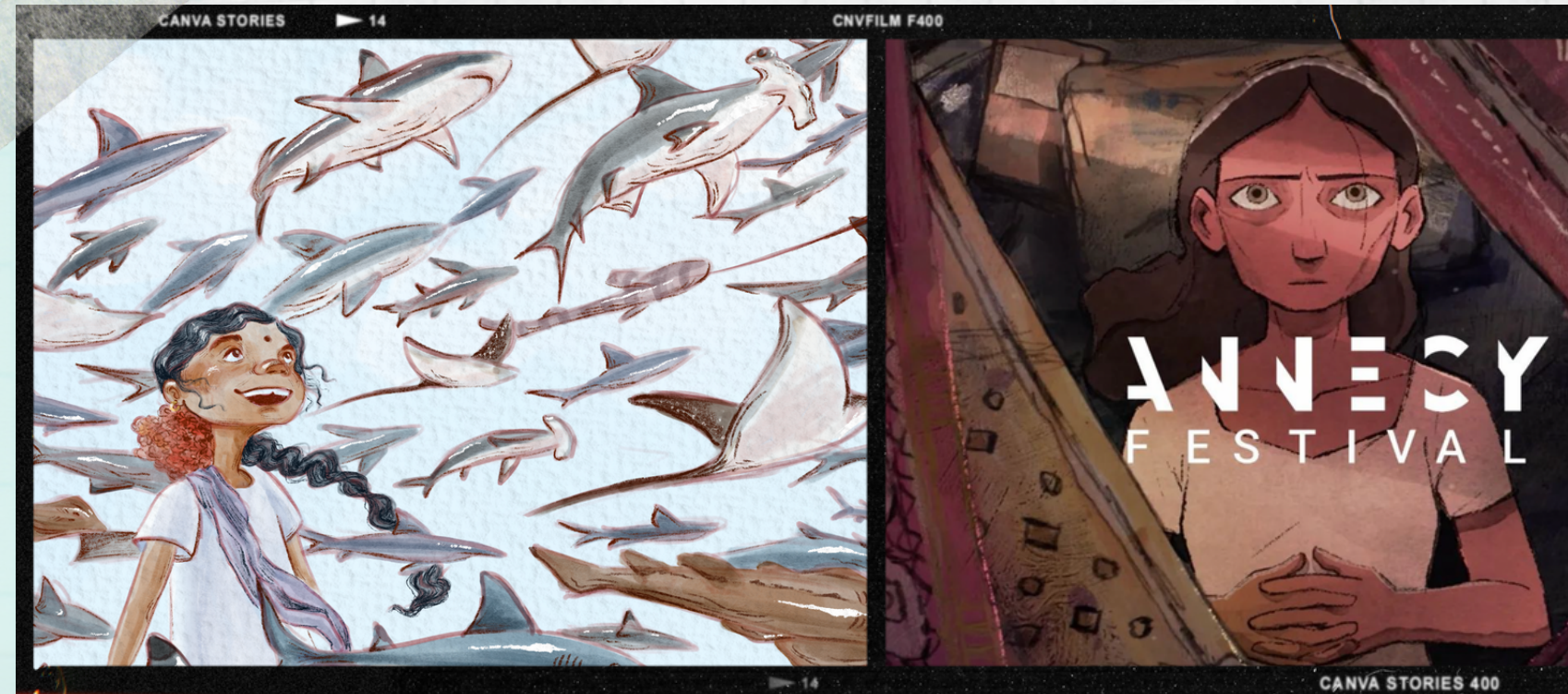
★ ABOUT THE PARTNER PITCH

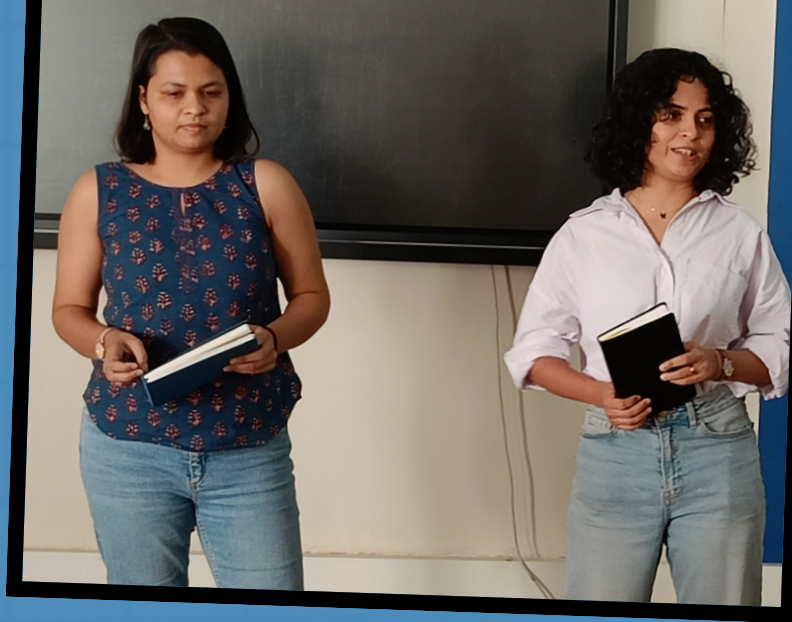
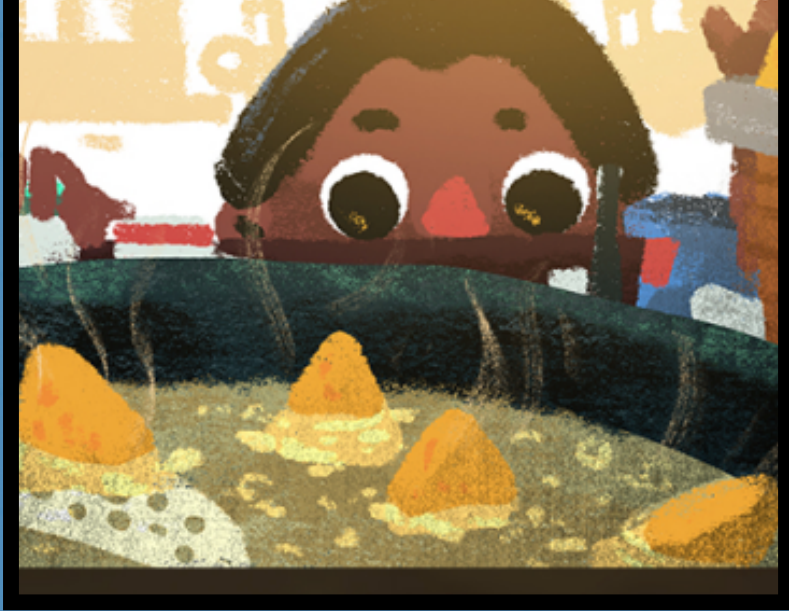
Territories that initiate an 'IMC – Talents programme' have the chance to go further at Annecy via the **Partner Pitch**, which are a component of the official Mifa programme.

A Partner Pitch session provides the opportunity for the workshop participants to benefit from more **visibility with future partners and industry professionals**. Countries with a **developing animation industry** can benefit highly from this.

Attended in 2022:

South Korea, Nigeria, Canada, South America, Spain...





INDIA PARTNER PITCH AT ANNECY-MIFA'24

FIVE AMAZING PROJECTS
FIVE UNFORGETTABLE STORIES
8 INDIAN CREATORS

It will showcase the 5 Indian projects that were mentored and presented at IMC-AniMela Pitch.

The projects are in the following categories:

Feature Film - 1
Short Films - 2
TV Series - 2





IMC AT ANIMELA PROCESS & TIMELINE



Sept 2023: Official Call for projects in India

Oct 2023: 62 entries were received from all over India.

Nov-Dec 2023: Reviewing and shortlisting.

Dec 2023: 5 Projects selected by the MIFA team.

16th to 19th Jan 2024: MIFA Workshop with 3 international experts in Mumbai

19th Jan 2024: Presentation of the projects to curated audience of professionals

Feb to May 2024: Pitch preparation for Annecy

June 2024: All the projects presented at the India Partners Pitch at Annecy Festival, France





ANIMELA- IMC MENTORS



Reza Riahi - Animation Filmmaker

Reza is known for his award-winning animated shorts, including "Entre Chien et Loup" and his role as artistic director on "The Breadwinner," which received numerous accolades in Oscars, Golden Globe, Annie awards and many others. His 2020 short film "The Musician" achieved global recognition and was shortlisted for the Oscars in 2022. In 2022, he co-founded "PASTEQUE PRODUCTIONS" in Paris and continues to create captivating animations while teaching at Gobelins Animation School and mentoring talents in France.



Delphine Nicolini - Artistic Producer

Delphine is an independent artistic consultant and has worked on features such as Ernest & Celestine; The Swallows of Kabul. She is currently working on the development of a feature film in stop motion 'Seraphine' by Sarah Van den Boom, and 'Suzanne', an animated documentary film. She also teaches and works as a coach and expert for different festivals such as Annecy.

"Working with the project leaders and the final pitch during the festival, in front of a room full of animation professionals, made us proud to have accompany them. Neha Jain can attest to my nervousness before the pitch and my joy after :)"

"These workshops allow you to develop the creative and artistic aspect of projects and to bring talents from all over the world to life."



ANIMELA- IMC MENTORS

Johanna Goldschmidt - Scriptwriter

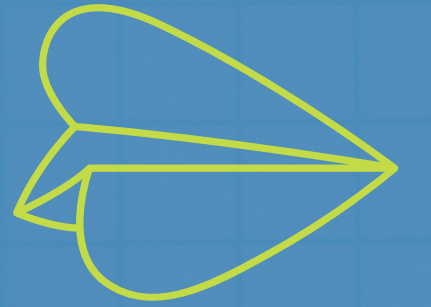
Johanna has written for a diverse range of animation series, including Tib & Tumtum, Pirates Next Door, Zip-Zip, Splat & Seymour, and Runes. She is also the co-creator and writer of the animated short film 'Mussels & Fries' and the live-action feature-length drama 'Owning It'. She studied Film & Television at UCLA and holds a Master's degree in Journalism from the University Paris La Sorbonne.

"It was a true honor for me to be one of the mentors of the MIFA international campus, with so many great Indian talents. Supporting talent from all over the world and forging links across borders is the very essence of our jobs and our industry."

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ABOUT THE PROJECTS



1) **M.O.M - Ma On a Mission**, by **RITUPARNA SARKAR & SRUTI MENON**

Format: 2D Animated Feature Film

Genre: Action Comedy / Fantasy

Target Audience: Family Viewing

Duration: 100 minutes

Language: English (with a sprinkling of Indian regional languages)

Theme: MOM is a light hearted take about the identity crisis Indian moms often feel.



2) **RISING TIDES**, by **PARI SATARKAR**

Format: 2D Animated Short Film

Genre: Environmental Drama

Target Audience: Family Viewing

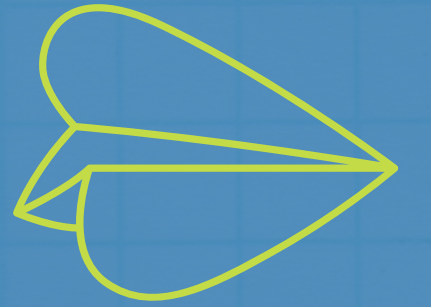
Duration: 6 minutes

Language: English & Marathi

Theme: A marine researcher straining her friendship with a young fisherman's daughter over industrial fishing, which pushes her to realize she needs to change her own perspective to share the beauty and value of the marine world.



ABOUT THE PROJECTS



3) LALA, by ISHA MANGALMURTI & SHREEYA WAGH

Format: 2D Animated Series

Genre: Fiction/sports comedy

Target Audience: Family Viewing

Duration: 22 min / episode (16-20 episodes per season; 3 seasons)

Language: Hinglish

Theme: The year is 2010 and 14-year-old Lala and her ragtag football team are thick as thieves. Through countless everyday mischiefs and challenges, both big and small, these girls are hurtling undeterred towards their ultimate goal of becoming National Champions.



4) TABLE FOR ONE, by DEBJYOTI SAHA & DHRUV SEHGAL

Format: 2D Animated Series

Genre: Fiction

Target Audience: Young and Middle-Aged Adults

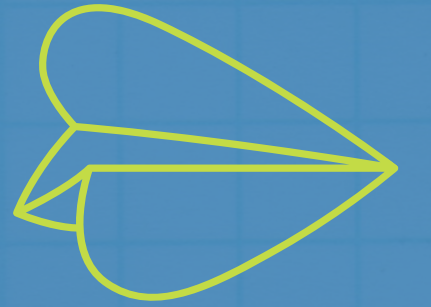
Duration: 15-20 minutes - 5 Episodes

Language: Diverse vernacular languages across India

Theme: Each story strives to somewhere find a connection between human emotion/identity and food.



ABOUT THE PROJECTS



5) **HIDE & SEEK**, by KRISHNA CHANDRAN

Format: 2D Animated Short Film

Genre: Fiction Horror Drama

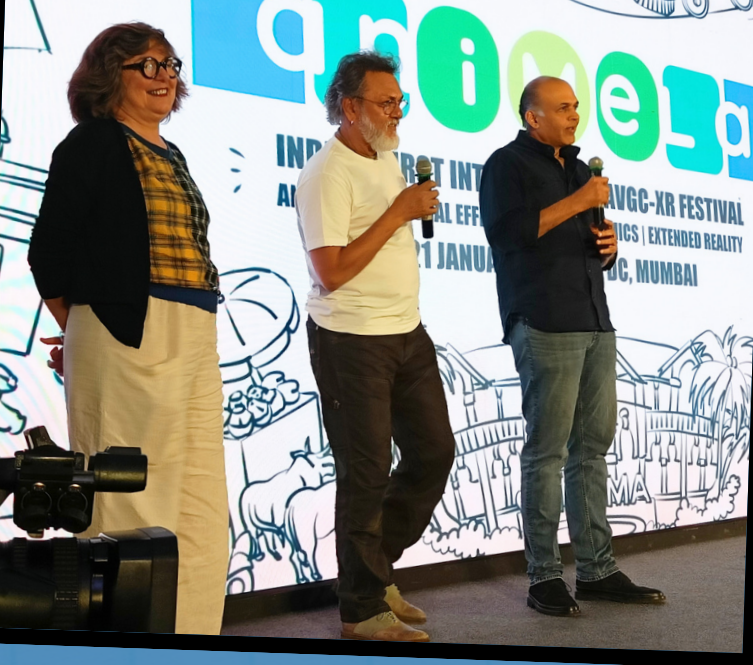
Target Audience: Family Viewing

Duration: 15 minutes

Language: Malayalam

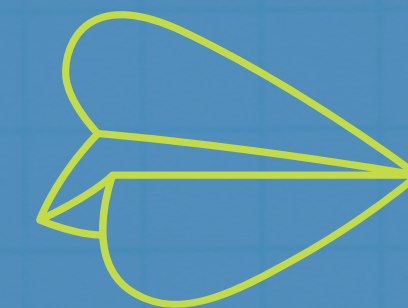
Theme: In the wake of a tragic accident during a game of hide and seek, a guilt-stricken ten-year-old boy is pursued by his remorse, embodied as a mystical Garuda, interweaving the realms of ancient ritual and childhood innocence.





IMC PITCH AT ANIMELA

19TH JAN 2024



Venue: Films Division, Mumbai

Attended by **250 professionals and students**

Audience comprised of Team Annecy, Producers, Distributors, Investors and students

JURY: Included IMC Mentors along with filmmakers **Ashutosh Gowariker and Rakeysh Omprakash Mehra**

Winner of the Pitch:

Isha Mangalmurti and Shreeya Wagh for **LALA**



WHAT THE PARTICIPANTS HAVE TO SAY...

Rituparna Sarkar & Sruti Menon - Creators and Co-directors - PROJECT M.O.M

The workshop really helped in streamlining our thoughts and condense and re-shape 3 years of creative development work into one concise 8-min presentation - giving us the power and confidence to present the concept to potential Co-producers succinctly.

Krishna Chandran - Director - PROJECT 'HIDE AND SEEK'

The prospect of representing Indian animation on a global stage, particularly at the esteemed Annecy festival, holds the potential to elevate our projects to new heights.

Pari Satarkar - Director - PROJECT 'RISING TIDES'

The International Mifa Campus was an extraordinary catalyst for my project. Delphine, Johanna, and Reza were thoroughly invested in helping me bring the best parts of my project forward and grow it further than my sole imagination would have allowed. I can thus confidently say that this was the most enriching and supportive mentorship I have experienced as a creative. The Pitch event at AniMela provided a massive platform to present my project to a lively crowd, forge new professional connections, and gain encouragement to bring my project to life, and the experience was exceptionally special.

Dhruv Sehgal & Debjyoti Saha - Creators and Co-directors - PROJECT 'TABLE FOR ONE'

We loved how informal yet serious our interactions with the three mentors were. It was their energy that infused the room with positivity and a desire for collective creative excellence. It is truly rare to encounter this kind of an uplifting atmosphere. The generosity of the mentors resulted in so many macros-micros takeaways from how one should effectively construct their pitch to how to handle technical glitches, the four days were full of learning and joy..



Thank You !

Email: neha@animela.in

Aniverse and Visual Arts Foundation
Gharaonda, Ground floor, National
College Lane, 32nd Road, Bandra West,
Mumbai, Maharashtra 400050 - INDIA