Beat: Entertainment

TEAM TOON STUDIO - Your Ideas From The Script To The Screen And Beyond

2D Animation Studio In COLOMBIA

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USPA NEWS - TEAM TOON STUDIO is one of the most Internationally recognized 2D Animation Studios in Colombia, specialized in Outsourcing High Quality Services helping to get Your Ideas from the Script to the Screen and Beyond... Working on the Whole Process of Animation from the Initial Idea (script, character design, visual development, storyboard, animatic, animation, composition, music composition, sound design, editing) until the very last step, the Final Delivery.

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Interview of CAMILA GOMEZ, Art Director of TEAM TOON STUDIO

- First of all, could you introduce yourself and go through your background up to the creation of Team Toon - Animation Studio

Team Toon Studio emerged in 2014 from the desire and passion for the animation of a teacher and two students, we had worked together in projects developed in the Medialab of our University and some time after we graduated we decided to found a studio in Barranquilla (Colombia) where we could develop and share our ideas.

At first we started generating content and developing our own IP's, a space for our ideas! It was great, because we got the chance to explore our own concepts and develop them, in a minor scale of course, at the moment we were only 3 people: Leon Mejía working as Director, Sergio Montenegro focusing in the Animation Department and myself in the Art Department. That same year we won a call that allowed us to form our first team and thus start this trip, which is to provide animation services, now we got the chance to showcase our habilites and completely developed, from scratch, a tv series that still think is one of our best projects.

Over time we have been acquiring more clients who have placed their trust in us, and today after 4 years we can say that we have worked on projects and animated series nationally and internationally, offering our series and services in different national markets (such as BAM, Col4.0, Macrorruedas, etc.) and international ones as well (like Kidscreen, Chilemonos, Mipcom, etc.) and participating, and making it to final stages, in several national calls such as Crea Digital, Señal Colombia, Portafolio de Estimulos, etc.

- Describe Team-Toon : specific activities, target, market share,...

We are a 2D animation studio from the caribbean region of Colombian with experience, talent and a lot of love for our work. We seek to pay tribute to good animation, taking advantage of technological development but without leaving behind traditional techniques.

We produce and create digital content (design and production of 2D animation, Motion Graphics, illustration, tv series, web series, films, short films, corporate videos, educational material and much more. Working on the whole process of animation from the initial idea (script, character design, visual development, storyboard, animatic, animation, composition, music composition, sound design, editing) until the very last step, the final delivery.

We make ideas and projects of national and foreign companies, entities and institutions a reality. We are committed to deliver products not only of high quality, but also that are able to reach their audience in a creative way and making a difference with a look that will help them stand out from the rest.

- What are you plan for the future ?

At the moment we have 3 Ip's that we would love to produce (Tempura Town, Sunny Flowers and Globetrotters) we are still working on them and improving them whenever we can. We aim to find a production house/Channel for one of them. Keep attending

audiovisual markets and festival, where we have the chance to know bigger and older animation studios and of course learn from them. At the moment we feel that we are in a good position nationally but we want to be recognized internationally by our work, to represent Colombia in the animation field worldwide.

- When we met in Paris, you talked about coming from Cannes. Tell us about How and Why you were to be coming to France at this specific time. Could you tell us more about your professional stay in Cannes and in Paris.

I just arrived from Cannes because we were at MIPCOM, the biggest audiovisual market in the world! We went as part of Colombia's Delegation from ProColombia (the brand of our country), it was incredible experience, we had the chance to meet with studios, producers, and channels from all over the world, we shared our work and received amazing feedback and also really good opportunities for new projects, we are looking forward to attend again this year.

After this, it was The macrorrueda (where i had the lovely chance to meet you!) where once again had the opportunity to showcase our work and was well received, there were opportunities to partner up with studios from France and get to know more about France animation industry.

Source : Camila GOMEZ, Art Director of TEAM TOON STUDIO

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