

Ventana Sur: How is it to write for the world of animation and children?

On the third day, Ventana Sur featured the presence of Alison Tafel, American scriptwriter, who explained the development of a script for the successful animated series Bojack Horseman. Also, Sebastián Mellino, director of Go! Vive a tu manera, presented the case of children's content in social networks.

[VS Photos Day 3](#)

Buenos Aires, December 4th, 2019.– On its third day, the Latin American audiovisual market organized by the National Institute of Cinema and Audiovisual Arts (INCAA) and Marché du Film - Cannes Festival received renowned scriptwriters and producers, and it was also the scenario for pitching sessions of the sections Animation! and Proyecta.

Bojack Horseman's writer Alison Tafel gave the talk "**Writing Bojack Horseman**", in which she narrated the behind the scenes and how scriptwriters arrive to the adult animation world and what they do once they are there. Tafel emphasized that she was the only woman in a writers' room more than once: *"I didn't know that animated comedy for adults was such a difficult world for a woman. Then I found out that all worlds are difficult for a woman". "In Bojack Horseman we always had 4 female writers and 4 males working together. That's very rare in this industry", she said.*

"I was lucky, but I also worked hard and prepared for years", explained Tafel. Bojack Horseman was her favorite series, when in 2016 she learned that they were looking for a writer for the team: "My first Bojack episode terrified me. 'Stupid piece of shit' is an episode I'm proud of. It is about how we fight the negative voices in our head, and how sometimes we let them win. It is about how difficult it is to feel good sometimes, even when you have everything", she said.

When giving advice to work in a writers' room, the scriptwriter suggested: *"Don't insist on ideas the rest isn't enthusiastic about, don't point out a problem if you don't have a solution, be kind and respectful; if you are beginners, don't try to get ahead as the best, have fun".*

Also, the FICTION FACTORY section presented the "**Success Case: Go! Vive a tu manera**", an Argentine project that exceeded all expected limits and awoke the interest of global platforms. Sebastián Mellino, director and artistic creator of the series, revealed the keys to sell, to make the project known abroad, and to make it shine, with content that transcended borders: *"When I thought of 'Go! vive a tu manera', I imagined a series for kids and young adults, with music and always taking into account two factors: Understanding what is our target and knowing the responsibility we have as communicators to transmit to an audience which is pervious to values they can really identify with, and create a message that leaves a message".*

According to Mellino, another point to keep in mind when generating audiovisual content is to learn the impact a series can have in social networks. 'Go! vive a tu manera' grew from 2000 to 491.000 followers in nine months. The same happened to its protagonists, who had exponential growth on Instagram on the days after the show launched.

The third day of Ventana Sur also featured Pitching Sessions for the sections Proyecta and Animation!. During the Animation! session, nine Latin American series projects were presented before four jurors, one of them being Alison Tafel. Among the projects, eight are from Latin America: Argentina, Brazil, Colombia, Mexico and Chile; the ninth comes from Spain. The subjects also varied: from fantastic to realistic series, going through some historical ones. In "Primeras", for instance, each episode tells the story of a woman (from Chile or another part of the world) who had to 'rebel' in order to follow her dreams in different areas, from sports to science. Some of the protagonists are Eloísa Díaz, Sor Juana Inés de la Cruz and María Teresa Ruiz. *"We tell the stories of women who dreamt of being great, but they are only the first ones"*, said one of its creators, Catalina Fontecilla.

The Proyecta session, created in 2018 to promote co-productions in Latin America and Europe, is organized jointly by Ventana Sur and San Sebastian Film Festival. This year, 16 projects were presented, and the selection was made up of 12 from Latin America (Argentina, Brazil, Chile, Costa Rica, Mexico, Peru, Dominican Republic and Uruguay), curated by Paulo Roberto de Carvalho, Esperanza Luffiego and Clara Massot; it also included two Brazilian projects from the EAVE Puentes-Europe/Latin America Co-production Workshop and from Brasil CineMundi; and four European projects from the Eighth Europe-Latin America Co-production Forum at San Sebastian Film Festival.

Pioneering women discussed the experience of being a woman in the industry and dissent in Latin America. Beatriz Navas, Frida Torresblanco, Lita Stantic y Rocío Jadue were in charge of the conference **"Opening Windows: Being a woman pursuing a career in the industry before the Time's Up revolution"**.

To see the projects selected in Animation! Pitching Sessions follow this [LINK](#)

To get to know the selected projects for Proyecta Pitching Sessions, follow this [LINK](#)

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