

Press release

Annecy - Thursday, June 7<sup>th</sup> 2012

The CRIC CRAC prize was attributed to:

***Logjam-up***

by Alexey ALEKSEEV

In the framework of the Creative Focus of Annecy Festival, the MFG Baden-Wurtttemberg, Wallimage and Rhône-Alpes Cinéma gave the first CRIC CRAC prize.

### Creation of a new support for animation films

MFG Baden-Wurtttemberg, Wallimage and Rhône-Alpes Cinéma are three regional funds (from Germany, Belgium and France) and members of **Cine-Regio**, network of regional film funds in Europe. Strongly involved in animation feature films activity, the three partners have teamed to create a common prize in order to support creation: CRIC CRAC (Cine-Regio Interregional Contest for Creative Animation Contribution).

### What is CRIC CRAC?

CRIC CRAC is a 15,000 euros scholarship attributed for writing and developing an animated feature film project.

This common action aims to foster coproductions development of animation film between european regions, giving a new regional tool which would help for international fund raising.

### CRIC CRAC, Creative Focus partner in Annecy

The CRIC CRAC jury, composed by one representative of each of the three funds, has chosen the prize winner among the feature films projects selected by the Creative Focus . The prize was given after the pitching session organized last Tuesday, June 5<sup>th</sup> at the Creative Focus.

## CRIC CRAC Prize winner

### *Logjam-up*



While playing music in the forest, Bear, Rabbit, and Wolf are captured by aliens who want to get into contact with Earthlings. The aliens are disappointed and therefore return the animals back to Earth, but to a wrong place. The animals need to find their way back to the forest.

### Film identity

Directed by: Alexey ALEKSEEV

Country: Hungary, Russia

Progress: trailer

Running time: 1h

### Technique

Techniques used: 2D/3D computer

Category: feature films

Target public: all audiences

### Credits

Author/Scriptwriter: Alexey ALEKSEEV

Graphic creator: Alexey ALEKSEEV

Production: András ERKEL

## Cine-Regio and Animarco Regio

Cine-Regio is a network of regional film funds in Europe. Created in 2005, Cine-Regio is continuously expanding and today represents 38 regional film funds from 13 EU Member States, in addition to Norway and Switzerland.

The members exhibit a range of support schemes and services to the film sector which aim to support film culture, encourage social cohesion and build regional infrastructure.

Regional film support is vital to foster and safe-guard the development of the European audiovisual sector and promotes cultural diversity.

Cine-Regio's main objectives are threefold and interlinked:

### Knowledge Sharing, Film Policy and Co-Productions

- To exchange views, perspectives, good practices and information for the benefit of the European film industry, including integrating new regional film funds
- To raise awareness, represent and promote regional audiovisual interests across Europe, including European institutions.
- To strengthen the co-development and co-production of audiovisual products, fusing talents and resources in different regions for a wider market.

**Animarco Regio** is a platform for Cine-Regio members with a **specific interest in supporting and co-producing animation** (incl. promoting producers & talent from their region). The sub-group is headed up by Cine-Regio member MFG Filmförderung Baden-Württemberg, Germany.

## Press contacts



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