

The Mind Behind The MATRIX enters an *Animated Dragons'* Den

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CYFLE welcomes Singaporean Animation Genius to Cardiff

More and more wonderfully animated films are hitting our screens, from *Shrek* through to *Ratatouille*. These CGI masterpieces delight audiences around the world. But do you ever wonder how they actually make it onto our screens? How the producer manages to navigate the industry minefield to be able to hit the big – and the not-so-big screens?

Cyfle, the training company for the television, film, animation and interactive media industries in Wales brings Singaporean Animator, Nickson Fong, Academy Award Nominee and one of the genius technical minds behind *The Matrix*, to **the ATRium** in Cardiff on Wednesday 28th May, for a one-off master class open to all Animation enthusiasts.

“Through Cyfle’s growing international links, we are thrilled to welcome Nickson Fong to Wales, and look forward to a stimulating master class. I would like to thank S4C, TAC, WAG and WEFO for having the foresight to fund such an innovative animation training programme.”

Iona Williams, Cyfle Chief Executive

Nickson brings to Cardiff a wealth of experience in the international film arena, having worked with the likes of Steven Spielberg’s Dreamworks SKG, Digimax and Sony Pictures Imageworks. He has been a CG animator, FX Director and Technical Director on blockbusters such as *The Matrix Reloaded* and *Matrix Revolutions*, *Stuart Little*, *The Patriot*, *The Scorpion King*, *Starship Troopers* and *8-Legged Freaks*. He was also involved in the pre-production of *Shrek*. He is now CEO and co-founder of Egg Story, a leading digital animation and effects studio based in Singapore and has just released big budget animated feature film *KUNG FU Gecko* – *Saving the world in 2008!*

“This event will show creative people how to turn their talent into income streams in the international arena, drawing on the expertise of Nickson Fong and the experience of successful producers.”

David Parrish, Author of T-shirts and Suits

Alongside Nickson Fong, David Parrish, author of Creative Industries handbook, *T-Shirts and Suits* will be in conversation with 3 of Wales' animation producers. This full-day event promises to enlighten the audience about the technology, the artistry and the commercial concepts behind internationally successful animation. The importance of strategic co-production will feature strongly, an undertaking that Robin Lyons, Managing Director of Calon says shouldn't be considered lightly:

“Co-production is a relationship, and it's as serious as getting married. You have to choose the right partner, you have to be sensitive to their needs, and you have to work hard to make it work. Unlike a marriage, you can't just walk away half way through if it isn't working!”

You can find more information and register for CYFLE's Animation Masterclass event at www.cyfle.co.uk

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EDITOR'S NOTES

Nickson is CEO and co-founder of Egg Story, a leading digital animation and effects studio based in Singapore. Here they combine Hollywood's creative and technical leadership with an international workforce they create, develop and deliver world-class animation and digital effects, included in their latest big budget animated film – KUNG FU Gecko – Saving the world in 2008!

The CYFLE Animation Masterclass takes place Wednesday 28th May, 09:30-16:30 at The Atrium, Cardiff School of Creative and Cultural Industries. More information and registration forms can be downloaded from the CYFLE website – www.cyfle.co.uk

Further information about registering for this event can be obtained from Gareth Davies or Gwawr Williams at CYFLE – 02920 465533 garethd@cyfle.co.uk / gwawr@cyfle.co.uk