

Profile Date: December 2015

## COMPANY PROFILE

Subject to update. Always refer to the profile date.

### A PASSIONATE CULTURE DRIVEN ENTITY

Shrinkfish® Ltd was founded in November 2009 by group of individuals who share a passion and conviction that animation is a great channel for a cross-cultural exchange. Our main goal is to contribute to the African film-making industry through animation: to explore the African folklores and create awareness of these through cinematographic interpretations which lie within the realms of the current globalized social lifestyle. Looking at the structure of most film festivals in places like Europe, Asia and North America, it is clear that animation films which are based on African stories or are playing in the African environment are either underrepresented or totally missing. To this end, Shrinkfish® is aimed at giving African content a respectful place in the international market while at the same time offering the home-based entrepreneurs the opportunity of having their content developed by an indigenous institution, with much more economical options.

Through our productions, we hope to inspire other film makers of African origin but specifically Nigerians to take bolder steps towards Animation and to see the promising future animation has in the African film industry. We are hence we are interested in writers of African content as we to expand our team.

### AN UNUSUAL BUT PRODUCTIVITY ENHANCING APPROACH

Though with a physical head office location in Abuja, and a Studio in Berlin, our productions are not restricted to these locations. Our collective team of experts and talents from all over the globe work through a virtual server system which ensure a hitch-free high production input.

Imagine how many talented people this planet has to boast of. Imagine the opportunities which the internet and globalization has provided for people across different parts of the globe to communicate and share with one another. Having explored this option and seen the excellent results it has yielded, we are continuing in this form, yet ever seeking ways to expand and improve on it for an even better production experience.

For instance; our most recent production "The Legacy of Rubies" which has won many awards including the 2015 African Movie Academy Awards involved Artists from Nigeria,

South Africa, USA, United Kingdom, The Philippines, India, Italy, Portugal and Scotland talent support initiatives.

Due to a long-standing pledge and our passionate conviction of our aims, our mission goes beyond making animated films and offering our services on a commercial platform. At Shrinkfish® we are also channeling our energies towards building up young talented people in the audio-visual sector through workshops, hands-on training and animation classes.

In partnership with other bodies, we are also engaged in sustainable training initiatives for talented visual artists from disadvantaged backgrounds through the [Shrinkfish Media Lab \(smedLAB\)](#).

The first edition of the smedLAB Animation course was held from March to August 2013 in partnership with the Goethe Institut Lagos and the Centre for Entrepreneurship and Developments Research (CEDR) of the Univeristy of Nigeria, Nsukka.

## PRODUCTIONS SO FAR

Since its incorporation in 2009, Shrinkfish® has produced a few short films which not only won awards in festivals but have been bestowed with special recognition from Amnesty International, as well as two prestigious awards and certificates of recognition issued out to our director Ebele Okoye by the United States Congress and the California State Legislature Assembly.

Our most recent production, a 28 minutes short titled "[The Legacy of Rubies](#)" has won a lot of awards including the 2015 Africa Movie Acedemy Awards (AMAA) in the category "Best Animation"

At the development stage, it won a distribution deal with Focus Features LLC in the framework of its Africa First Short Film programm.

This involved a preproduction sponsorship which gave Focus Feature the exclusive rights in North America. At the same period, it was acquired by Europe's biggest cultural channel ARTE, for its French and German channels.

Currently, we have other very exciting projects in the pipeline.

"ZORA", a 60 minute 2D animation set in a fantasy planet rich with the rare mineral 'Atumi' inhabited by two warring species and controlled by the mystical sacred eagle. As we work towards bridging the cultural gap between Africa and the rest of the world through our productions, Zora is also going to be a coproduction involving Nigeria and at least two other countries.

The second one is a "ELYANE", a TV series tailored towards the current African social environment, in today's era of globalization. The 12 x 26 TV series features African characters and is set Africa. The main Character is Elyane, a school child surrounded by mysterious circumstances who uses her mind to induce a different form of thinking in her society .



## EXTENDED MEDIA SERVICES

Apart from producing own content in 2D Animation, Shrinkfish offers commercial productions in both 2D as well as basic 3D Animation under the management of a top African and European team whose experience in film, television, Internet and print media go back to over 15 years.

Our clients receive personalized services tailored around their individual budgets while still maintaining the quality for which we are known for.

We value our corporate clients and provide them high end brand solutions.

Additionally, we specialize in the development of modern easy end-user content management systems based on the Word press and Buddy press engines.

We also give lessons in content management to help our clients manage their websites after development and implementation.

## KEY PERSON(S)

### **OKOYE IFEANACHO N. / C.E.O**

Mr Okoye Ifeanacho (\*1960), holds as a Masters degree in Environmental Studies.

He is the founder and chief executive of Shrinkfish Ltd.

Though without a film-making background, Ifeanacho's passion for animation is the driving force behind his engagement with Shrinkfish and the independent animation film-makers who make up the crew. Through the studios, he intends to offer professionals who share the same passion a backbone to enable them pursue their dreams without getting caught in the usual maze one could find themselves in when new to the industry.

Mr Okoye is a member of the Nigeria Institute of Management (MNI).

### **EBELE OKOYE / DIRECTOR**

Ebele Okoye (\*1969) an active media designer is the Founder & CEO of Shrinkfish Media Lab. She started out as a Graphic Designer and Illustrator and worked as a freelance cartoonist in Agencies and newspapers in Lagos before setting up her successful studio painting business.

She later moved to Germany where she studied 2D Animation at the International Film School Cologne under the guidance of renowned names in animation like Michael Dudok de Wit, Sylvan Chomet and the late trio Harald Sieperman, Jimmy Murakami and Larry Lauria.

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Driven by her passion for animation and the need to contribute to the Africa animation industry, Ebele Okoye holds a key position as an animation expert and consultant with the [Pan African Film Consortium \(AFC\)](#) while co-ordinating own founded [Animation Club Africa](#), a platform dedicated to animation coaching and mentoring.

She also gives workshops on animation as well as production management for creative and independent artists.

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