



ACTION!

"kids making movies, changing their world one story at a time!"

alt content
uniko

Action!



Genre Comedy-Adventure

Technique 2D Animation

Format 26x11'

Target 7-11 years + Family



Overview

Antoine, Audrey and Alfred are three 10 year olds who were living a typical kid's life until the day they decided to start **making their own short movies**. Will they be the first "movie crew" to ever **get a million hits** from their internet videos?

Our heroes will embark on the adventure of their lives, trying to **film everything they can possibly imagine** to upload to their own channel. **What kinds of stories** are best? - zombie attacks, alien invasions or modern day westerns? - or romantic (yuk!) comedies?

Their classmates help out by playing different character roles. Their **cool cinema teacher** turns them on to the language of moving images, and to techniques and tips by using famous movie scenes as inspiration. **"All quiet on the set, now it's time for - ACTION!"**





Main Characters

Antoine



Antoine is a 10-year-old boy who is **fascinated by everything** that happens around him. His energy levels are boundless but he can be a bit reckless at times. **He is clever and curious**, an extrovert and a chatterbox – but sometimes his trusting nature can land him in trouble!

His greatest virtue is his **incredible imagination**; when it seems like there is no possible solution, a light bulb, or rather a mega watt spotlight, powers up in his head before **Antoine shouts “Action!”**

Antoine lives with his mother, step-father and teenage brother, **Joe, who’s always on Antoine’s case** and thinks his **kid brother’s obsession with movie-making** is just a childish waste of time.



Audrey



Audrey is full of **life and enthusiasm**. She always tries to be **helpful and kind to others**, but she's got a temper, so you better watch out!

She has **great emotional intelligence** and is sensitive to those around her. But she can also be little down at times, and although **she's secretly in love with Antoine**, he never seems to notice.

Audrey loves singing and dancing, but most of all, **she would love to be an incredible actress**. The idea of becoming someone else and feeling what someone else feels enchants her.



Alfred



Alfred is on **the chubby side** and is, at times, a bit **awkward** socially. But he also has a **ready wit** and is passionate about his main interest in life: **movies and everything about them!** He also loves to have a laugh and to uncover a good mystery. And his least favorite pastime? Exercise!

He is always with **his pet bird who he calls "Bird"** because Alfred's never bothered to give him a name. Not much of a leader, **Alfred's unfailingly loyal**, and always plucks up the courage to help out his best friends Antoine and Audrey.



Ms Lotte



Ms Lotte is an **ex-hippie school teacher** who has decided to organize an after school “movie making” club. She **encourages the kids to get to know** all about film techniques, genres and to create cool stories.



Mr Hays



Hays is the merciless principal of the “The Factory” Junior High School. For him, the **school is an institution that he rules** over with an iron fist. In his (mistaken) opinion, there’s **no need for creativity or imagination.**



The Sidekicks



Bird



Bird is Alfred's pet who goes with him wherever he goes, perched on his shoulder. Bird **understands human speech**, although he can't speak it himself. But he is a **very clever and expressive animal**.



Rastro



Rastro is the **canine henchman of evil Principal Hays**. When it seems that no one is around, you can be sure that this bad-tempered **Doberman will be lurking in the shadows**.

The Classmates



Helen

"The daredevil"



Clint

"The renegade"



Lee

"The martial arts fan"



Sofia

"The school diva"

Style & Tone



"Action!" is a series that is...

FUNNY

Original

Light-hearted

CLEVER

MOTIVATING

Positive

FULL OF

PARODY

SHOCKING!

HECTIC

Extravagant

In each episode...



Each episode of **Action!** is a tribute to a different cinematographic genre or technique. The same main characters will experiment with a variety of visual and narrative styles, plus they will take on “different roles” as they develop their creative, technical and acting skills.

Ms Lotte often inspires the kids with a challenge. For example, she suggests they “make a Western scene” - **how to begin?**

The young filmmakers will need to find a location that looks like a desert. How about the beach? The blazing sun blinds them as they advance slowly on their bikes over the sand and all they can do is shield their eyes with cowboy hats. But what our heroes don't know is that another group of kids are practically following in their footsteps. The second group wants to film a scene with Native Americans in exactly the same place.

The adventure of how to film a Western, turns into a real life Western showdown. **Action is guaranteed!**



Kids creating CONTENT!



Action! isn't a boring series of classes on the history of cinema. **Our goal is for children to see things that they are not used to seeing**, things that surprise them! That thrill and inspire them.

Kids love to **express themselves**. Action! is for kids who want to get up off the couch, get together with friends, and **go outside to film, to experiment**, to have a good time - just like the characters do in every episode.



Reaching different targets



Kids

Of course, **kids aren't going to be familiar with the references to cinema history in the series, but that's not the point of Action!** The kids watching the show will be enjoying the crazy adventures of Antoine and his friends. They will identify with our charismatic heroes who, like all kids today, just want to create their own stories. **They will love the emotion and action of the scenes that they watch and will feel inspired to do the same.**

Families

Although the series is fun-packed for kids, **adults too will enjoy the show** due to the parodies and nods to so many classic film references. And some will be more obvious than others: from **Audrey and Clint** and their immediately identifiable muses, to **Ms Lotte**, inspired by the unjustly neglected Lotte Reiniger, creator of the first animation film in history, and **Helen**, based on Helen Gibson, the first stuntwoman.

Parents and children will be **able to watch the series together** and share the fun. Who knows, maybe whole families will be inspired to make their own home movies together?



Episode summaries



The Boy Who "Shot" Liberty Valance

When Ms Lotte asks her students to record a western, our three heroes realise that they need a location that is as believable as possible. They ask Clint, an expert water-gun shooter who has now retired, and he says he knows the perfect spot to shoot the film. So the three friends set off on their bicycles, traveling beyond the salt marshes to reach their town's desert-like beach.

On their way there our intrepid explorers discover that another group of classmates are heading to the same beach to film their own wild west adventure. The rival film-makers are dressed as Apaches and they're aiming their catapults right at Antoine and his friends! Who will win the battle of the beach and who's the best (water pistol) shot in town?

The Maltese "Bird"

Whilst Antoine, Audrey and Alfred decorate Alfred's room to make it look like a private investigator's office, his sister Emma barges in with a poster. She is extremely angry and accuses Alfred of having taken two sacks of popcorn from the "La Lune" cinema. Alfred denies it all, but Antoine gets the idea of tackling the case as though they were real-life PIs. Alfred is enthralled with the role and promises to get to the bottom of the case.

Alfred then has the brilliant idea of leaving Bird behind, so he can guard the cinema's security camera. The following morning, the camera is there, but Bird is missing. He's been kidnapped! This sets off a police search during which numerous informers and suspects emerge from the shadows: Audrey, Emma, Sofia... any of them could be the kidnapper.

Episode summaries >>

Don't Try This at Home!

Lotte asks her students to film an action sequence. Audrey's horrified when Antoine explains to her the scenes he'd like to shoot. Film me while I'm going downhill on a monocycle? Hang me from the ceiling Mission Impossible style but with elastic bands?! No way! Disappointed, Antoine and Alfred return home. But then, surfing on Internet, Antoine discovers Helen's video-blog. Every day she performs spectacular stunts – she knows no fear!

Helen agrees to help the boys. Audrey will continue as main actress with Helen standing in for her in the action scenes. The results are a great success; so much so, that Antoine asks Helen to do more and more stunts and Audrey begins to feel left out and less important in the group. The stunts become increasingly riskier, and Alfred starts to fall for Helen.

In an attempt to regain her place in the group, Audrey decides to recklessly perform her own stunt. In the nick of time her friends stop her – to do her own stunts, she would need lots of training and proper protection. Audrey discovers that everyone has their own unique expertise – Helen is an amazing stuntwoman, but Audrey and her acting skills are also irreplaceable!



ACTION!

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