

Press release: 21 May 2012

CEL: a fundraiser for the Animate Collection



Images: Girl with cat © Petra Freeman, On The Brink of Manhood © Run Wrake, See My Heart © Jo Ann Kaplan

Animate Projects is launching CEL, an online fundraising project to raise money to keep the essential Animate Collection online. Through the sale of limited edition prints of original artworks that have been donated by Animate commissioned artists we aim to raise the £5,000 needed to cover the direct costs of maintaining the Animate Collection and keeping animateprojects.org live over the next year.

Animate Projects is the only charity in the UK dedicated to championing experimental animation. The Animate Collection comprises over 200 films, with related production materials, and contextual interviews and critical writing. Alongside work by many key figures in contemporary British animation, new commissions and acquired films have added to the Collection over the past five years, building on its status as the primary online space and living archive for experimental animation.

Animate receives no public funding towards its core costs, and over the last year, whilst pursuing opportunities for revenue support, it became apparent that the organisation could not continue in its existing form. As a result, we will be moving from our current office; Abigail and Gary will be working part-time; and we will sadly be losing the other two members of the team. As such, we want to ensure that the legacy of the Collection is not affected in this new climate.

On a more positive note, we are delighted to announce that we have been invited to take up residence at creative agency, ais London, in the capital. This exciting move chimes with Animate's interest in, and history of, working with a range of creative talent from the commercial creative industries to fine art.

Geoff Gower, Managing Partner – Creative at ais London, says: 'It's a privilege to have such a great charity move in with us. For innovation to flourish, organisations must create an environment that fosters creativity; bringing together multi-talented groups of people who work in close collaboration together — exchanging knowledge, ideas and shaping the future.'

All of the original artwork for CEL has been kindly donated by Animate commissioned artists including: Suky Best, Carolina Melis, Simon Faithfull, Thomson & Craighead and Run Wrake. All proceeds raised will be used for the continuation of the Animate Collection.

The artworks will be available online at <http://pinterest.com/animateprojects/cel> from 14 June. Online donations can also be made via The Big Give - <http://new.thebiggive.org.uk/projects/view/16314>.

-Ends-

Notes to editors:

About CEL

CEL is a fundraiser for the Animate Collection. The name refers to the traditional technique of cel animation. Animate artists have donated original artwork for limited edition prints that are available for purchase from the Animate Shop. Proceeds from the fundraiser will enable Animate to continue to maintain the Animate Collection and to keep access to the online resource freely available, ensuring a large international audience can access the wealth of artworks and contextualising information that the site offers. Artwork has been kindly donated by artists including: Katerina Athanasopolou, Suky Best, Sebastian Buerkner, Paul Bush, Simon Faithfull, Petra Freeman, Oliver Harrison, Max Hattler, Stephen Irwin, Jo Ann Kaplan, Andrew Kötting, Carolina Melis, Emily Richardson, Chris Shepherd, Thomson & Craighead and Run Wrake. Visit <http://pinterest.com/animateprojects/cel>.

About the Animate Collection

The Animate Collection includes 20 years of the Arts Council England/Channel 4 AnimateTV commissions which are freely available online. The Collection includes work by many key figures in contemporary British animation, and new commissions and acquired films have added to the Collection over the past five years, building on its status as the premier online resource of experimental animation. Whilst we will continue to maintain the Collection as the central focus of our activity, in the longer term, we have ambitions to further develop the Animate Collection as a resource that represents a range of experimental animation practice, including making historical works available online. Visit <http://www.animateprojects.org>.

About ais London

ais London is a creative agency, with offices in London, New York, Madrid, Barcelona and Mexico City. Key clients include EDF Energy, ŠKODA, Sony PlayStation, AXA, Danon, The Economist, Arla Foods, El Corte Ingles, Wilkinson and CoppafFeel! Ais London always starts with the customer. And always get them to do things. To act. To react. To stop and think. To buy. Digital. Direct. Social. Below the line. Above the line. Through the line. Things that don't have a line. Stuff that has no name yet. It's still marketing, but it's marketing people actually want. They call it creative innovation that people value. Visit <http://www.aislondon.com>.

About Animate Projects

Animate Projects is the only arts charity in the UK dedicated to championing experimental animation. We maintain the Animate Collection, a foremost online resource of experimental animation - animateprojects.org. We produce multiplatform projects for a range of prominent partners with internationally renowned artists including: Hiraki Sawa, Apichatpong Weerasethakul, David Shrigley and Jane & Louise Wilson.

Experiments in animation - <http://www.animateprojects.org>

Connect with us - Facebook - <http://www.facebook.com/AnimateProjects> / Twitter - <http://twitter.com/animateprojects> / Blog - <http://animateprojectsobserver.com>

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