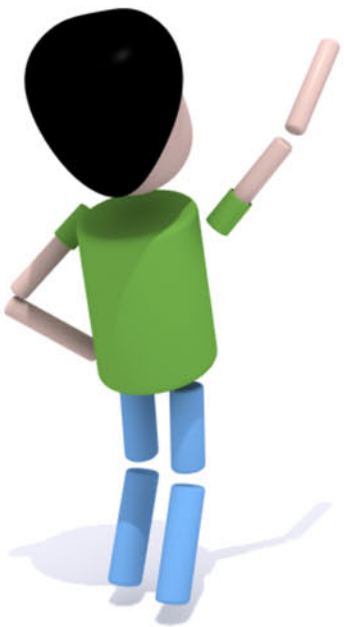
plastick

TOYS & TOONS



Created by
Alessandro Abbate
Developed by
Alessandro Abbate & Marco Nottola

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TOYS & TOONS

WHAT IS PLASTICK?

An idea of making cartoons based on a very simple modelling and mise-en-scene style.

Characters They all derive from a standard puppet, adaptable to as many different characters as possible. This puppet works with a no-visible-joint rigid-body rig system. Facial expressions rely on texture stop-motion animation.

Props They have few details and smooth shapes, with an elementary design and bright colours.

Sets Minimalism is the golden rule: you only see what you need. The rest is a blank background.

WHAT KIND OF CARTOONS?

Plastick suits any possible story and audience:

For kids

Preschool – Educational
Key feature: The correspondence between form and content based on simplicity.

Schoolage – Tweens [action/adventures – funny buddy – comedy]
Key feature: The toy-like look of the modelling, which produces a spectatorship grounded on the act of playing, thus enacting further mechanisms of identification and imagination.

For adults

Key feature: The unusual and stimulating friction between naïve art and mature themes/situations (sex, violence, crime) and genres (parody, social and political satire).

HOW ABOUT PLAYING WITH YOUR FAVOURITE CARTOON?

Any cartoon series made with Plastick can become a collection of toys, in which all the charcaters, props, and sets are reproduced as exactly as possible as they are on screen. Buy them to replay your favourite story your own way, or simply collect them all!

WHAT IF CARTOONS AND TOYS MAY INTERACT?

Think about finding in your toy packaging a coupon asking you to enter a contest that sounds something like: "Suggest your own story: best ideas will be produced as cartoons." Cool!!!

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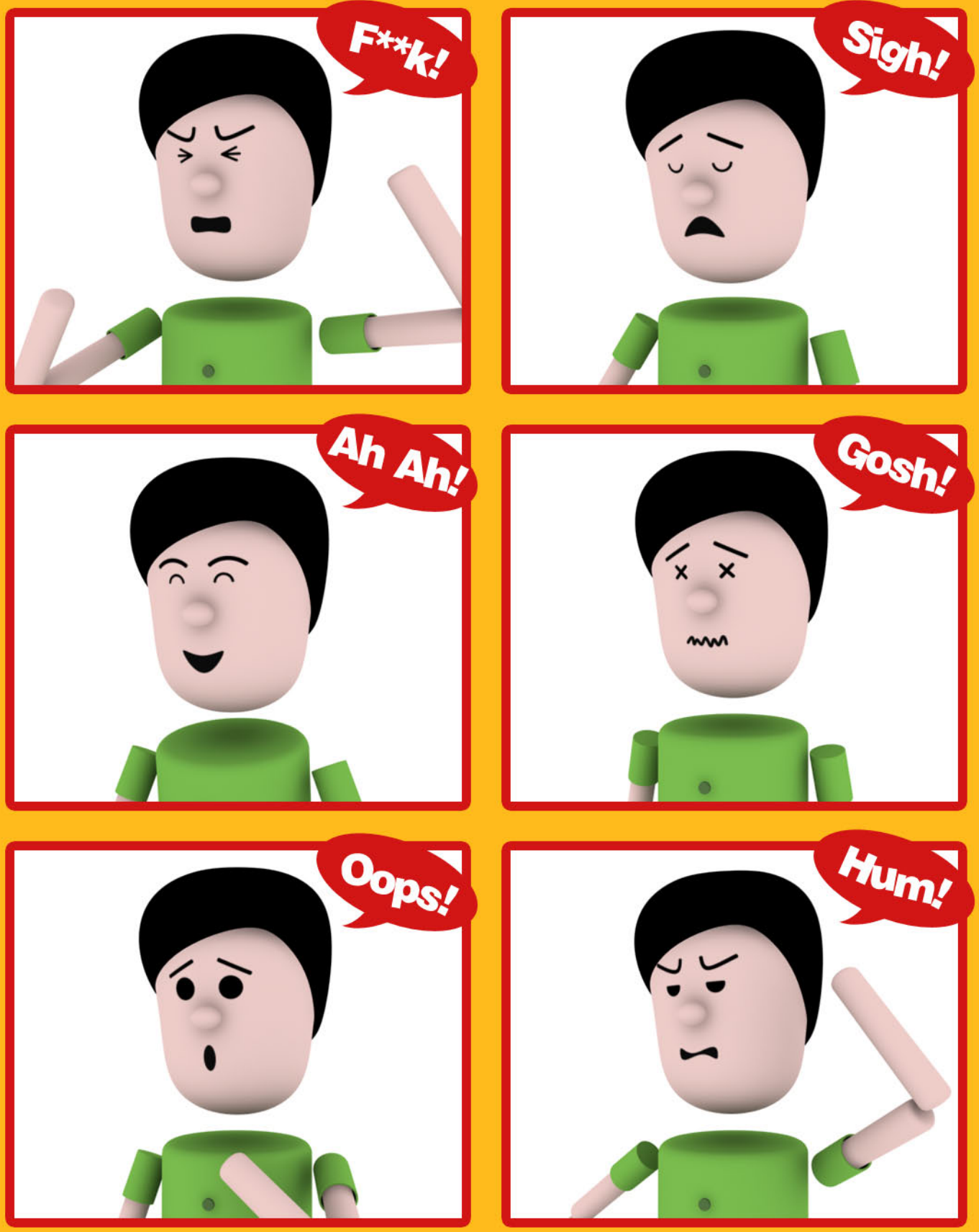
THE PUPPET



Some examples of facial expressions of the standard puppet

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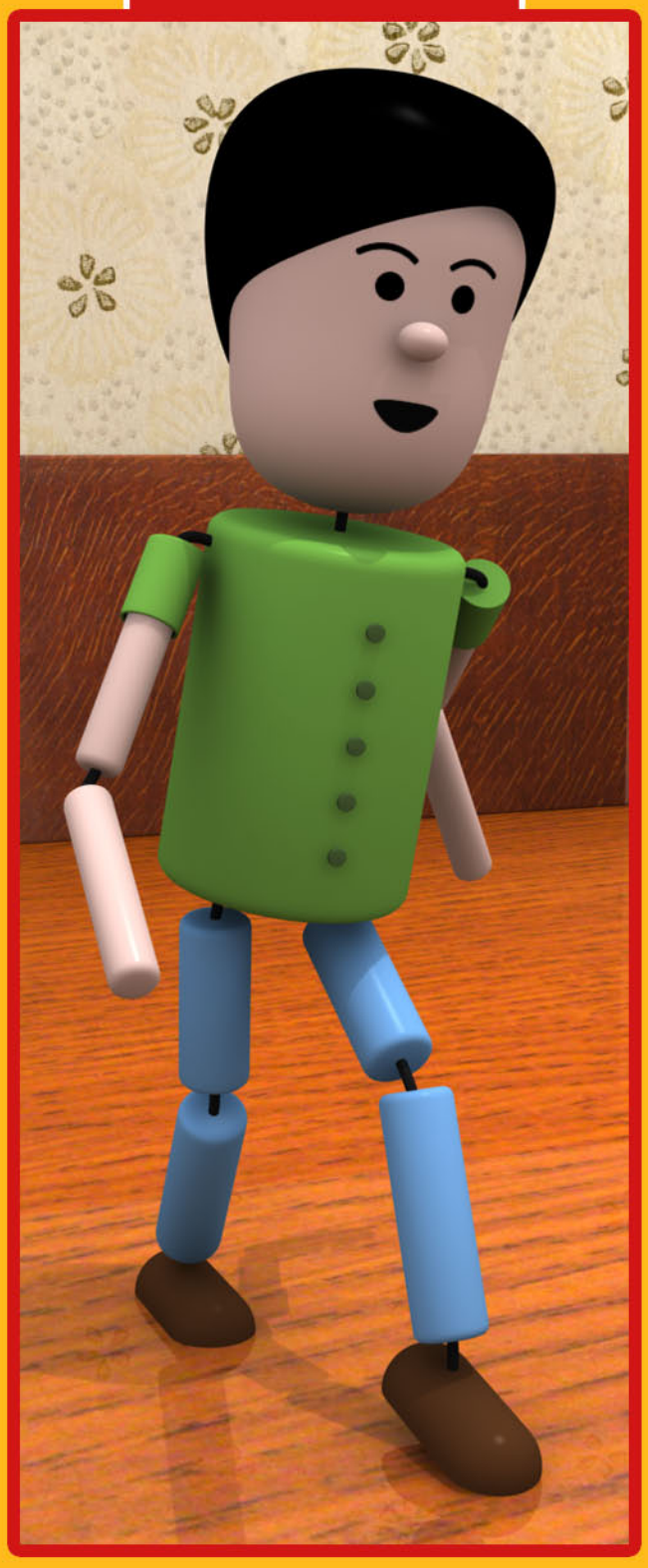
TOY



TOON

Differently from the cartoon puppet, the toy puppet has the body parts linked by a flexible wire, which enables the articulations, plus feet so as to be able to stand.

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QUIET LAKE TOWN

QUIET LAKE TOWN is a first example, still under development, of an animated series to produce with the PLASTICK puppets. It targets a teenage/adult audience.

QUIET LAKE TOWN is a mystery conceived as a parody of the successful early-90s tv series "Twin Peaks".

The story's hero is Dave Diesel, a quite clumsy FBI special agent, who's on holiday in Quiet Lake Town – a small American provincial town on the homonymous lake, apparently a nice and welcoming place, but actually a dangerous and dark one, abounding with political intigues, moral decay, shameless greed, and homicidal folly.

Dave Diesel, despite himself, ends up being forced to unravel a sequence of mysterious vanishings and cruel murders, helped in the task by a series of hallucinations caused by the rotten food he lives on. He will get to the point where everybody in town is a suspect (and especially a violent and corrupt sheriff, a mad scientist, a depraved judge, a kleptomaniac priest, a sweet and young waitress with an obscure past with whom he falls in love).

In the world of Quiet Lake Town, absurd and enigmatic as it is, you can run into well-hung dwarves, extraterrestrial Nazis, secret passages to hell, disco-homosexuals wishing to live in the 1970s, a formula for cloning human beings, idiotic hockey players, sadistic children, and an illegal floating brothel.

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QUIET LAKE TOWN

24 hours

Flat Animation © 2011

QUIET LAKE TOWN

24 hours

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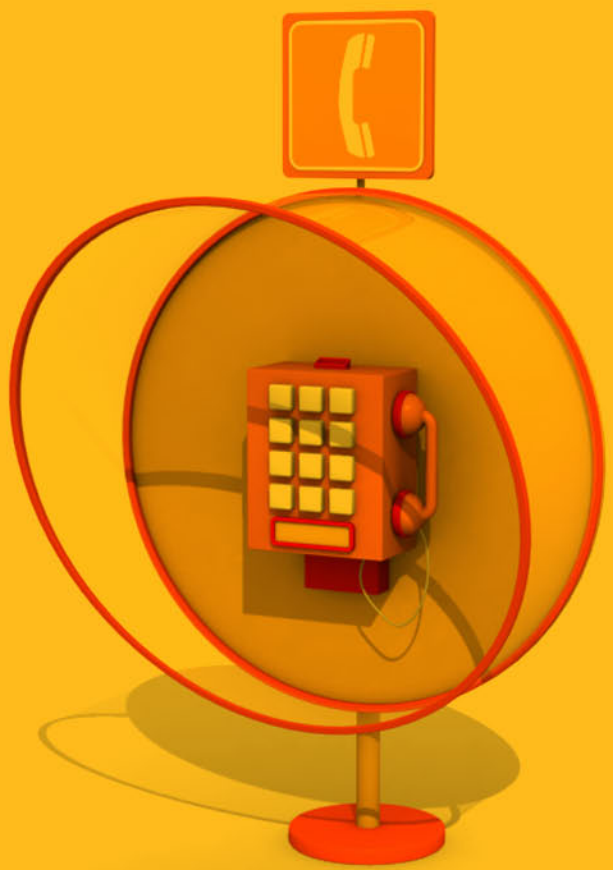
FLAT ANIMATION is an animation studio, created in 2007 by Alessandro Abbate and Marco Nottola, and based in Naples.
We cover all the aspects of a cartoon pipeline (2D and 3D), producing independent shorts and series, and offering services for third parties. We also make digital effects and post-production for films.

Among Flat Animation's works:
"The Grunen" - 3D animated series produced by FOX CHANNELS ITALY and broadcast on FlopTV, a FOX web tv.
"Ernest & Belinda on Ermine Street" - Pilot for a 3D animated series, produced by Flat Animation and FOX.

For further information on Flat Animation's other works, please visit our site
www.flatanimation.com



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