

# PREFERABLY BLUE



NOT EVERYONE LOVES CHRISTMAS

A short film directed by Alan Dickson and written by Wayne Ching

## PRESS KIT

### INTERNATIONAL SALES

NZ FILM Juliette Veber  
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# NEW ZEALAND FILM

## PRODUCTION NOTES

Director Alan Dickson  
Writer Wayne Ching  
Producer Glen Real  
Production Company Yukfoo Animation  
Duration 11 mins  
Screening format 35mm  
Completion Date 2011

### 35mm / Dolby Digital / Colour / 11mins / 1:2.35

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## LOGLINE

Not everyone loves Christmas

## ONELINER

When two lonely holiday icons finally meet for the first time there is jealousy, ego and unresolved childhood issues.

## SHORT SYNOPSIS

Based on real events, *Preferably Blue* is the story of a very lonely and very bitter Easter Bunny. Fuelled by ego, jealousy, vodka and anti-depressants, Easter Bunny hatches a plan that will see the "holiday spotlight" shift from his old foe Santa, firmly back onto himself. But while he progresses his vodka fuelled plan, he learns something about himself that will change Christmas forever.

## **FESTIVALS**

2011 SXSW, USA

2011 Tribeca Film Festival, USA

2011 Stuttgart Festival of Animated Film, Germany

2011 Palm Springs International Film Festival, USA

2011 NZ International Film Festival, NZ

2011 Animation Block Party, USA

2011 Sitges Film Festival Catalonia, Spain

2011 Anim'est Film Festival, Romania

## **WRITERS'S NOTES**

*Preferably Blue* is a bittersweet fairytale that your parents would never have read to you before bedtime. Their fear that you may turn out to be a bitter adult, knocking back anti-depressants like they were liquorice allsorts, if you didn't get what you wanted for Christmas, was probably the reason.

Based on real events, it's the story of how the Easter Bunny managed to stop drinking and found peace, joy, and a good friend. It's also the story of Santa. We all know that "modern shopping mall" Santa is just some guy dressed up in a musty, damp, sweaty red suit. But ours the story of the real Santa, who was indeed a very nice chap, but lonely. Oh so lonely.

Together, Santa and Easter Bunny will discover the true meaning of Christmas, which, surprisingly, is getting a Banana seat bike.

Before when I said that *Preferably Blue* is based on real events, I didn't mean Santa and Easter Bunny, because they're not real. But when I was young all I wanted was a banana seat bike and I never got one. I got models of tractors instead and that made me miserable. Every Christmas the Bromley family who lived next door would be riding around on their new bikes, and I'd watch them from inside, pushing my dumb tractor up and down the windowsill.

Wayne Ching (Writer)

## **DIRECTOR'S NOTES**

When I first read this story I immediately thought what a great, fun little film it would make. I imagined it being played on TV at Christmas and Easter time every year, but as something that was quite different than the usual holiday fare.

*Preferably Blue* is a dark yet humorous tale. The story is delivered as a classic Fairytale-type poem, adding interest to this are the contemporary cultural cues.

It's the timeless story of a character's personal and moral redemption, made modern.

What I wanted to do with *Preferably Blue* was to create a world in which the somewhat sordid life of the Easter Bunny (and even Santa) is believable, so it's not your traditional cartoon environment but a place where real "human" things happen to our make believe characters. By doing this I feel we can empathise with the protagonists as they battle their inner demons, for they reflect, in many ways, our own.

## **DIRECTOR'S BIOGRAPHY**

### **Alan Dickson**

Alan is the founder and owner of Yukfoo Ltd. He has been working in New Zealand as a professional animator since 1999. Previous to this Alan worked as a professional animator in the UK for 6 years. Alan has worked on feature films, TV commercials, and music videos.

Alan's main focus whilst working in New Zealand and starting Yukfoo has been in the realm of TV commercials. Where he has directed over 100 commercials for clients such as Vodafone, ANZ, HP, Smirnoff, Subaru, Air NZ, Qantas, Playstation and NZ lotteries. In the past couple of years Alan has become a little fed up of TV commercials and their sometimes unbearable demands. Due to this Yukfoo has started to develop a wider interest in other formats within animation. The ultimate goal is to move in to feature film production. For now Alan is happily developing IP for children's series ideas, other short film projects and helping out with the odd music video. Alan has also been active in developing young directors and talented artists and designers through his studio.

Alan is an ambitious person who can inspire and encourage a team. He has won many accolades in the advertising world and a few in other worlds too. It is his goal to produce a feature film sometime in the near future. I think most of all, Alan is truly passionate about film and especially animation.

## **WRITER'S BIOGRAPHY**

### **Wayne Ching**

Wain has always written for a living, apart from the time he was a fisherman for two years in Norway; And then there was that time that he studied environmental science. But that didn't really go anywhere because Saatchi & Saatchi NZ gave him a job.

For about 12 years Wain has worked for Saatchi & Saatchi NZ and Singapore, Y&R in Melbourne and London, some other smaller, lesser known, but more creatively satisfying and less politically hostile advertising agencies, and currently writes advertising for 42 Below Vodka, and ferrit.co.nz.

Wain worked as a storyliner and script editor on Shortland Street, probably about 8 years ago.

One story that Wain wrote was turned into a short film called "Deleros". Directed by Adam Stevens. (Wain's story was better than the film.)

Wain is currently talking to Harper Collins about getting a book of black, adult, fairy stories with a moral printed and in the shops.

Wain wrote and directed a "mini-soap" for Cream TV's Kiwifruit show which was targeted at a Gay and Lesbian audience. The mini soap was called "Boring Old Gay Guys." A reviewer in the Listener said that 'Boring Old Gay guys' deserved it's own half hour show. If only reviewers ran TV.

Wain loves movies. He's currently writing one. He just needs the time to make it better.

## **PRODUCTION COMPANY**

### **Yukfoo**

Yukfoo is one of New Zealand's most well respected and awarded Animation Studios, it has been involved in the Television Commercials field for over ten years and has amassed a substantial body of work during that time. Yukfoo produces commercials for an ever-growing International clientele and has a reputation for creating high quality, visually stunning work.

Recently Yukfoo has made a commitment to move into longer format animation of which *Preferably Blue* is their first major production. They have several other projects on the go, including TV series and the beginnings of a very exciting Feature Film.

## **PRODUCER'S BIOGRAPHY**

### **Glen Real**

Glen has had many years experience as a Producer of Animation, he has been the Executive Producer at Yukfoo Animation since 1999 and has overseen all of the output of the studio since that time - this amounts to several hundred TV commercials, web virals, station idents, music videos, short creative projects and series pitches. Glen has been involved in a number of high profile, and extremely successful, campaigns for clients such as Vodafone and NZ Lotteries.

He is also involved in the NZTE TVC Collective and Digital Directory group, as well as a newly formed Animation Industry Group. These groups are actively involved in promoting and working on behalf of the New Zealand Screen Production Industry in all its many facets.

In his personal life Glen has been a core member of the SAFE National Executive Committee for the last ten years. SAFE is New Zealand's largest

animal advocacy group and is respected worldwide for its groundbreaking approach to the Animal Welfare movement.

## **CAST**

Harry Enfield – Easter Bunny

Mike Drew – Narrator

Norman Forsey – Santa Claus

## **CREW**

Director

Alan Dickson

Producer

Glen Real

Writer

Wain Ching

Executive Producers

Nomadz Unlimited/NZFC

Shuchi Kothari

Sarina Pearson

Lead 3D

Andy Van Straten

Hamish Beachman

Lighting and Rendering

Lyonel Charmette

3D

Ngan You Chung

Jinha Byun

Ram Mohan

Oliver Roy

Alexandra Gastowtt

Kristin Sagli

Paul Templeman

Dominik Steinacher

Andrea Mannel

Pratna Bava

Mark Allen

Sabine Ott

Art Director/Production Designer

Virginie Lin

Art Department

Warwick Urquhart

Max Clifford

Phil Dron

Storyboard/Layout

Alex Dron

Karl Wills

Bernie Roux

Compositing and Effects

Theo Veltman

Voice Actors

Matt Sunderland

Marek Sumich

Jodie Rimmer

Soundtrack Music

Peter Van der Fluit (Liquid Studios)

Foley

Matt Brennan

Sound Mix

David Liversidge