

Animation News

Studio News

News

In production: exclusive coverage on Animation News

Focus on the Korean Animation Industry

HELLO KIOKA: NEW KOREAN ANIMATION HIT

Exclusive on Animation News Focus on the Korean Animation Industry — 02 June 2011



The 120 participants of **Cartoon Connection**, held in Seoul between June 24-27, witnessed during the first morning the signature of the worldwide distribution of the Korean series 'Kioka'. The pre-school series made by Goldilocks Studio (Seoul) has been bought by awol animation (France) and expectations are high.

Animation News interviewed co-creator Nuranee Shaw, along with Michelle Kim.

How exciting are you on the closed deal with awol animation?

"We are very excited and happy to be working with Awol and Julie Fox! It is wonderful to find a distributor who shares the same passion for your show and who truly believes in what you are doing."

I read you also received positive reviews from other international broadcasters. Can you tell us which?

"Before Awol was involved with Kioka, we had received lots of great reviews from companies in Europe and also some unexpected territories such as the middle East, and South America."

Hello Kioka is Goldilocks first preschool TV series. When was it developed?

"Michelle and I developed KIOKA about three years ago, at that time we were both working in animation in Canada. Goldilocks Studio was actually formed to take on this project, it is the first show that the company is currently producing."

Are you currently working on the first series of 7min x 78 eps?

"Yes, we are busy working on the first series at the moment, shaping the stories and the episodes into fun little shows that children will hopefully enjoy as much as we do."

The concept is 'a little girl with a big imagination and her magical snow globe adventures'. A very nice theme and concept.

"That concept was Michelle's idea, she wanted to have a really magical setting for our characters to have their adventures. We wanted to show that kids are really creative and imaginative in how they look at things like everyday objects, situations and even how they handle their feelings and emotions. We didn't want our main character to just go and solve an issue, we wanted to show how she can solve a little situation or problem in a creative and unique way." "Coming back to the snow globe concept, we thought that it was a nice location, a place where anything can happen. It's Kioka's snow globe, and in her room she plays games with her toys, and the use of the snow globe is just a bigger extension of her play and imagination."



I read the show will debut on KBS this year. Do you have the debut airing date?

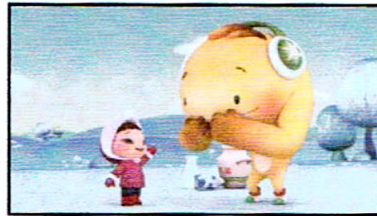
"Kioka is set to air on KBS on November 14, 2011. It is very exciting for us, we are looking forward to it!"

Goldilocks Studio has an aim to produce series geared for the North American and European markets. Can you explain?

"Our aim for Kioka was not so much for North American and European markets only, we wanted to create a show that tells a little story that can be viewed in many countries, even if you don't speak the language, you can still follow the stories. If we were to set about just gearing the show for North American and Europe, we would still be at the concept stage! Each market is different, and each broadcaster has their own views on what they are looking for, especially preschool, so to aim for a certain market, for us, would not be beneficial. With Kioka, we are trying to take a simple storytelling approach to the episodes."

I read you both have extensive experience in the North American animation market. Can you explain where?

"Michelle and I have worked in Canada for many studios, mainly in Vancouver. We have worked on shows and projects from many companies that include Disney, Warner Brothers, FOX, 4Kids Entertainment, Sony Pictures, Vanguard, and the Weinstein Company just to name a few." "Michelle worked as a designer, background artist, and color stylist. Michelle has a good sense of design, whether it is a boy's action adventure show or a preschool show, she always aims for the best quality possible. The entire look of Kioka is art directed by Michelle, from the locations to the character designs, they all have her touch." "I have been in the animation industry for over 18 years. I worked on many projects from television series to feature films over the years. I started as a traditional animator and I was able to work up to being a supervising and directing animator. From drawing Ninja Turtles to animating classic Disney characters, I've gained a lot of experience over the years and I am hoping to bring my experiences and knowledge of animation to Goldilocks Studio and to our show."



Are you also going to produce digital apps and merchandise? When will they be available?

"As with most of the properties being produced for markets today, we will also look at producing digital apps and merchandising. Currently we have been in discussions with licensing companies here in Korea for KIOKA. We have been pleasantly surprised with the amount of interest for our show and characters. We are not sure when merchandise will be available to the general public, but hopefully sometime in the near future."

Can you reveal about your future plans?

"We are currently focused on producing episodes for KIOKA, it is a big task and we want to make sure that we maintain the level of quality to the show. Michelle always has new and interesting ideas, so we will be developing and creating new properties for Goldilocks Studio in the coming months."

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