

Report from Animation Festivals of The North

ANIMATION FESTIVAL OF THE NORTH Conference November 3rd-6th 2005 Fredrikstad, Norway

The conference took place as planned November 3rd-6th in Fredrikstad, Norway. 21 persons - animation festival organisers, board members, lecturers and guests - from Lithuania, Estonia, Latvia, Finland, Sweden, Denmark, and Norway participated.

The objectives of the conference were fully met. Results, recommendations and minutes are in this report.

RESULTS

An informal network for animation festivals of the Nordic and Baltic region was formed as a forum for co-operation, exchange of knowledge and mutual support. The network is not limited to the participating festival countries, but will be open for all serious animation festivals in the Nordic and Baltic region.

The network was officially baptised the ANOBA network, reflecting the words: Animation, Nordic and Baltic.

The participants identified the following fields of co-operation:

- Free or resources saving co-operation
- Free accreditation for festival staff from the network
- Access to accommodation at festival rates
- Invitation for international juries
- Newsletter distribution through websites of the network
- Link to websites of the network
- Exchange of reports and film tips
- Letters of cooperation for MEDIA+ applications
- Exchange of advertising space in catalogues
- Exchange of thematic film packages including catalogue texts and photos
- Co-operation on curatorial thematic programmes
- Sharing of costs on film and guest transportation when possible

Award

The network decided to introduce a new award. The objectives of the award are to recognize Nordic and Baltic animation of high quality and to promote it in the region as well as internationally.

The award was finally baptised: *AN OBA - Award of Nordic and Baltic Animation Festivals*

It was decided to ask the international juries of the ANOBA festival to nominate a Nordic or Baltic animation film from each festival. The winner film will be selected among the nominated films. The jury will be the organisers of animation festivals from the network. The award will be handed out in turn by the ANOBA festivals.

It is the intention to make the award a cash prize, if a sponsor can be identified. Find further considerations below under "Festival School".

It is also the intention to publish the nominated films on DVD - an annual compilation representing the best of Nordic and Baltic animation.

The first and second festival to nominate films will be Animated Dreams, Estonia, at the end of November and Cosmic Zoom, Denmark, early February 2006.

RECOMMENDATIONS:

Festival school

It is the recommendation of the conference to establish a series of courses in animation festival technique.

There exists no such thing as a film festival school - let be a school for learning the special craft of organising animation festivals.

In the world of festivals everybody seems to be learning by doing? often repeating the same error everywhere.

By exchanging experiences, the conference delegates agreed, that even if they had all arranged masterclasses for animation professionals - they actually needed masterclasses in festival technique for themselves!

The conference delegates decided as a first priority to address the subjects: Corporate Sponsoring and Promotion. A case for this study will be to identify a sponsor for the ANOBA award.

Depending on the situation of Tough Eye 2006, Nick Dorra will investigate possibilities for implementing a course in Finland within a year.

A number of other subjects and themes for courses/seminars or masterclasses were identified:

- Corporate sponsoring
- Promotion
- Marketing
- Press relations
- The festival as show room and distributor (DVD?)
- Reaching target groups
- Festival formats
- Relation to the animation professionals and the industry

Annual meetings

It is the recommendation of the conference to establish annual meetings for organisers from the Nordic and Baltic animation festivals.

The personal meeting among festival professionals sparked off so much energy and inspiration that the network intend to meet on a regular basis.

The meetings should contain:

- Follow up on fields of co-operation
- Exchange of experiences and news
- A seminar/course or masterclass in festival technique
- Judging of nominated films for the ANOBA award

Inspiration

It is the recommendation of the

onferenceto visitothefestivalsinthenetwork.</p><p>Togetinspirationandlearnfromthepartnerfestival
sinthenetwork,itisessentialtohaveachancetovisitthem.</p>
Asnoneofthefestivalshaveabigbudgetfor
researchortravel.Fundingforthispurposewillbeinvestigatedfurtherbyallparticipants.</p><p>SCREE
NINGS</p><p>OverthreeeveningsduringtheConference,screeningstockplaceinFredrikstadCine
maofhighlightsfromthesevenfestivalspresentedbythefestivalorganisersandafewotherfilms.</p><p>F
UNDING</p><p>Fridayafternoonfocus</p><p>MinutesBjørnHeidenstrøm</p><p>1.Introduction</p>
>GunnarStrøm-SchoolofAnimationinVolda-
madeahistoricalandcolourfultrip,tryingtodrawabackgroundcurtainforwhy7festivalsweregatheredher
einFredrikstad2005.Heputthestartingpointtoaninformalmeetingofgoodfriends1983inStockholm,howt
heNordic-
Balticrelationsgrewstrong,therelationtothebiggerEuropeanlandscape,andunderlinedtheearlystraight
competitionrulesforNordic-
Balticfestival.Oneofhismainpointswasthegreatvalueofmeetingeachotherfacetoface,andtohavetimef
orinformaltalk.</p><p>2.ArsBalticaNorway,ToreAasHansen.MinistryofCulture.Norway.</p><p>ArsBalt
icaisaforumforthecountriesroundtheBalticSeaincludingtheNordicandBalticcountries,PolandandGer
many.2representativesineachcountry.Hasno"fund"butcanhelppromoteprojects.Projects
canbebrandedwiththeArsBalticalogoasaguaranteeforqualityandexhibitedontheArsBaltica</p><p>Web
site:<a href="http://www.ars-
baltica.net/" target="_blank">ArsBaltica</p><p>3.INTERREGandEEAFinancialMechanism</p>
>DagErikssen-InterregOffice,ØstfoldCounty-toldaboutthe2bigprogramsforcrossborder/trans-
national/interregionalcooperation.</p><p>From2007(-
2013)therewillbeanewprogramperiodforINTERREG,buttthe"sofarsuggested"contentandt
opicsdon'tmatch"art/culture"orfestivalsofanimationdirectly.Youhavetobe"creative&
quot;inthewayyoudevelopyourapplication.</p><p>EEA-
FinancialMechanismisabigprogramwhereapplicantsfromtheBalticstatescancooperatewithpartnersin
Norway.ThebestpossibilitiesmaybelyinginBlockgrantsforsuchasNon-Governmental-
Organisations.AndSeedmoney-
tosupportthedevelopmentofpromisingprojectideasofhighrelevance.Relevantprioritiesisprobably&qu
ot;regionalpolicyandcross-
borderactivities","humanresourcesdevelopment","Cross-
borderactivities".</p><p>Websites:www.eea
grants.org,www.norway.info,<a href="htt
p://www.europaportalen.no" target="_blank">www.europaportalen.no</p><p>4.Media+</p><p>Si
dselHelleboHansen-
MediadeskNorwaytoldaboutthe(film)festivalareawithintheMedia+program(EU).Nearly90festivalsget
supporteveryyear,10000-
35000Euro.Buttthecompetitionishardfornewfestivals,andtheapplicationworkis"useful"but
alsoachallenge.</p><p>Website:<a href="http://www.europa-
kommissionen.dk/publikationer/danske/eu-
tilskud9/indhold/kap5/mediaplus/" target="_blank">Media+</p><p>5.FilmkontaktNord(NordicP
anorama)</p><p>KarolinaLidin-Denmark-
toldabouttheirworkwithinthefieldofindependentdocumentariesandshortfilmsfromDenmark,Finland,lc
eland,Norway</p><p>andSweden.TheyarrangethemainNordiceventforshortfilmsanddocumentaries:N
ordiskPanorama,nextyearinÅrhus22-
27September.TheyareopentodiscusswaysFilmkontaktNordcanpromoteanimationfilm/cooperatewit
htheanimationfestivalnetwork.</p><p>Website:Fil
mkontaktNord</p><p>6.BrunoAscuks-
Latvia,made(astheformerheadoftheFilminstituteofLatvia)anoverviewofthefieldandstatusofanimation
/filmwithinLatviaandwithintheBalticstates.Besidesthenetworkingofanimationfestivaltherearelotsofar
easwhereNordic-
Balticooperationcouldbeofgreatinterest.Website:<a href="http://www.efsa.ee/eng/balticfilm.html?o
p=lugu&id=378" target="_blank">www.efsa.ee</p><p>PRESENTATIONOFFESTIVALS</p>
>MinutesbyOveWatne</p><p>BIMINlinRiga,Latvia</p><p>PresentedbyZaneDzene</p><p>Firstfestiv
alwasarrangedin2003.Private sponsors.In2005therewere150guests(professional)attendingthefestiv
al.In2006theyplanto focusonRussiananimationfilms.</p><p>Latviahasalonganimationfilmhistory,andFil
mcentreinLatviatooktheinitiative tostartananimationfestival.</p><p>Budgetisappr.25000Euros.Onlyvol
unteers.</p><p>Theprogrammeconsistsofacompetition,panoramaandretrospectives.</p><p>Inthecompe

tion there are about 100 films in many categories and it is an international programme. Website: <http://www.bimini.lv> **BIMINI**

ANIMATED DREAMS in Tallin, Estonia
 Presented by Heilika Vosu. The festival is a part of the big film event Black Nights. The last four years there has been arranged a separate animation festival. It is funded by Black Nights. The festival takes place in the end of November. Special programmes with competition (international jury) and a programme with female animation films. Budget is appr. 17000 Euros for the animation part. Two persons work for the festival for three months and one person works for the festival four months. They experience that it is hard to get an audience to short animation films aimed at adults. Ticket sales: appr. 700. Total admissions appr. 1000. Students are a target group. Website: <http://www.poff.ee> **ANIMATED DREAMS**

EKSJÖ ANIMATION FESTIVAL in Eksjö, Sweden
 Presented by Pär Berg. Biannual festival. The second edition was arranged in 2005. 200 festival passes sold. Budget appr. 45000 Euro. The festival is the only of its kind in Sweden. The basis for the festival is the animation department at University College of Arts, Crafts and Design in Eksjö. The future for the festival is uncertain, because the education in animation has been closed down. Website: <http://www.eksjofestival.com> **EKSJÖ ANIMATION FESTIVAL**

TOUGHEYE in Turku, Finland
 Presented by Nick Dorra. Biannual festival founded by Pritti Pärni in 2000. Turku Arts Academy is a partner. The festival presents new Finnish and international animation. City of Turku supports the festival. The first festival was arranged in 2003. No festival in 2005. Students from the Arts Academy work for the festival. There is a competition programme and children's animation workshop. The board of directors consists of four to seven people, artistic director 2-3, managing director and coordinators 4-9 and voluntary staff consists of about 80 people. In addition to the city of Turku, and the Arts Academy, Turku Science Park also supports the festival. Budget appr. 120000 Euro. 7500 admissions in 2004. Website: <http://www.tough-eye.com> **TOUGHEYE**

COSMIC ZOOM in Copenhagen, Denmark
 Presented by Kasper Rasmussen, Jesper Kristiansen and Tea Lindeburg. Founded in 1999 as a three-day festival arranged annually. It is a festival for animation films and experimental films. They use not traditional cinema. The festival is in one big room with continuous screenings where people can come and go as they like. There are events with both film and music live bands. Competition programme and programmes with both new and older films. Only volunteers are working with the festival. 1300 visitors at the festival last year and 40% of the films screened were animation films. Budget appr. DKK 250000. 25% from The Danish Film Institute, 30% from private foundations, 30% from entrance fees and 15% from bar sales. The festival has income from the bar. Website: <http://www.cosmiczoom.dk> **COSMIC ZOOM**

TINDIRINDIS in Vilnius, Lithuania
 Presented by Valentas Askinis and Jurate Leikate. The third festival was arranged in 2005. Support from the city of Vilnius from 2003. The festival is also supported by the Ministry of Culture and a foundation of sports. Budget is appr. 30000 Euro. There is a competition programme, films for children, and a competition also for films made by children and students. Eight people work with the festival and in addition there are ten volunteers. In 2005 there were appr. 10000 admissions. The festival arranges a film packet that travels around in the country to other towns and places which do not have any regular cinema. Website: <http://www.ess.lt/tindirindis/> **TINDIRINDIS**

Fredrikstad Animation Festival, Norway
 Presented by Anne Lise Andreasen. 2004 festival in Fredrikstad was festival number 10. Used to be annual but due to financial problems becoming biannual. Festival started in Oslo in the rock music environment. Moved to Fredrikstad 2000. Developed a Nordic and Baltic competition as the most important and significant activity. Member of the Cartoon D? Or network, nominating winner films for the Cartoon D? Or. International highlights played a role as a window to the world animation scene for the audience. Important as meeting place for professionals from the region. Total budget average 150.000 EUR. Future quite insecure. Waiting for political signals from new government and more favourable support. Website: <http://www.animationfestival.no> **FREDRIKSTAD ANIMATION FESTIVAL**

Anne Lise Andreasen
 Conference project leader
 Fredrikstad 12.11.2005
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