



2



UNIR
PARA
CRECER

The image shows a group of four people sitting around a small wooden table in an outdoor or semi-outdoor setting. A man in a dark jacket is on the left, gesturing with his hands. A woman with red hair and sunglasses is on the right, looking towards the man. Two other people are partially visible behind them. The background is a large wall covered in vibrant, stylized floral and leaf patterns in red, orange, yellow, and green. A large purple circle is superimposed on the wall, containing the text 'UNIR PARA CRECER' in bold, colorful letters. Three glass vials hang from the top of the frame. In the foreground, there is a large, textured rock formation and some yellow flowers.

P

Pixelatl is an association dedicated to the construction of platforms for the creation and promotion of multimedia narrative and content. Its objective is to enhance Mexican productions and to expand their audience within Mexico and abroad.

One of its main projects is Ideatoon, a Mexican contest that seeks out ideas for animated series. Its goal is to encourage the creation and development of properties that can potentially become international hits.

Ideatoon is open to all the Mexican studios, production companies, animators, artists, directors, scriptwriters and producers that

want to participate. The winners receive advice from experts in the industry and financing to produce a pilot, which can help the studio find co-productions in the international markets.

The last edition of the contest happened during **El Festival** (www.elfestival.mx), a Mexican animation, videogame and comic book festival that took place in Cuernavaca, in September 2014.

154 ideas for series were sent to participate. A jury selected the best 16 projects based on their international commercial success and they went on to the next step in the competition, which was a pitching session with an international jury.

Here are the 2014's finalists so that you can have an idea of the content quality of Ideatoon in the hope that you may want to co-produce, partner, or just take a look at what is being developed in Mexico.

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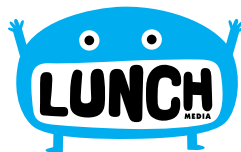
16 AGENT AWESOME 65



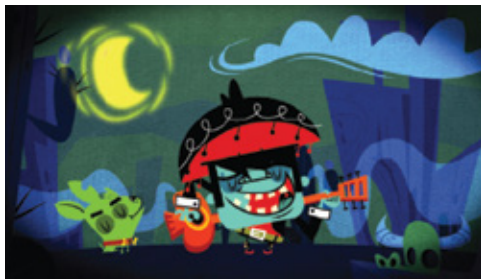
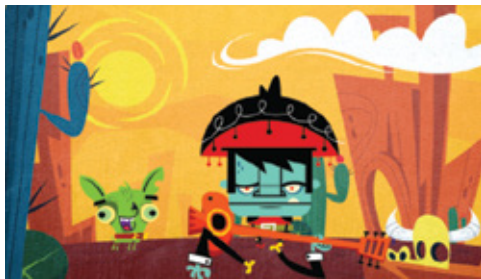
MARIACHI ZOMBIE[®]

HE EATS UP BRAINS
AND SPITS OUT SONGS





Created by Celso García

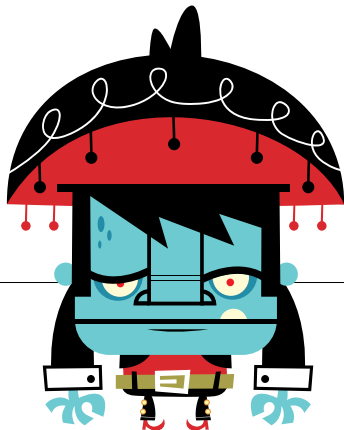


Episode length: 11 minutes

Animation type: 2D Digital

Genre: Comedy

Target audience: 12 to 15 years old



Mariachi Zombie is a musician, survivor of the apocalypse. He lives in a Town with other Zombies like him, stalked by the last living humans on Earth with a thirst for vengeance.

In the night of the great ball, Mariachi Zombie falls in love with Lila Bones, but in order to win her heart, he will have to defeat his rival: the cheating flamenco squire Manolo Bravo.

Accompanied by his inseparable dog Moco, he lives through the most fun and shrill musical adventures in what is left of this world. Ahooaaah!!



MIGRATING SOUTH WAS
NEVER SO COMPLICATED







Created by Luis Antonio Carrillo

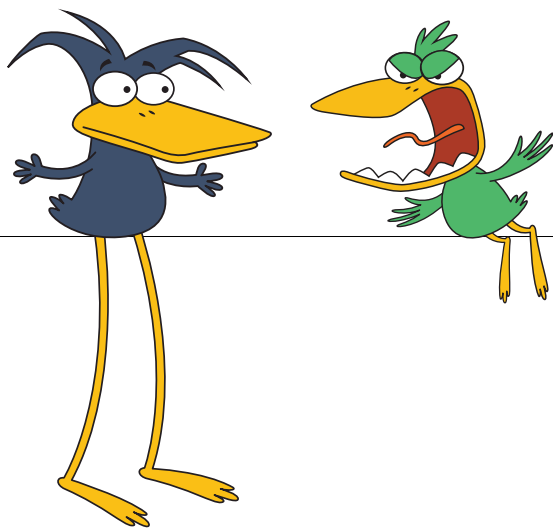


Episode length: 7 minutes

Animation type: Cut Out

Genre: Comedy, Adventure

Target audience: 6 to 11 years old



Two ducks with very low IQs desperately want to fly south. Their challenge is that one doesn't have wings (Floppy) and the other (Duck) is afraid of heights. Join their adventures in each episode as they meet in different situations and scenarios and end up dying in funny ways at the end of each chapter.

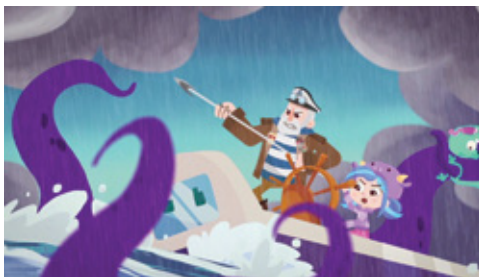


ALL ABOARD,
IT'S WAHOO TIME!





Created by Oscar Hernández, Edgar Amor
and Samuel Kishi



Episode length: 11 minutes

Animation type: Cut Out, 2D Digital

Platform type: Television

Genre: Adventure, Fantasy, Comedy

Target audience: 6 to 11 years old



Mushroom Deedee is a girl who fears nothing, she's adventurous and very smart, she loves goats and ninjas.

Her favorite time of the day is when she goes on an adventure along with Mangus, the goat-eater (chupacabras); grandpa Gaspard, an extraordinary adventurer; and B.A.B.U., an incredible vehicle that sails through seas, skies and fantastic lands, so she can meet new friends, sing, play and explore the values of friendship and teamwork.



MINT VAMPS

|||||

EXPERIENCE FEAR...
IN TINY PROPORTIONS

|||||



MINI VAMPS

CALavera
FILMS

Created by René Castillo and José Alberto López



Episode length: 7 minutes

Animation type: 2D Digital

Genre: Comedy, Adventure

Target audience: 6 to 11 years old



Vampires evolved and, over time, they became smaller and smaller to the size of a mosquito. Cosme is a very clever Mini Vamp, who likes strong emotions and comes up with seemingly infalible plans. With his group of friends, he wishes to reclaim the greatness of his kind, which is why they go out to the city every day to try to find and feed off a victim with dignity. Unfortunately, there are hungry ticks, murky spiders and, most of all, the obnoxious mosquitoes that compete for the necks of their victims.

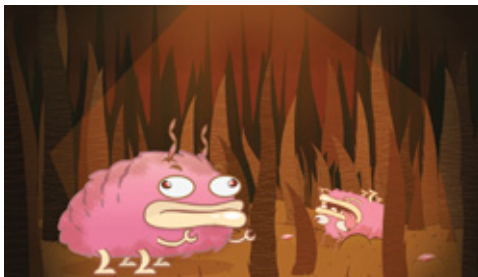


SCIENCE WAS NEVER AS FUN...
AND AS CRAZY





Created by Marcos Vargas Ovando



Episode length: 11 minutes

Animation type: 2D Digital,
2D handmade (drawing)

Genre: Social Satire, Comedy,
Educational, Adventure

Target audience: 6 to 11 years old



Doc-Dok is a very creative scientist who likes to invent machines. In his adventures, he is accompanied by his friend, Pepe, a mole who is intelligent thanks to a headset devised by the Doc. Inside the Laboraton, a lab-truck that turns into all sorts of artifacts, they travel to remote places and run into unique characters.

In Pepe's skin live some fleas, which by touching the headset, become intelligent and rise like a modern civilization that faces the same problems of our times.



THE LIFE SCHOOLING OF

TAYLOR

Joyce

BEING A BOY WITH A GIRL'S
NAME CAN GET YOU INTO LOTS
OF TROUBLE... AND FUN!



THE LIFE SCHOOLING OF
TAYLOR
Joyce

J. JULIETA
COLÁS

Created by Julieta Colás



Episode length: 11 minutes

Animation type: 2D Digital,
2D handmade (drawing)

Genre: Comedy

Target audience: 12 to 15 years old



“Greater Heights Institute” is a private boarding school with a reputation as one of the oldest and best schools in the nation. However, the school was recently sold to a corporation with a penchant for “re-tooling” and cutting costs wherever possible.

People in charge of accommodations assume Taylor is a female due to his “girly” name, so Taylor Joyce is assigned with three girls as roommates showing that “Greater Heights Institute “ maybe isn’t really that good of a school anymore.

Devin Colmillos

ODD FOR HUMANS AND
STRANGE FOR VAMPIRES

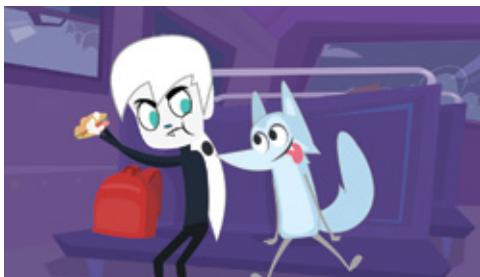




Devin Colmillos

FluzTrador

Created by Raúl "Robin" Morales



Episode length: 7 minutes

Animation type: Cut Out

Genre: Social Satire, Fantasy

Target audience: 6 to 11 years old



Devin is a peculiar kid: he is an albino vampire and, although he belongs to an ancient lineage of strong and brave vampires, he is little, vulnerable and fragile. He can fly and disappear, but ordinary situations, like public speaking or approaching the girl he likes, frighten him.

Devin goes to classes at the village night-school, along with the toughest and most problematic kids in town. His goal is to show his bravery in order to earn the respect of his family, with the help of Atka, a grumpy guardian in the shape of a wolf whom only Devin can see.

The background is a stylized illustration of a night cityscape. In the foreground, there are dark blue silhouettes of buildings with yellow-lit windows. The sky is a deep blue with swirling, ethereal patterns in lighter blue and white, suggesting clouds or a dreamlike atmosphere. Several small, glowing yellow circles are scattered across the sky, resembling stars or distant lights. The overall mood is magical and serene.

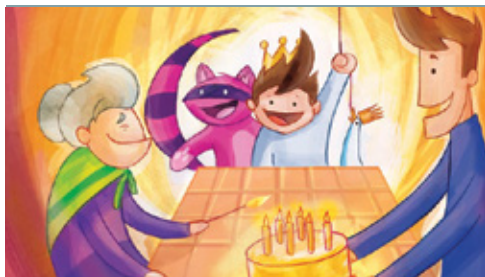
TOMO[®]

REALITY WOULD HAVE NO MAGIC
WITHOUT DREAMS



TOMO®

Created by Abel Ayala



Episode length: 3 minutes

Animation type: 2D handmade
(drawing)

Genre: Adventure, Fantasy

Target audience: 3 to 5 years old



Tomo is a 5 year-old boy whose pet is a duck that thinks is a dog. In a night filled with stars, he finds a wounded raccoon and rescues it. He is not just any animal, but Lorenzo, a magical raccoon who, from then on, uses his powers to protect Tomo from the evil bullies who push him around.

Every night, when they go to sleep, they travel through the stars to a world of adventure where Tomo is a hero, always accompanied by his duck-dog.

EDMUNDO

THE ADVENTURES OF A SMALL PLANET
AND THE CAT-RABBITS THAT LIVE IN IT





EDMUNDO

MANDARAKA
creative studio



Created by Eduardo Rodríguez and Raúl Bonilla



Episode length: 3 minutes

Animation type: Rotoscoping,
Claymation

Genre: Educational, Fantasy,
Eco-awareness, Adventure

Target audience: 3 to 5 years old



Edmundo is a small planet who lives in a system where he plays with his pet moon and his uncle Sun. Each day he tells them both about the several adventures of the strange cat-rabbit community that lives in his surface. They are colorful animals that do not like to work who always end up in trouble while searching for a life full of fun and excessive rest and that put their city at stake.



ROCK ANIMALS

MUSIC CAN CHANGE THE WORLD



ROCKANIMALS

(19+
36)

Created by Maribel Martínez



Episode length: 7 minutes

Animation type: 2D Digital and
3D Animation

Genre : Educational, Musical

Target audience: 3 to 5 years old



Rockanimals is a music band made up of teen animals that have a musical challenge every day in order to solve a problem. Benji, the leader of the band, writes a fragment of a song each time, along with one of his band friends, teaching him a musical lesson. Together they learn that only working as a team, can they achieve harmony in their band.



IF LIFE HAS CHALLENGES
CHILDHOOD IS THE SOLUTION







mighty[®]

Based on the written work of Juan Villoro



Episode length: 3 minutes

Animation type: 2D Digital

Genre: Comedy, Adventure

Target audience: 6 to 11 years old



Arthur is the number-one-fan of the National Team, but not even the best coaches can make this team score a single goal. Arthur's dream of helping its players will become true now that his father, Dr. Jerônimo Gómez, a scientific genius, has been named the scientific consultant for the Team.

This is how the Gómez's, along with their dog, Cirilo, and their best friend, Sofia, will have to make it possible for the Team to win the World Cup.



LOOKING FOR NEW WORLDS





Created by Fernando Campos and
Fausto Cantú.



Episode length: 11 minutes

Animation type: 3D Animation

Genre: Sci-fi, Comedy, Fantasy,
Educational, Adventure

Target audience: 6 to 11 years old



Terraform Inc., an interstellar company specialized in developing technology and the research of new worlds, sets a first trial to test their latest invention: Agro and Tracky, two brand new robots designed to do different tasks at distance.

Their lack of patience leads them to do a terrible mistake in their first mission, losing an important seed lot they had to transport.

They decide to slip away to amend their fault at whatever cost it takes. Together they will travel across the entire space living perilous and adventures to find the missing lot.

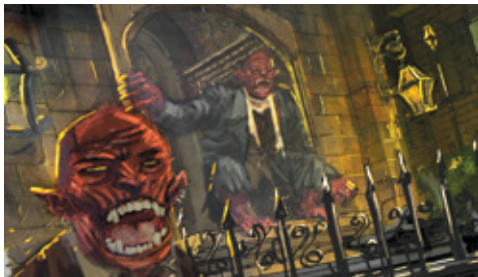


CURSE OF THE DEMON'S MASK

THE DEVIL WORSHIPERS
WILL EMERGE AGAIN



CURSE OF THE DEMON'S MASK

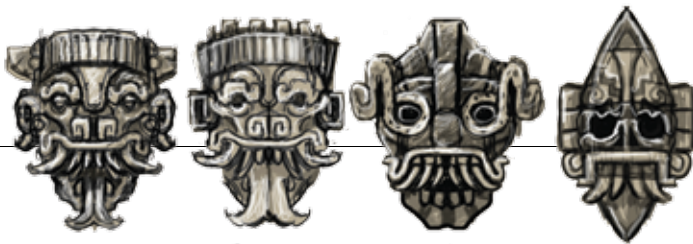


Episode length: 22 minutes

Animation type: 3D Animation

Genre: Horror

Target audience: 12 to 15 years old



During the first war between heaven and hell, Archangel Gabriel killed Lucifer, destroying his armour in 13 pieces scattered all over the world.

Millions of years after the heaven and hell war, a treasure hunter named Cash Vangelis is hired by a private collector to find the legendary demon's mask. Against all warnings from scholars and friends, he delivers the mask to the private collector who happens to be the leader of "Lucifer's cult."

A dark, moody comic book illustration of a city street at night. Tall buildings line the street, and a car is visible in the distance. The scene is rendered in a classic comic book style with bold lines and a limited color palette of purples, blues, and greys.

WILDLY CLUMSY



Episode length: 6 minutes

Animation type: 2D Digital

Genre: Comedy

Target audience: 6 to 11 years old

A city with neighborhoods full of gangs, chaos and turmoil, where the street fights flourish freely thanks to the corrupt legal system.

Joe Phillips is a weak, clumsy and somewhat slow young man, with a strange protective power within him that only appears when he is in danger. When he finds out, Ronnie Clayman, an old drifter, talks him into joining street fights in order to make money through gambling.

Joe starts on a road that will take him to face the most violent opponents in the illegal circuits of the underground fights.

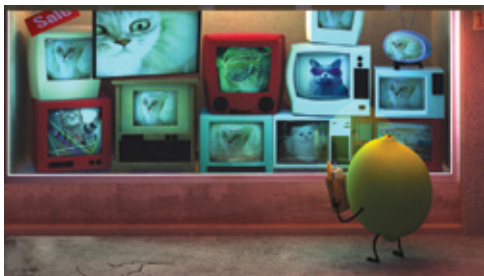
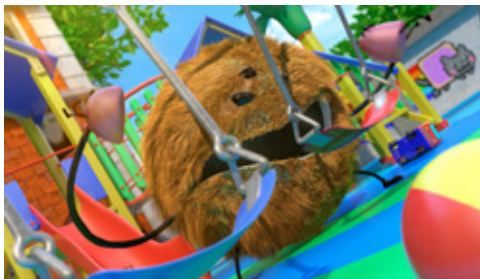


A COCKTAIL OF INSANITY





Created by Emilio Sáenz and Daniel Hernández



Episode length: 3 to 6 minutes

Animation type: 3D Animation

Genre: Black Humor, Social Satire, Comedy

Target audience: 13 to 25 years old



Marmalade City, a place full of action, romance, violence, revenge, mental disorders, juice, seeds and the weird and unexpected friendship of Eric, a grumpy apple; William, a naïve lime; and Humbert, a laid back banana.

These three friends show us how bizarre things would turn out if cat-worshipping fruit beings were living common people's lives in a parallel universe to ours.



**AGENT
AWESOME**

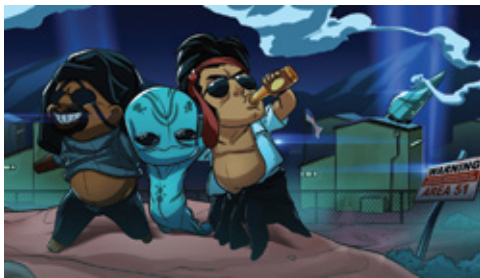
COMPLETE LOYALTY...
TO THE BIGGEST CHECKBOOK





CHAOS
industries

Created by Humberto Cervera, José Luis Díaz and
Juan Carlos Díaz



Episode length: 22 minutes

Animation type: 2D Digital

Genre: Comedy, Adventure

Target audience: Adults



After Michael Anger manipulates Agent A, the most valuable agent in E.V.I.L., to destroy the general headquarters of his own company, he is forced to work for his old rivals: Good Guys Inc.

Now he will have to search for extraordinary individuals in order to fill the ranks of his new company and protect the world from those still loyal to E.V.I.L. and its goals. Since many years have passed of him being used to evil and chaos, Agent A must adapt to a new world with new allies, new challenges and many, many new boundaries.

OTHER PIXELATL PROJECTS



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 is an attempt to bring technology closer to these communities so they can start integrating it and in the future, develop animated content and narratives relevant to them. It is a Social development program that helps to close technology, education and cultural gaps that are dividing Mexico.



movimenta

Movimenta is a lab and festival that exhibits sequential arts. It is an exposition of artworks that combines different media and disciplines with visual arts as the link that joins the. It is a space to gather international artists and local students to talk about uses and forms of moving images. It also helps to promote the local content developers and to foster multimedia production.



Festival is an animation, videogame and comic book celebration that favors the exchange of knowledge and experiences between international and local artists and producers. Conferences, workshops, business meetings, and screenings will set the ground for sharing stories of success and challenges that the industry is facing. First and foremost, it is a space that helps to encourage a spirit of community.

THE PLACE TO BE

FESTIVAL

■ animation ■ videogames ■ comic ■

Screenings + Workshops + Market + Expo

September 9-13, 2015

CUERNAVACA, MEXICO







REVOLTOSO

a short film by  cinemafantasma



 @pixelatl

 /pixelatl