



7 Nordic Cross Media Projects Get The High 5

An interactive giggling game, fantasy adventures with Valkyries, magical stones bringing snowmen to life, a little black and white dog that gets into trouble, teenagers fighting ghosts, the well-known Bille & Trille twins and Alfie Atkins character are part of the seven new Nordic cross-media projects that were just granted NOK 225,000 each in development support and international expert coaching from Nordisk Film & TV Fond's High Five Cross-Media Content for Kids.

The seven cross-media projects Alfie Atkins, Giggiebug, Karl Dympling-Guided by Ghosts, The Snowflakes, Twin Pigs, Ub the Dog and Valkyria were among 30 candidates that applied for support. Four of the projects are aimed at pre-school kids, one is for 5-8 years-old and two are for tweens. The seven selected projects will take part in three workshops, specially designed in collaboration with Power to the Pixel.

The first and most extensive workshop in November will concentrate on development, the second, in February 2013, will focus on pitch training and the third workshop in March 2013 in collaboration with the Financing Forum in Malmö will be for project presentation to potential financiers. "I'm looking very forward to meeting the talents behind the projects in mid-November and following the development progress during the intense coaching by a number of great international cross media experts. Liz Rosenthal from Power to the Pixel is conceptualizing the workshop programme and confirming the experts now," said Hanne Palmquist, head of Nordisk Film & TV Fond. Here under are summaries of each cross-media project:

Alfie Atkins (Maipo Film, Norway) The celebrated Nordic children's character Alfie Atkins based on the best-selling books by Swedish author Gunilla Bergström will be made into a feature film, TV series, web game, apps for mobiles and tablets. The target audience is 4-6 years-old. The TV series is in advance stage of production and seven of the 13 episodes will premiere on NRK this Christmas. The feature film Hocus Pocus, Alfie Atkins will be released in Scandinavia in September 2013.

Giggiebug (Anima Boutique, Finland) The original concept of Giggiebug developed by Joonas Utti and Anttu Harlin will be made into a 10x4' TV series, an interactive game and printed picture book. The pre-school show for 3-6 years-old consists of short Zen-like stories where positive thinking helps forest creatures overcome everyday challenges. Giggiebug is a funny forest creature with a talent for making people around him happy. Anima Boutique plans to complete the YLE TV series and the lite-app by 2013.

Karl Dymling - Guided by Ghosts (Bredablick Film Produktion/ AB Svensk Filmindustri, Sweden)The ghostly adventures of Karl Dymling and Sara are based on four novels by Swedish authors Lena Ollmark and Mats Wänblad published across Scandinavia and in Germany. The cross-media project aimed at 9+ kids and their families, consists of a feature film - Ghostship Vallona - a TV series, an interactive game, apps for smartphones and tablets and live events. The feature film will be distributed in Scandinavia and sold internationally by AB Svensk Filmindustri (SF).

The Snowflakes (Nice Ninja ApS, Denmark)Written and directed by Thomas Borch Nielsen (Sunshine Barry & the Disco Worms), The Snowflakes revolves around the magic of a heart-stone who can bring snowmen to life. The project aimed at 7-10 years-old will be developed as a feature film, TV-series, an interactive game, apps for smartphones and tablets, and toys. The feature film The Snowflakes was voted Best Project at BUFF:FF 2012 in Malmö. The TV series Flake & Friends was selected at Cartoon Forum 2012.

Twin Pigs (Kongo Interactive ApS, Denmark)Twin Pigs is inspired by the award winning CD-Rom game Bille & Trille best-seller across Scandinavia and released as well in Benelux, Germany and Spain. The show targeting the 3-6 years-old will be made into a TV series, game for smartphones and tablets, printed books and ebooks. The main characters, the twins Sammy and Sally created by author Hans-Henrik Høybye explore the kindergarten together with their friends. However, when the fantasy animal is let loose, the ordinary kindergarten is suddenly transformed into a playground for the imagination.

Ub the Dog (Hunden IB ApS, Denmark)UB the Dog is an original franchise and entertainment for 2-6 years-old to be developed as a 13x5' TV animation series, game for web, smartphones and tablets and ebook. The game and animation will be developed and directed by Trine Laier, Nordic Talents 2012 attendee with the Danish Film School graduation project Cosmic Top Secret. UB is a little white dog with black ears and big eyes designed by the award winning Rasmus Bregnhøj. The stories deal with dreams, dilemmas and conflicts that never cease to exist in a child's world.

Valkyria (KORE Film and Transmedia, Sweden)The project consists of a feature film, a web-series, living drama camps, a participatory, collective online exhibition, a book and a smartphone app. The fantasy adventure for girls 11-13 written by Paolo Ferrara and developed by artistic director Anna Nevander is based on Norse mythology.