

FANTOCHE FESTIVAL 2024

INDUSTRY DAY

SAIA – SWISS ANIMATION INDUSTRY AWARD



SAIA jury and winner 2023 © Jessica Christ

In partnership with the SFA, the best Swiss commissioned animation shortlist will be presented and a winning film will be announced. “What’s up Switzerland?” will see three Swiss studios introduce themselves.

FRIDAY 6.9. HALL 36.2

16:45 Welcoming by Fantoche and Swissfilm Association

17:00 Shortlist

17:40 What’s up Switzerland?

18:10 Prize Ceremony

18:30 Animation Apéro

INDUSTRY DAY – ROOT TO RISE



Industry Day 2023, Julia Pott © Jessica Christ

It’s all about putting down roots in order to grow and flourish. The event will examine new approaches, expand on tried-and-tested methods and open up innovative new pathways as Swiss and international visitors enjoy a day of communication and collaboration.

FRIDAY 6.9. TRAFO, HALL 36.2 + HERTZ

09:00 Industry Breakfast

09:30 Focus: AI Is a Tool

10:50 Focus: The Art of Storytelling

12:00 Lunch

13:00 Workshop: Storytelling Through Storyboarding

13:00 Presentation I: Be Your Own Best Marketing Agent

14:05 Presentation II: Games – Animation Made Interactive

15:15 Artist Talk: Ramón Arango

18:30 Animation Apéro

09:00 – 09:30 INDUSTRY BREAKFAST

A relaxed introduction to an informative day of events over coffee and pastries.

09:30 – 10:40 FOCUS: AI IS A TOOL

A constructive discussion and Q&A on AI: the latest developments, legal situation, how we can make use of the technology and how animation schools are approaching it.

Mit/Avec/With: Salome Horber (Legal Expert, Suissimage – Schweizerische Genossenschaft für Urheberrechte an audiovisuellen Werken), Robbert van Rooden (Inlusio Interactive), Jonas Trottnow (Researcher & Engineer KI-Lab, Animationsinstitut Filmakademie Baden-Württemberg)

10:50 – 12:00 FOCUS: THE ART OF STORYTELLING

A discussion and Q&A on the importance of compelling narratives. What’s the secret to stories that succeed in capturing the zeitgeist and creating connections between people?

Mit/Avec/With: Aya Suzuki (Storyboarder and Animator), Kayvon Darabi-Fard (Senior Story Artist), Diane Schaefer (Anthropologist and Scriptwriter), Klaus Lyngeled (MoonHood Studios)

13:00 – 15:10 WORKSHOP: STORYTELLING THROUGH STORYBOARDING

An interactive workshop and knowledge-sharing on storytelling using storyboards with Aya Suzuki, who has enjoyed global success as an animator and storyboarder.

Guest: Aya Suzuki (Animator, Storyboarder)
On registration: Trafo, Hertz

13:00 – 14:00 PRESENTATION I: BE YOUR OWN BEST MARKETING AGENT

Versatile and marketing-savvy animator Giulia Martinelli shares her strategies for authentic self-marketing, successful time management and juggling different sources of income.

Guest: Giulia Martinelli (Animator, Director, Illustrator)

14:05 – 15:05 PRESENTATION II: GAMES – ANIMATION MADE INTERACTIVE

Klaus Lyngeled, co-founder of MoonHood Studios, offers fascinating behind-the-scenes insights into the studio, which combines working by hand with new technologies to create immersive gaming experiences.

Guest: Klaus Lyngeled (MoonHood Studios)

15:15 – 16:30 ARTIST TALK: RAMÓN ARANGO

Since his bachelor’s degree at HSLU (Lucerne University of Applied Sciences and Arts), Ramón’s career has gone from strength to strength. He recounts his experiences as a Swiss CGI artist who made the leap into the global industry.

TICKETING

All price categories for the Industry Day include the Swiss Animation Industry Award (SAIA) ceremony.

Normal: CHF 45.-

With an industry accreditation: CHF 30.-

It’s also possible to purchase a ticket solely for the SAIA.

SAIA only: CHF 17.-