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Seven Projects Selected for High Five Cross Media Content for Kids

Nordisk Film & TV Fond announced today that seven Nordic projects have been selected for its new High Five Cross Media Content For Kids initiative. Each project will receive NOK250,000 in development support and access to international experts during development stage.

After receiving an impressive 38 applications from high quality projects, the Fund decided to support seven cross media projects instead of six as was originally planned. The projects aimed at children aged from 3 to 13, represent a wide range of genres for various media-platforms, from live-action to animation and from feature films with augmented reality, to TV-series, console-games and web-universes.

The seven projects selected are the following:

-ABCity (Greathouse, Denmark). An animation/live action cross media project for pre-school children based on a TV series about the young boy Oskar, who stumbles upon the ABCiTY, a mini-universe contained inside a mysterious lamp. ABCity is an innovative attempt to tell stories while providing educational content on several media platforms.

-Barda (Eyeworks, Denmark). A game experience based on a TV series for school children who can play roles in the Barda universe and help the game master defend Barda from evil.

-Carlo's Casino (Thomas Borch Nielsen, Denmark). Based on a 3D animation feature film directed by Jan Rahbek (winner of Nordic Talents Award 2008), currently in production. Each parts of the story are told on different platforms for children 7 - 10 years.

-Micropunks (Anima Vitae Oy, Finland). Musical animated skits for TV/mobile/web targeting 9-11 years old. A software application called the 'Micropunk Groove-Machine' will enable users to make their own music and share it with other 'Micropunks' in their own on-line community.

-Interactive Legends of Valhalla (Caoz plc, Iceland). Based on a 3D stereoscopic animation feature film directed by Oskar Jónasson, to be delivered in September 2011. The film features characters from ancient Nordic mythology. The concept is to create an online storytelling framework and a community platform where users can invent their own

stories. For children 7 +.

-Sunshine Kathy (Kool Production, Norway). Based on an animation TV series about 5 year old Kathy, an ordinary girl with an extraordinary heart who turns her everyday challenges into charming discoveries. The TV series will be developed into a cross media property via the 'Sunshine Club' where pre-schoolers can hang out, have fun and learn important things in life.

-The Core (Bob Film, Sweden). A participatory drama for various platforms based on a feature length fake-documentary film in which five teenagers equipped with their video cameras document their lives in a school project.

The seven projects will take part in a specially designed three-day laboratory workshop - The High Five Power to the Pixel Lab (November 16-19, Copenhagen) which is organized in conjunction with Power To The Pixel, one of the leading world companies in cross media. The workshop will be attended by industry experts Nuno Bernardo, Greg Childs and Matt Costello. The projects will then be pitched to potential financiers at the High Five Power to the Pixel Forum at the BUFF Film Financing Forum in Malmö (March 15-16, 2011).

High Five For Kids is supported by The Nordic Council of Ministers Globalisation Co-operation and NORDBUK.