

Action Synthèse tells us

3D animation in Provence!

Action Synthèse is an animation studio specialised in the production of 3D feature films and TV series, and has made itself a name through the international success of "The Magic Roundabout Movie" in 2005. The Rodon brothers Company based in Marseille has continued its development since, and increased the number of cinema and television projects....

Pascal, one of the co-founding brothers, tells us about the film!



Pascal Redon

> Against the current trend, but

Pascal Rodon: We created the Action Synthèse company in Paris in 1998. During the first two years we produced the "Antebios" and "Premier domicile connu" (First known home) short films, and then moved to Marseille in January 2000 to organise the company better and get ready to start the "The Magic Roundabout Movie" feature film. This was an unusual choice in the business since most large animation studios are in the Paris region.

> ... Closer to the stars

We wanted to move towards the state of mind and working conditions enjoyed by our main competitors under the Californian sun. This environment favours a creative spirit and stamina for a long term project! The City of Marseille was also a natural choice in a favourable context with the development of the Euroméditerranée and an innovative technologies cluster at the same time. Thus with all these advantages, we were able to recruit new 3D talent originating from the region and the entire world to join the existing team.



> Dougal the Dog!

Our company originally employed about ten persons. More than 80 computer graphists from different universes worked together to produce the animated "The Magic Roundabout Movie". Therefore it was important to find premises capable of accommodating our equipment and different size teams. The 2300 m² premises previously occupied by Gemplus (since changed to Gemalto) located in La Valentine satisfied our needs perfectly.

The success of "The Magic Roundabout Movie" in the cinema was a wonderful opportunity to demonstrate that films can be created outside the Paris Region and still compete with films produced in the best studios in the world (more than 1 million tickets sold in France,, almost 2300 copies distributed in the United States and 26 million dollars income). Paradoxically, despite our company's promotion through this success, we are not relatively well known in France, although we have been noticed in English speaking countries that would like to work with us.

> Wizard of Oz?...

Thus, we are currently working on several feature films including the 3D adaptation of the "Wizard of Oz" produced by John Boorman (that is now in the production phase), and the sequel to The Magic Roundabout Movie produced by Graham Ralph. We are also continuing our work for the television with a new series of episodes of Dougal adventures, to be delivered to European channels (M6, ZDF, Nickelodeon) in 2010. Finally, we are open to potential partnerships to develop other projects.

For further information :

www.actionsynthese.com