

Learn how to develop animated TV series for global distribution

Triggerfish is hosting a free webinar to help animators and storytellers across Africa to develop TV series for worldwide distribution. “African animation is at a tipping point,” says Triggerfish CEO Stuart Forrest.



Malenga Mulendema

On the back of recent global success, Triggerfish aims to give something back to the industry through the free webinar organised by Animate Africa, with the support of M-Net 101, Toon Boom Animation, and the Walt Disney Company Africa.

Recent Triggerfish successes include: *Revolting Rhymes* is up for an International Emmy; Cartoon Forum Investor/Distributor of the Year, Cake, is co-producing their Lusaka-set series *Mama K's Super 4*; and *Highway Rat* is coming to BBC this Christmas with David Tennant (*Doctor Who*, *Broadchurch*) in the title role.

They will use the case-study of the Lusaka-set *Mama K's Super 4*, just signed to Cake for global distribution; and include speakers from Cameroon, Kenya, Zambia and South Africa.

During the *Animate Africa* webinar streamed on YouTube Live, Triggerfish Animation Studios will share insights from two years of developing TV series through The Story Lab, that had the support of The Walt Disney Company and the Department of Trade and Industry. The Story Lab, to date, has led to two worldwide distribution deals for series set and made in Africa.

In 2015, Triggerfish ran a search for animation writers throughout the African continent. The Triggerfish Story Lab attracted 1,378 projects from 30 countries across Africa, with eight chosen to be taken into full development.

At the webinar, Triggerfish will discuss what made those eight projects stand out and also share some of the feedback they've received from international distributors. Last month, Triggerfish announced its partnership with leading kids' entertainment specialist, Cake, to co-produce one of these, the comedy action series, *Mama K's Super 4*.

Mama K's Super 4

Aimed at 6-11 year olds, *Mama K's Super 4* is set in Lusaka, where four teenage girls are recruited by former secret agent Mama K to help her save the world. Fighting rich and powerful opponents with limited resources means the girls will have to be smart and resourceful in a show in which taking down the bad guys and turning in your homework is all in a day's work!



At the webinar, Zambian creator Malenga Mulendema and her Cameroon-born character designer, Malcolm Wope, will discuss *Mama K's Super 4* as one of four case studies of projects generating international interest from Africa.

Vanessa Sinden, who produced the Story Lab, will also give some highly practical tips on how to get your concept into a pitch document that can be shown to distributors.

Other confirmed speakers include award-winning Kenyan filmmaker (and Story Lab alumni) Wanuri Kahiu; Raffaella Delle Donne, co-writer of two of South Africa's five highest-grossing films of all-time, *Adventures in Zambezia* and *Khumba*; Triggerfish CEO Stuart Forrest; and the founders of two other South African animation companies: Bugbox and Sanusi Chronicles.

Webinar delegates will be able to ask questions via Facebook and Twitter.

"If you have ever thought about bringing your own characters to life as an animated TV series, this webinar is for you," says Triggerfish CEO Stuart Forrest. "The Triggerfish Story Lab proved again that Africa is full of amazing stories, at a time when there's a global demand for more diverse content, so it feels like African animation is at a tipping point."

The webinar is organised by Animate Africa, with the support of M-Net 101, Toon Boom Animation, Triggerfish Animation Studios and the Walt Disney Company Africa, in partnership with African Digital Art, AnimationSA, Animation West Africa, Animation Xchange, Arterial Network, Association of Animation Artists, Cape Town International Animation Festival, Cape Town International Film Market and Festival, CGAfrica, Comexposed, Design Indaba, Digital Lab Africa, Fan Con, Kawkab El Rasameen (Painter's Planet), Kwazulu-Natal Film Commission, Lagos Comic Con, Lusaka Comic Con, Naicon, Tanzania CGI Artists, The Animation Club Africa, The National Film and Video Foundation of South Africa, Wesgro, and Writers Guild of South Africa.

Register for the free webinar at <https://www.animateafrica.org/>.

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