



PROVENCE PROMOTION

Interview with Erwan Maigret & Arnaud Lamorlette (The Bakery)...



"The American Touch in Gémenos ! "

"Our first film !" We have a clearcut achievable ambition! There is no doubt that participating in an adventure like Shrek give ideas... Erwann Maigret have both worked at the legendary PDI/ Dreamworks, and The Bakery, and moved from California's sunshine to Provence, and Gemenos. Their objective is to set up an animation studio to produce exclusively feature films with synthetic images for international audiences... therefore unsig American methods. A firmly ambitious « scenario » with an already well-defined structure!...



The Bakery's head office in Gemenos with a wink at Hollywood...

> What is *The Bakery Studio's* activity?

Arnauld Lamorlette : Its objective is to produce feature films with the quality of Shrek 2, in other words the best! This is the objective for which we are creating our studio which will shortly be able to produce this type of film for the general public, from design to production. Our intention is to attack the almost exclusive market of Californian studios such as PDI/Dreamworks, at which we have both worked!

> What lessons have you learned?

Erwan Maigret : We have both worked in R&D and have developed production and programming techniques designed to create special effects, plays of light that give the sense of reality to animated images. But beyond searching for increasingly sophisticated algorithms, the American system is based on methodologies production « processes » that are as well structured as those produced in an industrial company. Producing a film is considered to be like a business, in which excellence, polish and quality are obtained by teamwork, and equipment, human and technical ressources to match its ambitions. Making Prenium quality requires a quality procedure.



Erwan Maigret, Chief Technology Officer

> And what does this mean for you?

Erwan Maigret : As our business plan shows, we are cost effective starting from 150 persons. We will hire 260 persons including 30% foreigners, in order to produce our first film planned for 2012. Producing a film that integrates a cocktaim for success requires competent, qualified, experienced persons capable of working in different teams along the entire line from creation to technological production.

> Therefore, making an animated film is an engineer's job more than a creator's job?

Arnauld Lamorlette : French creativity reminds me oh the French Touch... an approach with insufficient group structure and which, beyond a certain threshold, is no longer capable of handling large-scale production constraints. On the other hand American creativity is a team business. What makes a film succesful is then the ability to produce a good scenario, and especially at the same time, a novel spectacle, bursting with new universes.



Arnauld Lamorlette, Chief Executive Officer



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Erwan Maigret & Arnaud Lamarlette (The Bakery)... en interview



> And is creating universes still the important task at the moment?

Arnaud Lamarlette : We are now using 21 engineers to develop our technology and particularly our production software to create synthetic images, characters larger than life, and continuously renewed special effects. Having this tool guarantees our know how, our adaptability to projects and our creativity. Formula 1 would be impossible without special high-class tailor made cars. Furthermore, the animated film market is far from being saturated. Thus, as our president and shareholder Yalçin Cevikel emphasizes, « it is easier to set up ambitious and ground breaking projects — there is much less competition! »



For further information:

<http://www.thebakeryanimation.com/index.php>
The *The Bakery* site

http://www.thebakeryanimation.com/why_provence.php
Why *The Bakery* chose *Provence*...