







Ideatoon is a Mexican contest to search for animated series' ideas. Its objective is to encourage the creation and development of national cartoon contents that could become potential international hits.

The competition is opened to all the Mexican studios, production companies, animators, artists, directors, scriptwriters, and producers that want to participate. The winners receive advice from some industry's international experts and money to help the production and selling of the series in foreign markets.

The contest's first edition happened during LagunaFest (www.lagunafest.com), a Mexican animation and videogame festival that took place in Torreón, Coahuila in October 2012. The call for entries closed on October 5th at 23:59 and there were 106 ideas for

series that were sent to participate. A jury selected the best 15 projects based on its international commercial success and moved to the next step in the competition, which was a pitching session with an international jury.

Here are 14 of the finalists that participated so that you can get an idea about the content quality of the contest in the hope that you may want to co-produce, partner, or just see what is being developed in Mexico.







THE PROJECTS

01 TITLE PROJECT ROSI Y MOSY

Animated TV and web series
11' x 26 episodes per season

The wonderful and exciting adventures of Rosi and her pet Mosy. They travel around different places in Mexico, going from magic towns and challenging jungles, from shinning beaches to exuberant forests. These trips help them know their history, heritage, the people around them, and themselves as well. They learn how to relate with each other and the importance of teamwork and the value of friendship.

ABOUT THE AUTHORS:

Oscar Gerardo Hernández & Marco Antonio Gutiérrez are the directors of Platypus Animation Studio. They have produced several projects in the studio and were the leading animators in 2D movies like "Haini," "La Venganza de los Automatas," and TV series "Escuadrón 2011," and the awarded short animated feature "Help."

Genre: Adventure, comedy, educational

Technique: 2D Digital

Target audience: Children 4 to 8 years old

Authors: Oscar Gerardo Hernández y Marco Antonio Gutiérrez

Studio: Platypus Animation Studio

Website: platypusanimacion.wix.com/site



02 TITLE CANIJOS

PROJECT

Animated TV series

7' x 12 episodes per season

It's a series about rebel rabbits that get into trouble in their daily life. Always guided by their instincts, their adventures include numerous challenges, from treasure hunting to how to cheat in the national lotto contest.

Genre: Adventure and comedy

Technique: 2D Digital with live action backgrounds

Target audience: Children 12 years old and above

Author: Juan Miguel Figueroa Vega

Website: www.youtube.com/watch?v=mjgq0-0dxJM

ABOUT THE AUTHOR:

Juan Miguel Figueroa was born in Culiacán, Sinaloa. He studied professional translation and advertising design. He is certified in Story Board Pro, Toom-Boom, and Concept. Among its works, he developed the concept, characters, and backgrounds of "Batallón 52," a series of shorts about the Mexican Independence and Revolution. He developed comic sketches for radio and TV, and animation and art for Facebook and mobile devices videogames.



03 TITLE DOC DOK

PROJECT

Animated TV and web series
3'x 6 episodes per season

Doc Dok is a funny scientist that even though he creates incredible but absurd machines, he loves to answer any question regarding physical, chemical, and mathematical that anybody asks. He is always followed by his right hand, Pepe Topo, a beaver with super high IQ that sometimes is governed by his animal instincts.

Genre: Educational and comedy

Technique: 2D Digital, with 3D, Stop Motion, and live action elements

Target audience: Children 6-12 years old

Author: Marcos Vargas Ovando

Studio: Bishop Consultores S.A de C.V.

Website: www.bishop.mx

ABOUT THE AUTHOR:

Marcos Vargas Ovando is a graphic designer and creative director of Bishop México. He has over 9 years' experience in animation and multimedia. He has worked in advertising commercials for important brands like: Captain Morgan, Danup, Johnnie Walker, Ricolino, Bonafont, Pillsbury, among others.



04 ^{TITLE} MYTHOLOGICAL ANIMAL TALES

PROJECT

Animated TV series

1.5' x 8 episodes per season

It's about animals that were worshiped in ancient Mexico. It shows some of the legends around the treasures that nature gives us and explains how to take care of them and the importance of the animals in the cycle of minerals and plants.

Each chapter will talk about different animals outlining its biological and symbolic attributes, according to the Aztec's mythology. It will show the importance of the animal in the different communities and ecosystems where they live and how they impact the environment where they inhabit.

ABOUT THE AUTHOR:

Luis Felipe Hernández is a self-trained animator. In 2003, he received a scholarship to study Stop-Motion in Barcelona. He is currently animation teacher in the University of the State of Morelos and he is a supporter of independent animated projects. He has won several scholarships and awards to continue with his work like the BBVA Bancomer Foundation and the Media Arts Fellowship (before called the Rockefeller scholarship). MTV Europe has bought the rights of some of his work to show worldwide and he has received many awards for his short films.

Genre: Educational

Technique: Cut Out (paper) and Stop Motion

Target audience: All public

Author: Luis Felipe Hernández Alanís

Studio: Animatitlan

Website: www.animatitlan.com



05 CHUY LOSER

PROJECT

Animated TV Series

12' x 26 episodes per season

What would happen if Jesus Christ is born again in the XXI Century? These comedy series explore the different situations and dilemmas he faces, as well as some of its challenges. Chuy loser portrays a hero that is overwhelmed with multimedia TV content, modern vices, and other situations that humanity faces these days..

Genre: Dark comedy

Technique: 2D Animation

Target audience: Over 12 year-old children and teenagers

Author: Carlos Matiella

Studio: Organika

Website: www.organika.tv

ABOUT THE AUTHOR:

Carlos Matiella studied graphic design. After working 8 years in the major post-production houses in Mexico, he started his own company: Organika. Since then, he has developed over 120 audiovisual projects. In 2010, he wrote, produced, and directed the acclaimed short "Clean is good."



06 TITLE FIGHT!

PROJECT

Animated Web series

2' x 12 episodes per season

Lucho Peralta, a humble wrestler will find his great opportunity to fight "the phantom," one of the most famous and experienced fighters in the MWF (Mexican Wrestling Federation). The intense combat will claim the life of "the phantom" and will change the life of Lucho that will have to extend his fighting abilities to its daily life because he will constantly face a ghost that refuses to go to the afterlife. Will Lucho be able to beat the phantom?

ABOUT THE AUTHORS:

José Luis Saturno: Independent movie maker from Torreon that lives in Montreal, Canada. He created the studio "Enjambre Hexagonal". With his Stop Motion animated projects he has participated in over 30 festivals in 17 countries.

Yann Ben Alluch: Graduated from Concordia University in Canadá. As traditional technique's animator has worked with Enjambre Hexagonal from the beginning.

Genre: Comedy, Thriller

Technique: 2D Animation

Target audience: All audiences

Authors: José Luis Saturno &
Yann Ben Alluch

Studio: Enjambre Hexagonal



07 TITLE LIFE SUCKS AND THEN YOU DIE

PROJECT

Animated Web Series

1' x 10 episodes

A dark comedy that shows several situations that the characters face in a city filled with many cultural and economic contrasts, like Mexico City or other cities in Latinamerica.

Genre: Dark comedy

Technique: 2D Digital

Target audience: Young adults (18 - 35 years old)

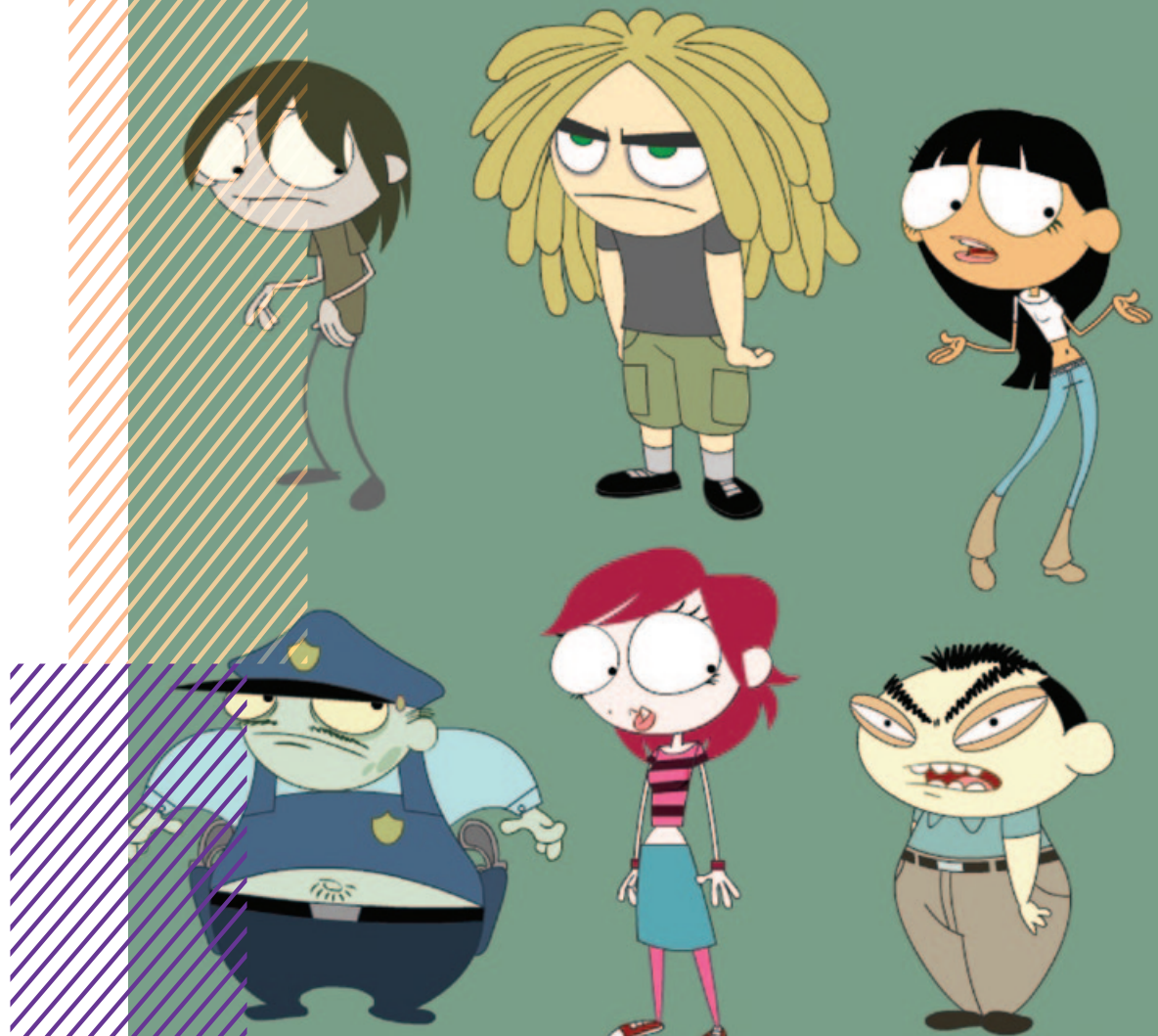
Author: Isaac Sandoval Capuchino

Studio: Surulú animación

Website: www.surulu.com

ABOUT THE AUTHOR:

Isaac Sandoval Capuchino was born in Mexico City and studied graphic design. Later on he moved into animation and studied in the Vancouver Film School. Since he was very little he has worked for the movie and animation industry in Mexico. He has given conferences and workshops in festivals in Mexico, Canada, US, Spain, and Netherlands.



08 FINGERS

PROJECT

TITLE

Animated TV series

22' x 7 episodes

Do you know where you put your hands during the day? All this information is known by your fingers that when you sleep, they talk about their whereabouts. With a fresh sense of humor, these characters judge the habits of human kind and their daily routines.

Genre: Animated Sitcom (social comedy)

Technique: 2D Animation

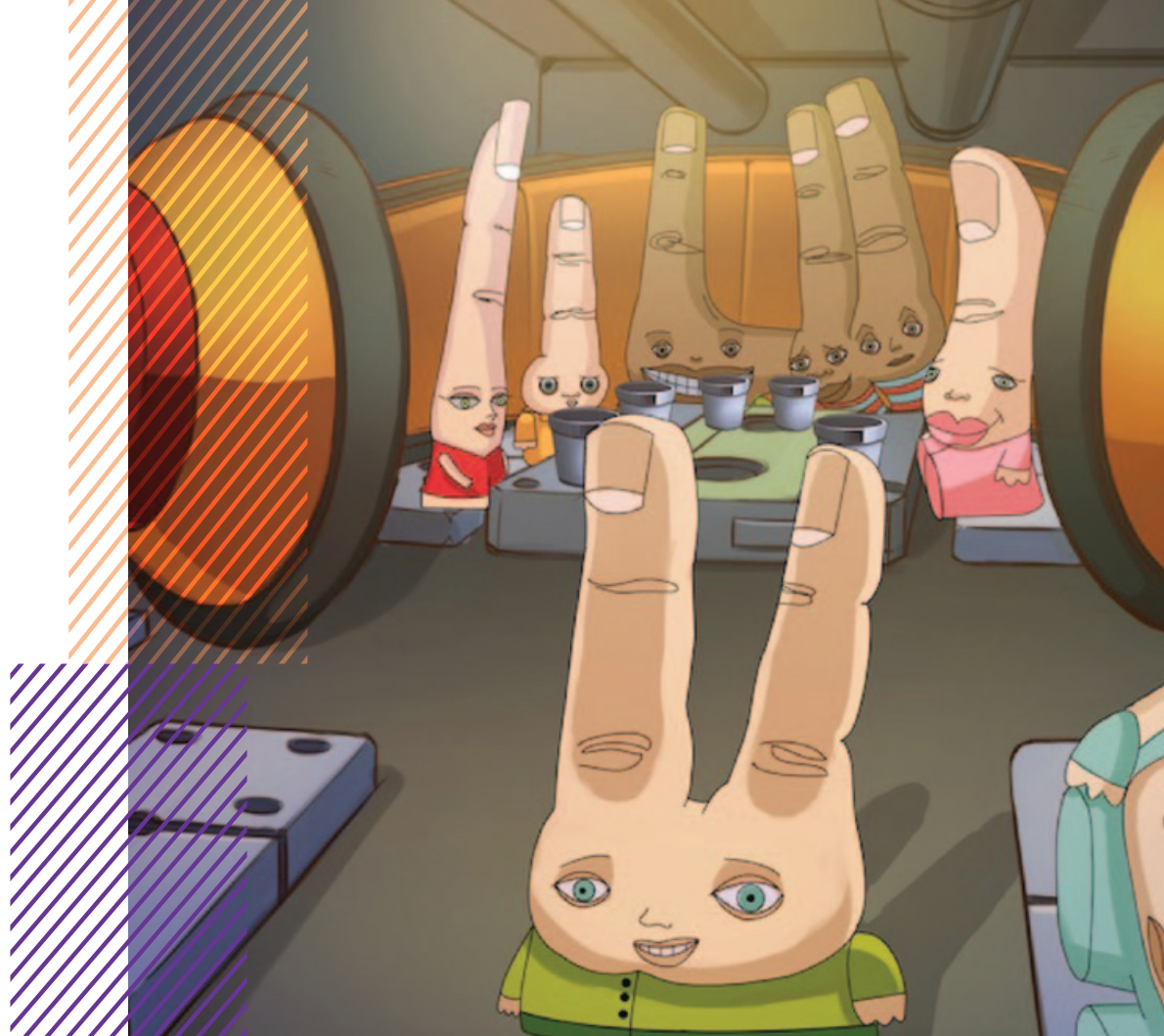
Target audience: Young Adults (18 - 35 years old)

Studio: Muv Experimento

Website: www.muv.mx

ABOUT THE AUTHOR:

MUV loves telling stories that excite people. Techniques and forms are never an obstacle to tell stories or deliver the message.



09 ^{TITLE} SYMPHONY

PROJECT

Animated TV and web series
12' x 42 episodes per season

The story takes place in "Melony," a small world that has islands with different beats (Pop, Rock, Classical, Rap, etc.). Their inhabitants are the musical sounds (C, D, E, F, etc). Everybody lives happy creating sounds and melodies. However, one-day "silences" arrive to their world by mistake and they transform their world into a place without sounds. In order to save it, Cheko, a music student, will learn along with the audience about the meaning of music and valuable lessons for his life as well.

ABOUT THE AUTHOR:

Eduardo Ancer is the creative director of Metacube, where he was worked in the pre-screening of "Days of War" and TV advertising commercials for "Nike," "Mcdonalds," and "Boing". He has worked as well as screen player and art director for "Batallón 52" and the videogame "Chavo del 8." In 2007, he created with Rene Cordova the comic "Republika Lucha". He currently works in the pre-production of the long animated features: "Día de Muertos" y "Chapulín Colorado"

Genre: Musical and Educational
Technique: 2D Digital and Cut Out
Target audience: Children 2-6 years old
Author: Eduardo Elias Ancer Soto
Studio: Metacube Tecnología y Entretenimiento
Website: www.metacube.com.mx



10 PROJECT TITLE SCARLET "THE STEAMPUNK PRINCESS"

PROJECT

Animated TV series

22' x 24 episodes per season

Scarlet is a 12-year-old girl; She is captain of the space boat "Phantom Star," and daughter of the famous Pirate King, who has disappeared.

Scarlet travels through stars and galaxies with her crew having strange and funny adventures in a universe full of magic and technology. In a Robin Hood way, she grabs from the rich and gives to the poor and fights the corrupt people of the Royal Navy. At the same time, she tries to find out where her dad is.

Genre: Children's comedy, steampunk

Technique: 2D Digital

Target audience: Children 6-15 years old

Author: Daniella Alexandra Cortes Cavazos

Studio: Lápiz de Fuego Studio

Website: www.lapizdefuego.blogspot.mx

ABOUT THE AUTHOR:

Studied graphic design and is teacher of design and animation in D4 Reality CO2 Animation School.



11 COSMO TRIP

PROJECT

Animated TV and web series
2.5' x 26 episodes per season

Cosmo is an alien that travels in an old ship around the universe. This galactic "Napoleon" has only one obsession: To conquer the universe...

Genre: Comedy & Adventure

Technique: 3D Animation

Target audience: Young Adults

Authors: Odei Roca (Mexico), Dario Sanchez (Spain)

Studio: Co-Production between Magic Gate Studios (México) and Lince Estudios (Spain)

ABOUT THE AUTHORS:

MAGIC GATE STUDIOS started in 2006 with a core business of developing flash-web pages. In 2008, it won several awards with "BOLO" a short animated series about a polar bear and its adventures with Santa Claus. In 2010 started a co-production agreement with Lince Studios (Spain) to develop the 3D animated TV series Cosmo Trip, the animated short Helen, and the long feature Ages of Madness.



12 FUCHO

PROJECT

TITLE
Animated TV and web series
22' x 12 episodes per season

A young guy moves to the big city to join the soccer team. Through the adventures of a group of kids, it shows the life of the low-income neighborhoods of the city and the great contrasts of modern life.

ABOUT THE AUTHORS:

Ianis Guerrero: Has acting studies from La Habana, Cuba and Paris. He starts Artepepan Films in Mexico. He writes and produces the feature film "Malamados" with Pedro Ramírez, and the shorts "Bruno" and "Mujer atrapada en habitación con tormenta." He has written and/or produced several animated shorts and documentaries and has received scholarships to produce in countries like France, Germany, and Netherlands. In March 2012, he directs his first film: "Juan y Vanesa."

Jonathan Ostos: Director, Animator, and Writer graduated from the Vancouver Film School (Canada) and UWE (England). Creator of shorts, music videos, commercials, and motion graphics using all techniques: Stop Motion, CGI, 2D, cutout y live action. Director of "La Nostalgia del Sr. Alambre" animated short that won several awards throughout the world.



Genre: Drama and Action

Technique: 2D Animation with Live Action

Target audience: Children 6 years old and above

Author: Ianis Guerrero & Jonathan Ostos Yaber

Studio: 11vs11 Studio

Website: www.comesesos.com

13 ^{TITLE} BLIND DOG

PROJECT

Animated TV series

22' x 14 episodes

In a parallel Mexico during the 50s, Darío "Perro ciego" González, is a policeman investigating the crime of his old love Carmela. The only evidence he has is a bunch of bills with blood. By following the trails, he gets to know Simone, a WWII German exiled that helps him solve his emotional conflict. At the same time, he goes deeper in the criminal world that surrounds Mexico where he gets to know Kairos, the leader of the mob. Little by little he starts to get lost in vices, corruption, and decay.

Genre: Film Noir (Adventure, mystery, romance)

Technique: 3D Animation in Black and White with some color details

Target audience: Young Adults

Author: Gustavo Ríos Gardea

ABOUT THE AUTHOR:

Gustavo Ríos Gardea studies animation and digital art. He has experience as illustrator, and political cartoons.



14 ^{TITLE} HACIENDAS

PROJECT

Animated TV and web series
5' x 13 episodes per season

Haciendas tells the story of the families that worked the land in Mexico in colonial times. At that time, they were considered kings but today they are only remembered because they have streets named after them. By seeing the daily life of these people and exploring the colonial houses they lived in, we will understand a society that flourished, died, and left behind beautiful structures around Mexico that today people come to see from all over the world and are known as Haciendas.

ABOUT THE AUTHOR:

Maribel Martínez is the Director of Animation and Design in Televisa. Her work "Imaginantes" has won in NY Festivals, Pro-maxBDA, Animacor Spain, and Circulo Creativo México. She is also the coordinator of animation in the Design award Quórum. As an independent designer she creates 19+36" focusing in designing credit sequences for movies where she has been finalist in various festivals like SXSW.



Genre: History and Fantasy
Technique: Cut Out and 2D Animation
Target audience: Young Adults
Author: Maribel Martinez Galindo
Studio: diecinueve36 (19+36)
Website: www.facebook.com/diecinueve36



OUR PROJECTS

México is a country full of contrasts. Through time, its vast and ample territory has been a stage for the settlement of human groups that, even though they share many cultural aspects, they differentiate against each other in radical ways because of the great lengths that split them and the poor contact and exchange between them.

During the 20th Century, the development of the nation occurred towards the center of the country. Mexico City became a great metropolis that not only represents the largest human settlement in the world, but also the place where most of the industry is located. Moreover, most of the majority of media production in the country happens there. Most of the content and narratives are developed around the City.

Meanwhile, the rest of the territory diversified in a different way: there are regions that are so isolated from the rest of the country that have kept their cultural and natural richness. However, they suffer from developing issues already surpassed by other regions; simultaneously, there



are zones that experience an accelerated technological and quality-of-life development that is common to the developed nations, but at the same time, they have the social and environmental issues that all the big cities suffer.

Pixelatl is a collective dedicated to build platforms that bring the gaps that split the nation closer together. Not only the physical separation, but also the cultural, educative, and economic distances too, taking advantage of IT and communication that, in addition to connect spaces, they democratize the multimedia creation.

It is not only a matter of infrastructure and technology to intercommunicate the country but to stimulate a conversation and exchange between México and the world. This can only be achieved in a symmetrical way, starting from the creation of personal content that reflects on the vision of the diverse cultures of the country. Because these differences join us and divide us; they make us different but at the same time universal... The goal is, in the long run, that more people are able to construct new stories about México.



For that, through different platforms and projects, we are beginning to work with indigenous communities and vulnerable populations from many parts of the country, with artists and businessmen of the big cities, with the only objective to generate accessible content to the world that reflects our diversity while stimulating the multimedia industry in México that, despite recent advances, does not consolidate into a powerful sector yet.



Lagunafest is an animation, videogame, and new media festival that was born to ignite and to promote the creative industries related to entertainment in the northern region of Mexico. Also, its goals are: to broaden the type of productions, to train and to develop producers and entrepreneurs, along with the professionalization of the sector and the networking with creators around the world.





movimenta

Movimenta is a lab and festival that exhibits sequential arts, that is an exposition of artworks that combine different media and disciplines with visual art as the axis that joins them. It is the best space to gather international artists and local students to talk about uses and forms that images can manipulated. Also it helps advertise the local content developers and to foster the multimedia production.



Fronteras is a project that teaches stop motion animation to vulnerable groups and native communities in an effort to document their native languages, stories, and mythologies. Also, it's an attempt to put technology closer to these communities so that they can start appropriating it and in the future develop animated content and narratives that are relevant to them. It's Social insertion program that helps to close the technology, education, and cultural gaps that split the country apart.





To animate is to share your soul

Ideatoon is an initiative developed by **Pixelatl**, a collective dedicated to build platforms that foster the Creation And Promotion of multimedia content to increase The national productions And spread Its audiences in mexico And around The World.

For more information: info@pixelatl.com

