

## Media invited to opening of Animation Academy, intl gues

The Animation Academy, at the Goodhope College in Khayelitsha, officially opens on Thursday, 25 March 2010, at 12 noon and will have as its guest David Sproxton, executive chair and co-founder of the multi Oscar-winning animation studio, Aardman Animations.



The Cape Film Commission has contributed to the capacity development at the campus, part of the False Bay College, and the Services Seta will contribute funding to cover tuition costs.

Aardman is possibly best known for the adventures of Wallace and Gromit and is recognised as one of the leading animation studios in the world. The studio has received eight Oscar nominations and has won four. For over 30 years, Sproxton has overseen the development of the company from a two-man partnership to one of the pre-eminent animation houses in the industry. He has served as a producer, director or cinematographer on a number of animated projects at Aardman.

As well as feature films and TV productions Aardman produces about 75 television commercials each year using a wide variety of animation styles. As well as working in stop frame, productions in CGI, flash and mixed media are thriving.

“Aardman has always been keen to provide support and training to young people wanting to work in the animation industry and when I was briefed about the Cape Film Commission's plans for an Animation Academy out in Khayelitsha, it interested me enormously. I'm very interested to see where we can help and hopefully this is the beginning of a long-term relationship with South Africa and the Cape Film Commission,” says Sproxton.

### Animation begins

Phase One of the project was completed in February 2010 with 50 young talented animators receiving creative, technical, business and life skills training. These successful graduates will be absorbed into the full-time bursary programme in 2D Animation and funding has been secured for 100 learners at a cost of R25 000 per learner from the Services Seta. Students will study towards a National Certificate in 2D Animation.

Laurence Mitchell CEO of the Cape Film Commission stated that the film industry has committed itself to create a strong animation and new media industry and to this end it has pledged its support to help facilitate the creation of 10 000 jobs by 2030 within the animation industry on the Cape Flats.

“I am convinced that through this training we will be able to fill a significant skills gap within the animation and new media industries but moreover I believe that the quality of our services and content will ultimately be the main contributor to drawing even more international animation productions to our shores,” Mitchell said.

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