

**Scaling up locally initiated  
events to generate regional  
and national impact**



# Small World

INTERNATIONAL  
SHORT ANIMATION  
FILM FESTIVAL

B A R N S L E Y

# Overview

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- Small World International Short Animation Film Festival is now in it's third year.
- It was created to raise local aspirations and promote cultural awareness of Barnsley and it's new multi million pound arts centre called 'The Civic' to the region and across the nation.
- It associates Barnsley with some of the leading animation studios in the World. Through the Festival Barnsley is also associated with leading edge innovation in animation.

# Overview

- The annual festival provides a unique and exciting opportunity to see a collection of the world's best animated short films.
- Last year Small World featured 7 UK Premieres and over seventy contemporary, international animations from filmmakers across the globe including Turkey, France, Croatia, Japan, Greece, Canada, USA, Switzerland, Norway and the UK.



The screening programme genres are typically:  
Award Winners, Artist Moving Image, International,  
Student, Innovation and Showcase screening



Award Winning: Oscar Winner 2010 'Logorama' France



Childrens Animation: Granny O'Grim, Ireland



International Student Films: Oktopodi, France

# Overview

- Last year we were privileged to feature, alongside the screening programme, a retrospective exhibition of the work of Small Films. Legendary UK filmmakers Oliver Postgate and Peter Firmin who created some of the most popular British animation of all time in *The Clangers*, *Bagpuss* and *Ivor the Engine*.
- Original models and artwork of national significance were shown within the festival









## SmallWorld

INTERNATIONAL SHORT ANIMATION FESTIVAL

Welcome to Small World International Short Animation Festival, showcasing over 40 of the world's best animations and 2 UK premieres. Small World brings together filmmakers from across the globe including Japan, France, Hungary, Canada, USA, Switzerland, Norway and the UK.

The Festival will play across 3 screens located within The Gallery@ The Docks at Aonax Screen shows cartoons and winners from the last 2 years of the Oscar® Academy Awards, an International Screen shows work from across the globe and a Shortland Screen shows work by students from the Royal College of Art including Superheroes in Hibernation, France and The Animator's Workshop in Viborg, Denmark.

### History

### Early Times

### Heavy Success

### Cartoon Modern

### International

In the early 1900s, the first animated cartoon was created by Emile Cohl and called 'Bouton d'Or' which was shown in Paris in 1906. Since then, the medium has grown and spread across the globe including Japan, Spain, Germany, Italy, France, etc.

In 1928, Walt Disney introduced the world to the first sound cartoon, 'Steamboat Willie' which was shown in New York. This was a huge success and paved the way for the modern cartoon industry through the work of Walt Disney's studio.

Over the years, many other studios have emerged, such as Fleischer Studios, which produced the first cartoon to be shown in a cinema, 'Felix the Cat'. In the 1930s, the cartoon industry was dominated by the big studios, such as Disney, Warner Bros, and MGM. However, in the 1960s, the industry was revolutionized by the work of independent animators such as John Huber and John Huber.

#### Animation Screen

The Screen  
The Screen  
The Screen

Animation  
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# Partnerships

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- In the past 3 years the festival as worked with leading national and international industry media companies and studios



- Disney supplied a UK premiere animation in 2009 called Glago's Guest







**Harnessing technology  
to promote Small World**

# Technology

- Over the last 12 months. I have researched how technology could be used to promote the Small World festival concept develop it into an iPhone and Android application.
- The immediate advantages of this project are:
  - Source of income from paid downloads
  - Viral marketing from spread of app
  - Unique contact with audience, enabling audience development opportunities
  - International audience



# The Future

# The Future

- Increase partnership working
- Build on progress made through previous festivals in terms of press and media coverage
- Look at enlarging festival outside Barnsley
- Looking how new technology can make Small World a digital distributor for International Short Animation

**Questions?**