



### **THE INTERNATIONAL ANIMATION LAB BRIDGING THE GAP STARTS ITS THIRD EDITION IN TENERIFE**

- This international workshop will be celebrate its third edition in Tenerife (Spain) July 16<sup>th</sup>-22<sup>nd</sup>
- Fourteen talents from all over the world will strengthen their animation projects with the counsel of industry professionals
- The lab offers learning activities and networking opportunities for professionals and anyone interested from the island

**Tenerife, July 17<sup>th</sup>, 2017** – From July 16<sup>th</sup> to the 22<sup>nd</sup>, the island of Tenerife welcomes **fourteen talents from all over the world** to the third international animation lab **Bridging the Gap (BTG)**. Created in 2015, this initiative aims to **strengthen and promote internationally** animation projects from all around the world and facilitate the creation of international partnerships and networks.

Organized in the frame of ACERCA Training Program for the Development in the Cultural Sector of Spanish Cooperation and the collaboration of the International Latin American Foundation for Public Administrations and Public Policies (FIIAPP); thanks to the main sponsorship of Cabildo de Tenerife through Turismo de Tenerife and INtech Tenerife (Science and Technology Park of Tenerife) and the collaboration of TLP Tenerife.

The fourteen participants, selected by the organization from more than a hundred of applications, are talents from all around the world that come to the Spanish island with their **animation series or feature films** projects in development. Among them, there are directors and producers from Brazil, Colombia, Cuba, Ecuador, El Salvador, Philippines and Peru, as well as several Spanish talents.

The ones who are selected will receive one week of consulting meetings and lectures from industry **experts** for the strengthening of their projects. Some of these experts are Guadalupe Arensburg (Director of Short Film Acquisitions at **Movistar + Spain**), Shamik Majumdar (Creative Director of **Walt Disney Europe**), Nicolas Schmerkin (founder and director of the production and distribution company **Autour de Minuit**), Eric Goossens (producer and founder of **Walking The Dog**), and the Head of Acquisitions at the French company **Indie Sales**. Additionally, Yago Fandiño (Director of Children's Content at **RTVE**), Manuel Cristobal (Executive Producer at **Dragoia Media**) and the consultants Paco Rodríguez, from **Media Training and Consulting**, and Belli Ramírez, co-founder of **Mr.Cohl** and line producer at Zinkia Entertainment, will also attend.

Besides the professional space, BTG also offers a series of activities on Friday 21<sup>th</sup> and Saturday 22<sup>nd</sup> of July to Tenerife's audience (previous application). Among them, there is one day dedicated to animation co-organized with TLP Innova in which several experts will give lectures and presentations.

TLP Innova will include: a round table about **Youtube and animation** held by **Nikotxán**, creator of the first Spanish webseries "Cálico Electrónico", and Enrique Vázquez, manager at **Átomo Network**, a community for Spanish-speaking artists and creators that has a total of 20 million views and 250 thousand Youtube subscribers; a presentation by Guillermo García Carsí, creator of "Pocoyó", about how to create a successful animation project; a case study of **The Reward**, about how to build an online community and a successful kickstarter campaign with Charlotte de la Gournerie; and a conference by Hernán a Greca, Senior Director of Creative Services at **Cartoon Network Latin-America**, who will speak about CarTube Network: Cartoon Network linear and non-linear.

Focus on the industrial sphere, BTG, along with Turismo de Tenerife and INTech Tenerife, organises **a day of presentations and networking** on the afternoon of Friday 21st in which participants and experts from BTG will take part alongside companies and professionals of the Canary Islands.

The last day, Saturday July 22nd, the **final pitch** for the Bridging the Gap projects will take place. This day will also be open to everyone who is interested and has previously applied. Here experts will give direct feedback to every participant.

During seven days, **Tenerife** becomes the **epicentre of the animation and the audiovisual sectors**, which the island has been strengthening with the implementation of several initiatives like the incentives to attract shootings or the training programs like Animate. Along this line, island authorities recently announced the celebration of the Ibero-American Animation Quirino Awards for the first quarter of 2018.

- Participating projects: <http://bthegap.com/es/participantes-2017/>
- Experts' Biographies: <http://bthegap.com/es/expertos-2017/>
- Press material and high quality photos: <http://bthegap.com/es/prensa/>
- 2017 Projects Dossier: [http://bthegap.com/wp-content/uploads/2017/06/DOSSIER\\_proyectos\\_BTG2017\\_v3.pdf](http://bthegap.com/wp-content/uploads/2017/06/DOSSIER_proyectos_BTG2017_v3.pdf)
- Bridging the Gap 2017 video: <https://www.youtube.com/watch?v=2MLqXmMoFZI>
- Open Activities Program: <https://entradasbtg2017jornadas.eventbrite.es>

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#### Medio Oficial

