

'Magic Cellar' Wins Platinum REMI Award
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Award for 'Magic Cellar'

In recent news regarding internationally produced animation, the Canada-South Africa production Magic Cellar has won an award as the top entry of a line of several thousand other submissions at a recent awards festival. The very first three-dimensional animation production of Africa, Magic Cellar is an incredible series based on traditions and folktales that are adventurous and intriguing to South Africa. Breaking new ground in form and content, this particular animation production has earned its place as something indeed worth looking at.

Televised recently in South Africa, celebrating the first time Africa's children are able to see themselves reflected in an animated series, Magic Cellar was awarded the Platinum REMI Award at WorldFest, held in Houston in April 2006. An award competition of immense proportions, WorldFest possesses some 4500 categories, only granting the best of the best their respected awards. In the category of animation, Magic Cellar (a joint production between Canada and South Africa) was granted the highest honor, the Platinum REMI Award. Present to receive the award were Firdaus Kharas, Director and Executive Producer of Ottawa, Canada and Adeelah Carrim, Producer, of Johannesburg, South Africa.

Magic Cellar is Africa's first 3D animated series. Beautifully produced entirely in Maya software, the series marks the first time Africa's children will see themselves reflected in an animated series. Additional information regarding the world-wide competition as well as the production itself are as follows:

WorldFest, the premiere film and video festival in North America, has discovered since 1967 some of the top directors and filmmakers in the world today, having presented awards to George Lucas, David Lynch, Spike Lee, Ang Lee, Ridley Scott, Steven Spielberg and Oliver Stone, among many others. WorldFest is the third oldest film festival in North America.

The series celebrates Africa's culture and traditions while promoting reading as exciting and adventurous. The series is based on African folktales, partially collected from interviews conducted with elders in villages across South Africa. Each episode is broken up into three sections: a brief introduction and set-up; the African story; and a

wrap-up with the lessons learnt. Each episode is a self-contained, animated short.

Magic Cellar was commissioned by the South African Broadcasting Corporation and is a production of Chocolate Moose Media Inc. of Ottawa, Canada and Morula Pictures of Johannesburg, South Africa.