

ANNEXY  
FESTIVAL

Pixelatl

# Short **Way**



## **Shortway:**

### **The path for animated short films**

ShortWay is a training and networking strategy for Latin American artists, which seeks animated short film projects of an authorial nature and with personal artistic visions, as a mechanism for the promotion and articulation of participating creators with producers and artists from all over the world.



The detonating axis of the strategy is a competition for animated short projects in an early stage of development, which favors artistic visions that normally do not have the support of television networks or film producers. The contest is open to all creators in Latin America. The strategy includes a Bootcamp with at least 10 projects selected to be carried out virtually in early 2022, as well as the presentation of the winning project at the Annecy Festival that year.

The ultimate goal of this program is that the winning project can be developed and produced, also having presentations of work in process and its premiere in Pixelatl 2023.

### Key dates

#### **CALL DEADLINE:**

January 31, 2022

#### **SELECTED PROJECTS ANNOUNCEMENT:**

February 18, 2022

#### **SHORTWAY BOOTCAMP (MEXICO):**

March 16 to March 18, 2022

#### **PRESENTATION OF THE WINNING IN MIFA PITCHES (FRANCE):**

June 13 to June 18, 2022



It is important to review the contest's entire terms and conditions, as it many have elements that you should consider when participating.



## Participation Bases

Pixelatl, Annecy Festival and Ciudad Creativa Digital de Guadalajara, call on Latin American creators who have an animated short project at an early stage of development, to participate in Shortway: the path for animated short films in its 2022 edition, in accordance with the following bases:

### A. Participants and Enrollment

**01.** Projects of animated short film, developed by animators, illustrators, filmmakers, directors, screenwriters, producers, students or creatives, independently or as a team, may participate as long as they come from a Latin American country.

**IMPORTANT:** Although the project can integrate several collaborators, the objective of the strategy is to help in the projection and connection of independent creators, therefore, it will be the project director who will receive the respective awards and support. **Projects from established studios will not be accepted.**

**02.** Up to four different projects can be registered by the same participant. However, the number of submitted projects or the participant's trajectory won't be taken under account for the selection: the best projects will be chosen no matter who created them.

**03.** Those interested in participating need to pay a fee of \$100 Mexican pesos, or \$5 US Dollars for each project they register.

**04.** Para inscribir un proyecto, los interesados deben llenar correctamente y remitir el formulario ubicado en [convocatoriaspixelatl.com/shortway](http://convocatoriaspixelatl.com/shortway), donde deberán incluir en los campos respectivos los datos básicos, sinopsis, así como la pitch bible (biblia para pitch) de cada proyecto, y donde podrán hacer los pagos respectivos.

- The pitch bible shall include at least: Project title, Logline, Brief synopsis (maximum ten lines), Data sheet (Animation technique, age range targeted, film genre, duration), director's vision (maximum half page), Sketches and/or samples of the art of the short film and its characters
- The "argument or synopsis" document must contain the descriptive summary of what will be shown on the screen, and may not exceed two pages.
- Both the argument and the Pitch Bible must be in English and the documents in PDF format, and may not weigh more than 15 MB, so that they can be reviewed by the international panel that will pick the projects for the bootcamp.

**Important:** The cost of participation is symbolic. Once the payment is made, returns are not allowed.

**05.** The registration deadline will be on **Monday, January 31, 2021 at 23:59 Central Mexico Time (GMT-5)**. There won't be any extensions.

## **B. Selected Projects and Shortway Bootcamp**

**06.** An international panel will select at least 10 projects to participate free of charge in an Online Bootcamp: a training event that will take place from March 15 to 18 with the participation of international artists, advisers and mentors, who will review and provide feedback on the projects, as well as **selecting the finalists**.

The event will also have some master classes taught by international advisors and will have no cost for **one representative of each selected project**.

**07.** No later than Monday, February 18, 2022, Pixelatl's social networks will announce the selected projects for the Shortway Bootcamp.

- As mentioned, participation is completely free for one participant per project: it includes access to activities (conferences and Networking activities), one-on-one counseling sessions with international mentors, as well as accommodation (two nights) and meals and dinners during the event.
- If a project has two or more authors, they must choose the representative who will attend the Bootcamp. If any other author also wishes to participate, they may do so at a cost of \$250 USD. The author must write to [info@pixelatl.com](mailto:info@pixelatl.com) requesting their additional accreditation. Up to two additional authors per project will be admitted. The payment for each additional author does not give the right to present a project other than the one selected.

**IMPORTANT:** If the conditions of the SARSCOV-2 pandemic make it impossible to hold the event in person, the bootcamp would be held **online**.

**08.** Participation in the Bootcamp is essential to claim the first prize, since during the congress international advisors will pick the winning project.

## **C. The winning project**

**09.** At the end of Bootcamp Shortway, the winning project of the contest will be announced. Once the announcement is made live during the event, it will be communicated through Pixelatl and Annecy's social networks.

**10.** The finalist projects will be publicly presented in the short film category of the Mifa Pitches with mention of the Animation Du Monde label. The pitching session is part of the International Market of the Annecy Animation Festival 2022, to be held from June 13 to 18.

- To support their participation in the festival, each finalist project will receive a MIFA accreditation for one person (with a price above 700 euros).

**11.** The purpose of the presentation in Animation Du Monde in Annecy, is to find partners for the production of the short film, among the pitch-goers, producers and/or studio owners, who will come specifically for it.

**12.** Also, the winning project will receive a trip to Mexico to participate as a guest at the Pixelatl Festival 2022, to showcase their project as work in process within the Forum of the Festival Fair and in meetings with market producers.

- The award includes a Market accreditation for the entire Pixelatl 2022 festival (worth US\$700), as well as a 2-night stay. Please note that air transfers and additional nights are not included.
- This award is independent of the possibility of finding or not a partner interested in producing the project during the Pitch at MIFA.

**IMPORTANT:** Regarding the Pixelatl festival, this award is not cumulative with others that could be received in various contests. In the event that a participant obtains as a consequence of their participation in other calls some other benefit to attend the festival, they may only use one of them, the one they consider to be the most convenient for them.

**13.** In the case that there is a lack of quality in projects, the first place may be declared deserted. **The jury's decision will be final.**

#### **D. Additional considerations**

**14.** All the development of the competition will be handled confidentially, but it is the responsibility of the authors of the projects, to protect their rights, the registration of their work before submitting it. In the case of Mexico, the process is very simple to be done at the National Copyright Institute: the data and requirements for obtaining registration can be found online at [www.indautor.gob.mx](http://www.indautor.gob.mx). In the case of international participants, it is important to have equivalent author's registrations with the equivalent institution in their respective country.

**15.** Due to the fact that there is no full certainty regarding the evolution of the COVID19 pandemic, and the emergence of possible ups and downs that make face-to-face events dangerous, by participating in Shortway those interested understand and accept that both the animation festival of Annecy, such as the Pixelatl Festival 2022 could be postponed, canceled or held online, and that for this reason the prizes and activities related to participation in these events will be adapted to the circumstances.

**16.** Shortway is an effort to give Latin American creators a new way to present themselves and their projects globally to producers and artists from the international animation industry community. Specifically, it seeks that the best projects can find partners to be realized, either in co-production figure and/or artistic residence of the creator in the studio in France, specifically during their presentation in the Animation du Monde section of the Annecy Festival, referred to in point 11.

However, participants understand and agree that neither Pixelatl nor Annecy Festival can guarantee that any of the producers decide to invest in the projects, and exclude both Pixelatl and Annecy Festival from any responsibility in this regard.

Nevertheless, even if no production agreement was signed, we believe in the great value that this process brings, not only because of the training content and the marketing that is involved in both the Shortway Bootcamp and Animation du Monde, but above all for the networking possibilities that are involved and the international promotion for the creators.

**17.** If any of the finalist projects succeeds in obtaining a commercial agreement and is produced for display, the author agrees to include the on-screen credit to Shortway, Pixelatl and Annecy Festival.

**18.** Participation in the competition presupposes full acceptance of the rules, as well as all that is stated in this call. Failure to comply with any of the points will determine the immediate disqualification of the contestant.

**19.** Any situation not provided for in these bases, will be resolved by the organizers and informed to all participants by email.

For any questions or queries regarding this call, please write to: [info@pixelatl.com](mailto:info@pixelatl.com)



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