

## **Brazilian films are in the Competition program of the world's largest animation festival**

*Two productions from Vetor Zero/Lobo are in the Commissioned Films section of the Annecy Festival. Two Brazilian films also compete in the Short Film section.*

In the year that Brazilian animation turns 100 years old, four national productions will be in the Competition section of the Annecy International Animated Film Festival, in France. Two of them are signed by Vetor Zero/Lobo, which originated Vetor Filmes – a company associated with Brazilian Content, the audiovisual content export project promoted by BRAVI in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil). “Endangered Love” and “Emotions Factory” compete in the Commissioned Films section.

The first is a Lobo production for the Wild Life Conservation Film Festival (WCFF). The film, created with 2D and 3D animation techniques, is part of an awareness campaign for the protection of species in risk of extinction, conveying the concept that the best way to avoid the extinction of a species is by promoting its procreation. “Emotions Factory”, signed by Vetor Zero, is a 60-second long film for TV that is part of the campaign which promotes Caixa’s support to Brazilian culture along with a safety procedures video on the screens of Caixa Cultural. The production makes reference to Brazilian cultural traditions and folklore and uses miniature sets shot in studio and 3D animation.

There are also two Brazilian productions competing in the Short Film section: “Venus”, directed by Sávio Leite, and “The Poet of Horrible Things”, by Guy Chaineaux. Brazilian films have constant presence in the programs and pitches of the Annecy Festival. Some were awarded, like the short film “Guida” and the feature films “Rio 2096: A Story of Love and Fury” and “Boy and the World”, the latter being afterwards nominated to the Oscar for Best Animated Film. Last year, Brazilian films were highlights in the pitches (“Tito and the Birds”) and in the Competition program (“Way of Giants”, “World of Autism”, “A Man Called Man” and “The Young & the Paperless”).

Brazilian Content is taking a delegation composed of six production companies to MIFA, the Annecy International Animated Film Festival’s market, in France. The event takes place between the 13<sup>th</sup> and 16<sup>th</sup> of June. Apart from Vetor Filmes, the Brazilian delegation includes 2D Lab, Intro Pictures, Carmela Conteúdos, Primo Filmes and Coala Filmes. Brazilian Content attends the market since 2012, as animation is an important language for the Brazilian audiovisual industry and has seen great development in the country.

### **Sobre a Brasil Audiovisual Independente (BRAVI)**

A BRAVI reúne produtoras independentes de conteúdo audiovisual para televisão e mídias digitais e possui mais de 600 associados em 18 unidades da Federação, nas cinco regiões do Brasil. Fundada em 1999, a associação atua fortemente para o desenvolvimento do mercado audiovisual brasileiro e representa o setor em diversos fóruns de debates públicos e privados. Com uma estrutura profissional e reconhecida representatividade nacional, a BRAVI também participa ativamente das

regulamentações do mercado audiovisual, incentivando a produção e novos modelos de negócios, além de oferecer capacitação especializada ao produtor independente. Por meio de relevantes parcerias institucionais, apoia a participação do empresário brasileiro no mercado audiovisual internacional.

### **Sobre o Brazilian Content**

O Brazilian Content é o programa internacional da Brasil Audiovisual Independente (BRAVI), criado em 2004 e realizado em parceria com a Agência Brasileira de Promoção de Exportações e Investimentos (Apex-Brasil). Com o objetivo de promover o conteúdo audiovisual independente no mercado internacional, o Brazilian Content viabiliza parcerias entre empresas brasileiras e estrangeiras (por meio de coproduções, vendas e pré-vendas para canais de TV, internet, telefonia celular e mídias digitais). O Brasil hoje é considerado um importante mercado no cenário internacional e integra o plano de negócios de coprodução de inúmeras TVs e produtoras.

### **Informações para a imprensa**

**2PRÓ Comunicação** – [bravi@2pro.com.br](mailto:bravi@2pro.com.br)

Myrian Vallone - [myrian.vallone@2pro.com.br](mailto:myrian.vallone@2pro.com.br)

Ana Carolina Barbosa – [ana.carolina@2pro.com.br](mailto:ana.carolina@2pro.com.br)

Tel. 55 (11) 3030.9400 /3030.9404

[www.2pro.com.br](http://www.2pro.com.br)

Twitter: @2procom

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