

**29.10.14**

## "It's a Bird, It's a Plane, It's Superman"

### The erosion of the lines between books, apps, games and tv shows.

The lines between conventional media sectors have eroded and the definition of a book, a game and a TV show are no longer clear and dry. There are many different ways to develop your story and get it out to an audience globally. Creative Europe Media Desk Ireland in association with

Animation Skillnet, have brought together four guest speakers, each of them international experts in their fields, to present their take on what is happening now in this challenging and exciting space and where things might go in the future.

## Guest Speakers

### Eric Huang

Development Director at Made in Me  
<http://www.madeinme.com/>



Eric Huang is Development Director at Made in Me, an award winning digital agency in London specialising in children's entertainment. Starting out at Disney Publishing in LA - where he worked for six years - Eric moved to Melbourne as Managing Editor at Penguin. He then joined toy company Funtastic's new book division as Publisher, after which he re-located to the UK as Head of Licensing at Parragon. In 2007 Eric took up a role at Penguin UK, where he worked for six years and looked after Penguin's licensed publishing, IP, and co-production businesses. Eric joined Made in Me in 2013 from Mind Candy. He looks after IP development and Made in Me's app, Me Books, a digital bookshop for kids.

#### Presentation Topic:

Creating brands for touch screen devices, then launching them back into the traditional world of books, toys, and TV series.

### Curtis Jobling

Creative Director at Bada Bling  
<http://www.curtisjobling.com/>



Curtis is the designer of worldwide hit television show 'Bob the Builder', and the author/illustrator of numerous children's books. Early work on Aardman's 'Wallace & Gromit' and Tim Burton's 'Mars Attacks' led to him picking up his crayons in 1997 to design the BAFTA winning 'Bob'. His animated series 'Frankenstein's Cat' picked up the Pulcinella award for 'Best Children's Show' at the 2008 International Cartoons On The Bay festival in Salerno, Italy, while his noisy new preschool show, 'Raa Raa the Noisy Lion', can be seen on CBeebies. Although perhaps best known for his work in TV and picture books, Curtis' other love has always been horror and fantasy for an older audience. More recently Curtis has authored the acclaimed 'Wereworld' series of novels for Puffin, the first of which was short-listed for the Waterstone's Book Prize in 2011.

#### Presentation Topic:

From Books to the Screen - the Many Hats of a Storyteller.

### Miika Tams

VP Games at Rovio Entertainment Ltd.  
<http://www.rovio.com/>



Miika Tams is Rovio's Vice President of Games. His energy goes towards creating world class gaming experiences with a strong story and flawless user experience for Angry Birds fans. A designer at heart, Miika has been in games development since the late 90's and has developed and published titles ranging from strategy to casual social games for a variety of platforms, including PC, consoles and mobile. During the past 5 years his focus has revolved around F2P games. His 15 years of experience in the industry include digital entertainment production, game design and management.

#### Presentation Topic:

Storytelling and modern F2P games - How conventional storytelling methods fit for free-to-play games and how storytelling conventions can be used as a retention tool.

### Julie Fox

Managing Director at Awol Animation  
<http://www.awolanimation.com/>



Julie is Managing Director at Awol Animation, an award winning indie animation distribution company. She formerly headed up the international distribution departments at Mediatoons and Gaumont Animation (ex Alphanim). Julie has also served as a member of the CNC Innovation Fund Committee and the Annecy International Film Festival pre-selection Jury. Julie has been an invited speaker at Cartoon Finance and the Kidscreen Summit.

#### Presentation Topic:

The impact of convergence on distribution activities in terms of programme sourcing, rights management, new platforms and the evolution of opportunities/risks.

### Jason Tammemägi

Creative Director at Mooshku  
<http://mooshku.com/>



Jason Tammemägi is a children's media specialist whose work has been enjoyed by kids worldwide. Creator of hit preschool shows FLUFFY GARDENS and PLANET COSMO, Jason has written over 100 TV episodes and directed over 200 including ROOBARB & CUSTARD TOO. He recently launched his first children's game app, DINO DOG. Jason is Creative Director of Mooshku and works across all areas of children's content creation and production including development, writing, editing and designing.

#### Panel Discussion and Q&A

Jason will chair the panel discussion and Q&A.

### Date & Times

Wednesday 29<sup>th</sup> October  
9am-9.30am - Tea/Coffee.  
9.30am-11.30am - Individual Presentations by each of the four guest speakers.  
11.30am-12.30pm - Panel discussion/Q&A with the four guests, chaired by Jason Tammemägi.  
12.30pm-1pm - Tea/Coffee/Networking.

### Venue

Lighthouse Cinema  
Market Square, Smithfield, Dublin 7  
[www.lighthousecinema.ie](http://www.lighthousecinema.ie)

### Registration

This invitation only event is brought to you by Creative Europe Media Desk in association with Animation Skillnet. Please register for the event here:  
<http://animationskillnet.ie/event-registration/?ee=35>