



#GreekAnimationRocks

1.1 A Cultural and Business Plan for Greek Animation

In 2015, the Greek animation sector celebrated 70 years of existence. It was in early 1945, when Stamatis Polenakis (from Sifnos Island) presented for the first time, to an amazed Athenian audience, the anti-fascist satire short film titled *Duce Narrates*.

From the first Greek animation to date, we have come a long way. Especially in the past few years, the Greek animation sector is experiencing an unprecedented growth. During the years of the Greek crisis, a new dynamic generation of artists has produced films, which were screened and awarded internationally recognized prizes for the emergence of new aesthetic paths, but also for their often sharp themes. The sectors that have played the most crucial role during said growth are the country's higher education and art education communities, the pioneering artists of previous generations, but also many artists from within the Greek Diaspora. In the new era of ASIFA Hellas, our goal is for Greek animation to increasingly become the center of audience attention and the forefront of artistic development internationally.

The next steps in Greek Animation infrastructure, under the auspices of ASIFA Hellas, are presented in a road show titled **Greek Animation Rocks**. In a nutshell, ASIFA Hellas will act as a Consultant for the formation of an Animation Cluster, grouping companies, schools, and consultants in order to promote Greek Animation internationally. Other actions include the initiative to establish a Master Degree in Greek Universities as well as the creation of an Animation Co-Production Fund, in order to develop international projects.

We present hereafter the creative and production landmarks for the beginning of the new era.

1.2 Funding co-productions in Greece

The institutions providing funding for animation in Greece are the following:

EKOME: The Greek Center of Audiovisual Media and Communication (EKOME) is supervised by the General Secretariat for Information and Communication. It is the main central point for the application for funding of audiovisual productions via a 25% rebate on all expenses actually paid in Greece.

GFC: The Greek Film Center GFC has signed several bilateral co-production agreements with other countries, such as France (via CNC, the Centre National du Cinema et de l'ImageAnimee) and Canada, giving the possibility for Greek Producers to apply for additional funding to Eurimages and the network of French Speaking Countries. A co-production protocol is under study for the Central and Eastern European countries.

ERT: The public Television ERT is the main broadcaster in Greece active in the Animation co-production field. Their preference goes for countries members of the European Broadcasting Union (EBU) but they are open to other proposals as well, introduced by a Greek Animation producer.

OTE TV: The subscription TV brand of the Greek Telecom Company (OTE TV) is also active in animation co-productions and their participation is compatible with a funding from ERT.

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Creative Europe MEDIA: The MEDIA sub-program of the Creative Europe Funding scheme is financing animation projects in development via a call for projects for all European independent producers of audiovisual works.

It is interesting to know that all the above funding opportunities can be used in a cumulative way. For further information, please contact **ASIFA Hellas:** asifagreece@gmail.com



Territory Focus and Booth Greek Animation Rocks at MIFA 2017

1.3 Information Resources

The Catalogue 70 years of Greek Animation has been published

The Hellenic Animation Association ASIFA Hellas, in cooperation with the web portal greekanimation.com, announces the public release of the catalogue *70 Years of Greek*

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Animation. This is a bilingual reference book (Greek-English), which summarizes in 220 pages and 750 photographs -including texts and testimonials by creators and producers, the history of Greek animation. It details many of its achievements and shortcomings at the span of seven decades of engagement in this field.

The contents of the book are briefly described below:

The salutations of the Secretary General of Information and Communication, Lefteris Kretsos and the President of ASIFA Hellas, Vassilis Karamitsanis, highlight the strategic importance of the project. The forewords of the Honorary President of ASIFA Hellas, Yannis Vassiliadis, the director and animator Stratos Stasinou and the Organizing Committee of the Action 70 Years of Greek Animation (Anastasia Dimitra, Panagiotis Kyriakoulakos, Angelos Rouvas) record the past, the present, and the near future of Greek animation through individual and collective initiatives that shaped the landscape and nurtured the Greek animation community.

The reader can browse through the animators' projects per decade through a text written by animation director and researcher Angelos Rouvas. The text focuses on the creators, festivals and publishing activities of each decade. Examples of creativity and entrepreneurship in animation are also included, along with texts and interviews of the main agents, who narrate their experiences and the difficulties they faced while trying to produce animation in Greece.

Angelos Rouvas, Panagiotis Kyriakoulakos, Eleni Mouri-Spyros Siakas, Aristarchos Papadaniel-Sophia Madouvalou are just some of those agents. Interviews with **Jordan Ananiadis** (to Vasilis Evdokias) Alecos Papadatos (to Aristarchos Papadaniel), **Nikos Vergitsis and Giorgos Nikoloulis** (to Angelos Rouvas), and **Panagiotis Rappas** (to Aristarchos Papadaniel) are also included. A timeline with records and distinctions separates the historical text from the case studies, while the catalogue ends with the retrospective exhibition reminder of all artists and partners who participated in the Action 70 Years of Greek Animation (1945-2015).

The catalogue is the result of the initiative and Action "70 Years of Greek Animation (1945-2015)", which was designed and implemented by ASIFA Hellas, in cooperation with the online portal greekanimation.com, with the support of professional audiovisual organizations, cultural institutions and animation festivals in Greece. Catalogue production was funded by a grant from Stavros Niarchos Foundation (SNF). Full report on contributors and Action partners are included at the last pages of the catalogue.

Central distribution of the catalogue in Greece is handled by Achilleas Simos (bookstore "EnAthinai"). Tel: +302103830491, +302103822553, email: simosaxileas@yahoo.gr

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greekanimation.com

The web portal greekanimation.com was created on the occasion of the 70th anniversary of the screening of the first Greek animated movie (1945). It is an attempt to register all Greek animation works as well as those who contributed to their creation, the production companies, the festivals, the awards and in general all the information related to the history of the 8th art in Greece. The aim of the portal is to present the Greek animation worldwide and to highlight its contribution to education and organized production.

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