

Winner of search for animation talent in Africa

Cartoon Network's Creative Lab winners of its search for the next African animation talent, have been announced.



After three months of searching for Africa's next animation talent, Cartoon Network has announced Ridwan Moshood as its winner for the Cartoon Network Creative Lab competition. Moshood, from Nigeria, is the creator of *Garbage Boy and Trash Can* – a project which bowled the selection panel over with its graphic style, absurdity, unique and extremely funny characters.

The story follows Garbage Boy, a self-proclaimed superhero who believes he has real super powers, along with his sidekick, Trash Can, on their mission to fight for justice.



Ridwan Moshood,
Cartoon Network
winner.

"Ridwaan's style is a perfect fit for the channel and shows fantastic graphism that makes the show instantly lovable, unique and full of energy," said Ariane Suveg, programming director and head of kids content for Africa.

This project is also currently selected among The Annecy International Animation Film Festival's Animation du Monde pitches.



Cartoon Network Africa Creative Lab began its journey in June this year as an African venture designed to bring innovative, local short-form content to the channel, and its digital platforms, while reinforcing the local relevance of the brand.

Through the initiative, African creators, writers, graphic artists, animation students and anyone who loves kids' content were challenged to explore their creative talents. Along with the winner, both runners-up will be given the opportunity to get their project produced as a pilot with Cartoon Network Africa which will then premiere on Cartoon Network Africa and its digital platforms in 2019.

10 projects

In September, the selection panel short-listed 10 projects out of 250 which were then pitched by their creators to Cartoon Network Africa's content team.

"Diverse and original content is what Cartoon Network is all about. Now, more than ever, we are on the lookout for something out of the norm, which challenges the status quo, new, irreverent, smart, truly African and unexpected!" added Suveg. "We were pleasantly surprised by the wealth of animation talent on the continent and the selection panel had a tough task; the editorial guidelines for the channel were very specific, and yet we received many applications."

Runner-up, *Intergalactic Ice Cream* is a project by talented South African, Andrew John Phillips. *Intergalactic Ice Cream* resonated with the panel because of its Cartoon Network typical kind of humour based on crazy situations, worlds and characters.

The story follows 13-year-old former cool kid, Makhaya, whose after-school job as a delivery boy for a mysterious ice cream parlour rocket-launches him into the craziest, danger-filled and dairy-fueled adventures this side of the Milky Way!

The additional runner-up, Kenyan Mark Kinuthia's project, *Majitu*, which follows the duo, Jasiri and Bokari, on their quest to rid the world of evil and stop an evil witch from opening the gates between earth and the phantom's universe. Kinuthia, who describes himself as a "complete artist" impressed with a good mix of fun dialogues, action and mystery.

"We are thrilled that the Creative Lab winner and runner-ups reflect the vibrant nature of the continent and look forward to collaborating with each of them. We're excited to have seen strong African inspiration and captivating proposals all around, with strong human stakes in characters and stories that go straight to the heart," concluded Suveg.

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