



the
anilogue
report

2003 ... 2004 ... 2005 ... 2006 ... 2007 ... 2008 ...

What is Anilogue?

- The largest annual animation event in Hungary since 2003
- Vienna's new competitive animation festival
- A jolly gathering of animation film professionals and their audiences
- An animated link across former Iron Curtain borders
- The most likely venue in Central and Eastern Europe to spot next year's Oscar nominated animations
- Home of animated feature film premieres from all over the world
- A colourful opening of the holiday season in two treasure capitals

Films and filmmakers we introduced in 2003

AniFest1 • Budapest, Millenaris Centre • August 28-30, 2003

The first AniFest was a truly experimental event. With its unique venue at the newly built Millenaris Centre - an immense and visually compelling ex-industrial hall - it created a single multi-faceted screening room, every single corner of which had something to offer to the spectator. We presented our guest artist Alain Escalle's animated oeuvre simultaneously projected on multiple surfaces, next to Studio21's 3D animation workshop, Group Eleven's open and interactive VJ corner, the expert lectures at the Orange Wall, the cartoon exhibition on the ceiling, and the huge screen for the main shows for an audience filling five floors.



Best of AniFest1 award:

Insight (Matthias Schreck / Germany)

Best Technical Solution award:

Novelty (Leigh Hodgkinson / UK)

Best Animated Character award:

Tim Tom (Pougeoise & Segaud / France)

Feature premieres:

The Tale of the Floating World (FR)

Metropolis (Japan)

Guest of honour of the festival:

Alain Escalle (France)

Special guests of the festival:

Ruth Lingford (UK), **Heike Mozer**, **Katrin Arndt** (Germany)



Why is it Anilogue?

The event was originally called AniFest, a naming too widely used for animation festivals.

The new name, Anilogue, refers to a *dialogue* through the language of *animation*, and also to the *analogy* one might witness between all the various forms of animated art from the earliest experimental films to the more recent high budget CG animations.

“Anilogue” was selected in an open naming competition from more than fifty entries.

Films and filmmakers we introduced in 2004

AniFest2 • Budapest, Urania National Film Palace • December 2-4, 2004

The second AniFest celebrated the world premiere of *Nyocker*, a film which in turn became the most successful animated feature of the following year, winning top awards from Annecy, Ottawa, Seoul, Brussels, Zagreb, Seoul, and many other festivals. Our Unfreezing Architecture workshop offered an unusual encounter between young animators and architects. Our guest of honour was the celebrated Estonian animator Priit Pärn whose whole oeuvre was presented at the festival. Aardman Studios (Wallace&Gromit) contributed with a special programme assembled exclusively for AniFest2.



Best of AniFest2 award:

Lloyd in the Corner
(Nicholas Losse / UK)

Ecumenical Jury's award:

Midi et quelques...
(Remi Durin / Belgium)

Audience award:

Kontakt
(Martin Duda / Czech Rep.)

Feature premieres:

Nyocker / District (Hungary)
Immortel (France)
Raining Cats and Frogs (France)
Corto Maltese (France)

Guest of honour of the festival:

Priit Pärn (Estonia)

Who are Anilogue audiences?

By status

- Capital city inhabitants (Budapest and Vienna)
- University graduates and undergraduate students
- Average spending on the festival: 25-30 €
- Under 10% of translation headset requests for shows in English

By age

- Pre-teens (5-12) 5%
- Young adults (13-29) 55%
- Adults (30-49) 30%
- Senior (50+) 10%

Films and filmmakers we introduced in 2005

AniFest3 • Budapest, Urania National Film Palace • December 8-11, 2005

The third edition featured by far the richest programme in the history of AniFest. We were happy celebrating the premieres of the best animated features of the year, and welcoming great animation artists and experts (who all brought a special programme for the festival with them), a thrilling competition lineup of European animated shorts, an oeuvre presentation of Gerrit van Dijk and Gil Alkabetz, a Nordic special of Scandinavian animations, a showcase of Canadian independent animation, a selection from young Visegrad animators, a best-of selection of Anima Brussels, a conference about narrative animation. The festival was inaugurated by Swedish Ambassador Bengt Lundborg, and closed by Cultural Minister Dr Andras Bozoki.



Best of AniFest3 award:

Seventeen (Hisko Hulsing / Holland)

Ecumenical Jury's award:

Play For Three Actors (Alexander Shmigun / Ukraine)

Audience & Jury's special award:

Maestro (Geza M Toth / Hungary)

Feature premieres:

Howl's Moving Castle (Japan)

Terkel in Trouble (Denmark)

Pinocchio 3000 (Spain)

Frank and Wendy (Estonia)

Strings (Denmark)

Lorange (Hungary, Sweden)

Guest of honour of the festival:

Gerrit van Dijk (Holland)

STRINGS

- 5.700 admissions in 2008 (up from 750 admissions in 2003)
- 150 animated films from 32 countries every year
- 40.000 festival newspapers distributed yearly in Budapest and Vienna
- 2 cities, 5 cinemas, 8 screens
- 70 press accreditations with coverage guarantee, 8 media partnerships with special coverage
- 3 international workshops annually for varying target groups
- More than 15 intensive festival partnerships including Annecy, Ottawa and Brussels

Films and filmmakers we introduced in 2006

AniFest4 • Budapest, Urania Film Palace, Toldi • Nov 30 - Dec 2, 2006

AniFest became a regular occasion to celebrate the premieres of must-see animations that would normally be accessible only for a few film professionals and cinephiles. In 2006 we presented not less than 9 new animated features, quite a pack for three short days. Our audience was one of the earliest crowds in Europe to see Satoshi Kon's amazing new film, **Paprika**, and Mamoru Hosoda's instant classic, **The Girl Who Leapt Through Time**, presented in person by the director and the producer as our guests from Tokyo. Our World Panorama programme featured an Oscar winning and an Oscar nominated short, both from Australia, and we saw endless queues of dedicated viewers before the national premieres of screen gems like Christian Volckman's



Renaissance and Kawamoto's **The Book Of The Dead**. The opening film of the festival was a unique animated feature sci-fi from the US, based on a story by Philip K. Dick, with a star cast including Keanu Reeves and Winona Ryder: **A Scanner Darkly**. Our guest of honour, Phil Mulloy (UK) presented his feature length film, **The Christies** to a most inspired festival audience.

Best of AniFest4 award:

Sheets (Pawel Weremiuk / Poland)

Special awards:

Pingpongs (George Gendi / UK)

Family Ties (Joanna Quinn / UK)

The Tell-Tale Heart

(Annette Jung / Germany)



Anilogue is organised by SzimplaFilm, a Budapest-based independent cultural operator, film production and distribution firm. Their recent projects include the Oscar campaign of *Maestro*, the co-production of *Egill*, an Icelandic-Hungarian animated feature, the annual management of the Estonian Cultural Week, the Baltic Sea Festival, the Hungarian Animation Pavilion at Tokyo Anime Fair and Annecy Film Market. The directors of Anilogue attend 8 to 10 international film festivals and film markets every year to ensure the world class quality of their film programme in Budapest and Vienna. The entire Anilogue team consists of 40 co-workers in the month of the festival.

Films and filmmakers we introduced in 2007

Anilogue 2007 • Budapest, Urania Film Palace, Toldi • Nov 29 - Dec 2, 2007

By the time the festival rebranded itself from AniFest to Anilogue, the programmers received more than 500 entries in the competition for the best European animated short award, and 27 of these films made it to the official shortlist. A group of prominent animators professionals from all over the world travelled to Budapest to jury the competition lineup. Scanning their much-travelled suitcases, airport officers were likely to spot a couple of animated masterpieces like Koji Yamamura's Ottawa-winning film, **A Country Doctor** based on a Kafka story, and Bill Plympton's Oscar nominated short, the **Guard Dog**. The red carpet of Uránia Film Palace first rolled out for the premiere of **Persepolis**, a Cannes winning French animation, based on an acclaimed graphic novel.



Best of Anilogue award:

Lavatory - Lovestory (Konstantin Bronzit / Russia)

Special & audience awards:

White Wolf (P-L. Granjon / France)

Carnival of Animals (Pavlatova / CZ)

Never Like The First Time

(Jonas Odell / Sweden)

Feature premieres:

Persepolis (France)

Hair High (USA)

Egon & Donci (Hungary)

Princess (Denmark)

Tekkon Kinkreet (Japan)

Aachi & Ssipak (South Korea)

Guests of honour of the festival:

Bill Plympton (USA)

Koji Yamamura (Japan)

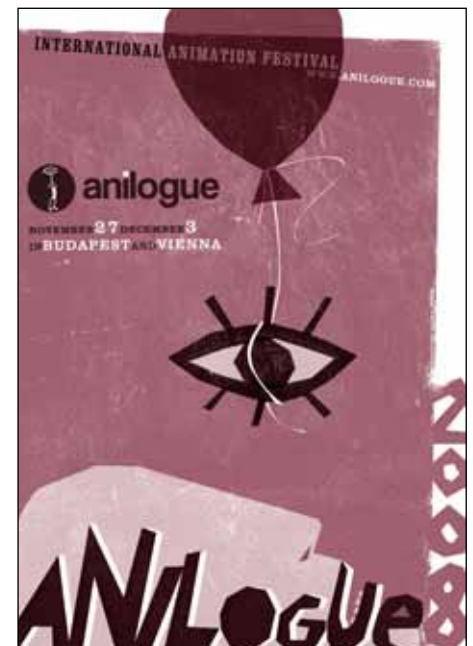


- Box office goal in 2009: 14.000 €
- Audience impact goal in 2009: 8.000 admissions
- Number of shows in 2009: 65 shows (35 in Budapest, 30 in Vienna)
- Extensive coverage of the festival events on national TV
- Introduction of travel grant for young filmmakers in competition
- Online and SMS sales of Multipass festival badges
- Promotion through mobile video content distribution

Films and filmmakers we introduced in 2008

Anilogue 2008 • Budapest: Urania, Toldi • Vienna: Filmcasino, Topkino, Schikaneder • Nov 27 - Dec 3, 2008

The sixth edition of Anilogue film festival came to town on November 27th. Actually, it was coming to two towns, as the festival took place both in Budapest and Vienna. The opening event was held in Budapest's Uránia National Film Palace, with the premiere of the long awaited masterpiece from Japanese animation legend Hayao Miyazaki. After four days in the Hungarian capital, the entire festival team along with the jury, the guests, the delegated journalists, and of course the films, travelled to Vienna to continue the festival for three more days in three more cinemas. The closing award ceremony was held in Vienna's beautiful art-deco style arthouse cinema, Filmcasino.



Best of Anilogue award:
Muto (Blu / Italy)

Special & audience awards:
Weiss (Florian Grolig / Germany)
KJFG No. 5 (Alexei Alexeev / Hungary)
Cracks (Pawlowski & Ducord / France)

Feature premieres:
Ponyo On The Cliff (Japan)
Waltz With Bashir (Israel)
Idiots And Angels (USA)
Sita Sings The Blues (USA)
Piano Forest (Japan)
Evangelion 1.0 (Japan)
Dead Space (USA)

Guests of honour of the festival:
Michaela Pavlatova (Czech Rep.)
Nik Phepls (USA)



Opening ceremony crowd in Urania in 2008



Aron Gauder's District world premiered at us



Animation on five floors: AniFest1 on Millenaris



Nik Phelps' Toons & Tunes workshop



Bill Plympton's animation masterclass



Oscar winning Adam Elliot's new feature opens Anilogue 2009



Electronic Arts game previews in the lobby

anilogue

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