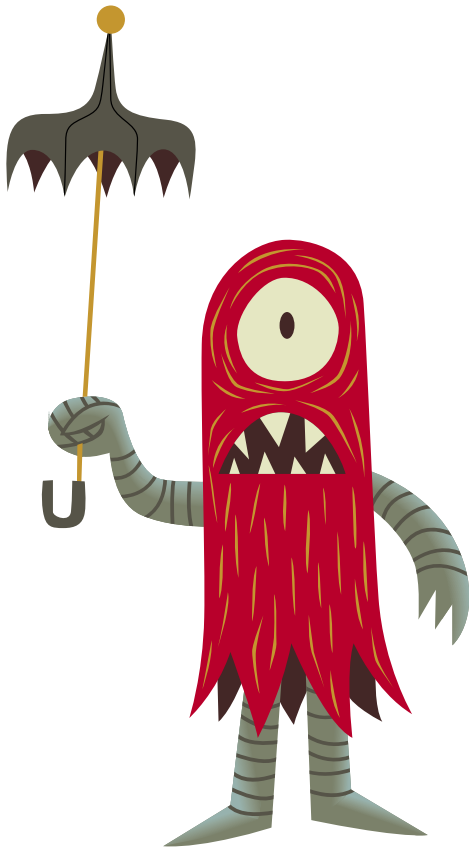




GET INTO CHARACTER!

PICTOPLASMA

A new breed of characters is taking over...



... they're invading art, media, advertising, fashion and urban landscapes across the globe. As consume-boosting branding or its subversive inversion, loveable kitsch or urban art, Hello Kitty or Obey Giant – contemporary character design, abstract and reduced to its essentials, has redefined the aesthetic standards of visual communication worldwide. Characters are the icons of a new graphical thesaurus. By playfully sampling and remixing visual codes, these characters dodge established pictorial norms, confronting the viewer head on, emotionally and regardless of cultural context.



Pictoplasma – The Home for Characters

www.pictoplasma.com



Since 1999 Pictoplasma has been the platform for contemporary character design, from Tokyo via Berlin to Buenos Aires. Through our online archives, publishing activities, exhibitions and festivals, we are in the heart of artists' and designers' activities round the world.

With 80,000 visits per month and up to 70,000 page impressions a day, the website www.pictoplasma.com has emerged as the meeting point of a worldwide character scene. If you are looking for bunnies from Finland or pixel-style characters from Chile, this is the place to go.

Pictoplasma Publishing



Stylish and timeless, the two best-selling pictorial encyclopedias, published in 2001 and 2003, focus on the general tendencies and complex interrelations in contemporary character design. In 2005, the DVD/book "Characters in Motion" showcased the best character design in motion graphics, animation and narration. Together, these three publications have sold over 75,000 copies.



Pictoplasma – The Home for Characters

Exhibition



In its numerous exhibitions, installations and happenings, Pictoplasma confronts the visitor with the physical presence of characters, whether this be their tactile sumptuousness as plush dolls, their heartfelt quality in hand-drawn scribble-lounges or their perfect flatness as high-res cardboard stand-ups.

Pictoplasma Conference



In our festivals, we bring together character creators, producers and fans from all over the world. The first Pictoplasma Conference took place in October 2004. A 3-day event jam-packed with presentations, screenings and character parties.

Five hundred international visitors met to celebrate the playful development of a new visual language. An additional programme of exhibitions, VJ sessions and parties attracted a large Berlin-based audience of people interested in visual culture.

Pictoplasma Animation Festival



The Pictoplasma Animation Festival brought 1,000 international guests to Berlin in November 2005, with lectures, discussions and mind-boggling screening programmes of character-based motion graphics, animation and music visuals.

2006 – Get into Character!

Character Design comes to life



In 2006, Pictoplasma goes a step beyond – and breathes real life into characters. In a unique cooperation between the creative Avant-gardes from both character and costume design, we will transform the most captivating, screwball and outstanding characters of our time into fantastic costumes.

The internationally acclaimed costume designers Florence von Gerkan, Bernd Skodzig and Hans Thiemann will produce twenty characters costumes. Padded, hydraulic or helium-filled, character design can literally come to life at last.

Freed from the binds of storytelling and advertising, these characters develop their individual will. From April onwards, a large-scale media campaign will accompany the characters into the light of day. And our website www.pictoplasma.com will offer benefactors the opportunity to sponsor individual characters.

Video directors and performance artists will be invited to experiment with these new life forms, preparing them for their rites of passage when they are let loose onto the streets of Europe.

Their big moment though comes in the autumn: with a fashion show, performance and madcap karaoke at the Pictoplasma Conference in Berlin, accompanied by a worldwide DVD and book release.

2006 – Get into Character!

PictoOrphanage



The beloved PictoOrphanage (2000/2001) will throw open its gates again to welcome in the newborns and the world will be kept informed on their progress through ultrasound images, biographies and photo albums.

As of April, Pictoplasma's 70,000 monthly visitors can apply to adopt them at www.pictoorphanage.com. The emphasis is on establishing close ties between the characters and their foster parents and Pictoplasma will pull out all the emotional plugs: personal photographs, emails and postcards, organised visits of the characters to their adoptive parents and documentation of helplessness in lonely moments.

Characters on the Road

The adventure-hungry foster kids will of course be getting up to all sorts of youthful high jinks. They'll be out at parties, traveling round Europe's cities, starting spontaneous football games, running in marathons, and hitching lifts to follow their favourite bands.



2006 – Characters get a Life

Characters in the Media



Media coverage will show the development of the characters – functioning as a stage for the new species. International lifestyle magazines and newspapers will feature the activities of the characters in series. New stars will be born.

Characters in Scene



Music video directors and performance groups will also take the characters under their wings launching their artistic careers and capturing their charms on camera. Each character has a favourite song and will star in a video created for it exclusively by directors such as Alex & Liane (Scissor Sisters, Chicks on Speed), Gob Squad (Super Night Shot, Room Service), She She Pop (Dance with me), Dorky Park (Back to the Present, Big in Bombay), Szpilman (Aschenputtel, Schmalclub).

Pictoplasma Conference 2006

Visitors



And the characters will make a star appearance at the 2nd Pictoplasma Conference – with a catwalk presentation, the Get-into-Character workshop and live dance performance.

From October 10th to 14th, over 1,000 characters creators, producers and fans will celebrate the diversity of character design in the Haus der Berliner Festspiele. As is always the case at Pictoplasma events, the audience will be highly international – in 2004 over 60 percent of the visitors came from outside Germany.

Graphic designers, illustrators and artists will be side-by-side with creatives and producers from the media and advertising (including MTV, Disney, Aardman, Scholz & Friends). We are bringing together the Avant-garde of the new language of global communication.

Character Walk



The conference kicks off with the Character Walk on October 20th, which takes visitors through over 20 galleries and project spaces in Berlin Mitte. Exhibitions by international artists provide an insight into the diverse world of character design. High points of the walk include new work by Australian design collective Rinzen, Nathan Jurevicius, Gary Baseman, Tim Biskup, James Marshall and Akinori Oishi.

The programme also features the “Colour Me, Pictoplasma” walk-through colouring room and screenings in the Babylon cinema, Mitte. The Character Walk is open to the general public as well as conference goers. In the evening, we will host a party to welcome all attendees and participating artists.



Pictoplasma Conference 2006

Programme



Talks, presentations, screenings, panel discussion and workshops will transform the Haus der Berliner Festspiele over the following three days into a character design Mecca. Among the artists giving talks are Nathan Jurevicius (AUS), the artist Tim Biskup (USA), the pixel master Eboy (Ger) or Rob Reger (USA), the inventor of Emily the Strange.

Talks will centre round the cultural relevance of character design: What images of the body are at stake? What is the relationship between character and narration? And do characters solve the mystery of the Peter Pan kidult generation?

Get into Character Workshop



The Pictoplasma Conference will feature the grand premiere of “Get into Character”. The character costumes will be presented to the conference attendees on a classical catwalk.

In the “Get into Character” workshop, the visitors will have the chance to characterise basic mask forms using buttons, material and other accessories. Four days of non-stop creative output that builds on the “Turn a Pillow into a Friend” remix workshop at the conference 2 years ago when the visitors produced over 100 dolls.

Pictoplasma Conference 2006

Party



Naturally there will be plenty of partying opportunities at the conference. After the get-together on the evening after the Character Walk, we will invite all guests to join us on Friday evening at the 360 degree CharacterScope. VJs will set their characters dancing to the beat of the Avant-garde of electronic music. This evening will be put together in cooperation with Clubtransmediale, the annual festival for sound and image.

On the closing night the Character Costumes will reappear in the foyer of the Haus der Berliner Festspiele, partying with the visitors, dancing for a "Live Karaoke" performance and getting the party in full swing. Their crowning performance will take place on the main stage, where choreographer Jared Gradinger (Dorky Park, Berlin) will have them kicking their heels in a sensationally over-the-top chorus line.



Pictoplasma Conference 2006

Location



The Pictoplasma Conference 2006 will take place in the Haus der Berliner Festspiele. The stylish Sixties building is an ideal location for lectures, performances, and discussions. In the generous foyers and café areas, there is ample space for workshops, our media lounge and scribble tables.



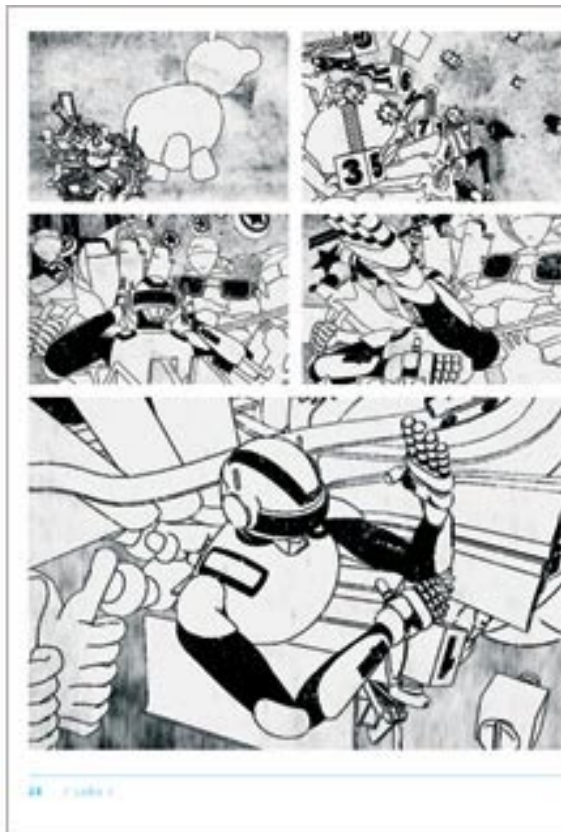
Pictoplasma Publishing



Two quality publications will showcase the results of "Get into Character". In the autumn, we will release a DVD of the works of the video directors and performance artists.

The DVD is a mix of candid camera character design, music video and karaoke. The first edition will be limited to 10,000 copies and will be published worldwide (Pictoplasma Publishing, Berlin. Distributed by Actar-D Barcelona, DAP New York and MDM Berlin).

Then, in spring 2007, we will release the long awaited 3rd Pictoplasma illustrated encyclopedia of character design with a strong focus on character costumes. (First edition 15,000; the previous publications have so far sold a total of 75,000 copies. Pictoplasma Publishing, Berlin. Distributed by Actar-D Barcelona und DAP New York)



Timeline

April to September: Get into Character!

- Production of quality character costumes by style-setting designers
 - Characters move into the PictoOphanage.
 - Characters spend their youth in Europe's capitals.
 - Performance- and video artists make videos using the characters
- > On-going image production, extensive media campaign

October: Pictoplasma Conference

- 4 days non-stop characters at the Haus der Berliner Festspiele
- > Gallery Walk, presentations, workshop, discussion, catwalk show, performances, parties und karaoke madness

November: Get into Character-DVD

- character design goes candid camera, music video and karaoke
- > first edition 10,000

February 2007: Get into Character book

- illustrated encyclopedia of the latest character design
 - focus on character costumes
 - 224 pages, large-scale, full colour
- > first edition 10,000

Stimmen zu Pictoplasma

With their online archives, publications and first conference, Pictoplasma is giving a home to characters.

de:bug, December 2004

In a busy calendar of art-based events this year in Berlin, the Pictoplasma Conference stood out as an original and cleverly planned event which brought fresh recognition to the genre of character design and illustration, in all its manifestations.

Peta Jenkin, SHIFT Japan, December 2004

It is characters in the hands and hearts of the people, instead of the understanding of character by Hollywood executives.

Harald Siepermann, www.cartoonbrew.com, November 2004

To be honest: it's boring as a human being to be constantly only meeting other human beings. It's much more exciting to meet a whole different kind of creature.

Sam Borkson (Friends With You), Style and the Family Tunes, October 2004

Love and War. Create and Procreate. Pictoplasma inspired everyone to want to give birth to a new and special art. And I am Gary Baseman and I am ready for duty.

Clutter Magazine UK, December 2004

It's Pictoplasma, the subculture of surrealistic computer-generated cartoon characters, that is setting an explosive fashion trend.

Kenneth Yu, www.jcreport.com, December 2004

Pictoplasma is doing amazing work...totally fresh and an inspiration.

John L. Solomon, Disney USA, June 2005

The vagueness of the character evokes highly emotional relationships. It is as if you were projecting your sympathy on an empty screen.

Harald Fricke, taz, November 2005

Take a look at advertising or its subversion in the urban space: It's impossible to escape these characters and their appeal.

Jonas Gempp, Groove, November/December 2005

"Characters in Motion" is a great set for everyone who loves animation a far cry from the mainstream.

Tannika Hennebach, de:bug, October 2005

Get your share before the talent scouts from Disney and Dreamworks buy out the whole thing.

Karl Bruckmaier, Süddeutsche Zeitung, November 2005

"Characters in Motion" shows clearly: dramatic performances are not restricted to living humans. At two o'clock in the morning, nothing is more bewildering and mysterious – we've tried it out. And we're thankful.

Andreas Platthaus, Frankfurter Allgemeine Zeitung, November 2005

Berlin's most friendly film festival: the information desk has the answers, the bar is smiling, in the entrance hall great films are displayed, and upstairs young people produce flip-books. The world of signs is getting more beautiful through Pictoplasma. And we all know there is no other world.

Kolya Runge, Junge Welt, November 2005

It wouldn't be Pictoplasma, if all the released creativity was to remain in its own four walls.

Novum, February 2006

Without really noticing it, Pictoplasma has unleashed a true visual phenomenon, that is just waiting to be discovered.

Laetitia Sellam, Beaux Arts Magazine, Februar 2006

Pictoplasma 1999-2006

- 1999** Start of the Pictoplasma project
- 2000** Launch of the website www.pictoplasma.com
- 2001** Publication of "Pictoplasma" (208 pages, full colour, padded hardcover)
- 2003** Pictoplasma exhibition in the Future Now Gallery, New York
>first group show of abstract and visually pared-down character design
- 2003** Publication of "Pictoplasma 2" (224 pages, full colour, padded hardcover)
- 2004** Exhibition "Characters at War!" at the Zentralbuero, Berlin
>150 Characters as high-resolution stand-ups, competing for our attention
- 2004** Exhibition "Neighborhood" at the c/o Berlin
>Rinzen (AUS) curated doll remix
- 2004** 1st Pictoplasma Conference at CafeMoskau, Kino International, Palast der Republik Berlin
- 2005** Exhibition "Characters at War!" and "Colour Me!" at the NRW Forum fuer Kultur und Wirtschaft, Dusseldorf. Colour Me! invites visitors to colour in character scribbles
- 2005** Exhibition "Pictoplasma Dice!" at the Festival Sous la Plage, Paris
- 2005** Publication of "Characters in Motion" (Book/DVD) first publication on character design in animation
- 2005** Publication of "Colour Me, Pictoplasma!" Colouring- and activity book, playing with the kidult phenomena
- 2005** Pictoplasma Animation Festival at the Cinema Babylon, Berlin
- 2006** (April) Exhibition of "Bunny Mandala, The Essence of Rabbit" in Nice, France
>Wallpaper with 1,000+ bunny characters
- 2006** (May) Exhibition "Characters at War!" at SECCA, Southeastern Center for Contemporary Art, in Salem, North Carolina, USA
- 2006** (May) Exhibition "Colour Me, Pictoplasma" at the festival "Comic meets Theater", Halle
- 2006** (May) "Get into Character" choreographed by Jared Gradinger at the festival "Comic meets Theater", Thalia Theater, Halle
- 2006** (July) Screenings "Characters in Motion" at the Anima Mundi, Rio de Janeiro, Brazil
- 2006** (August) Exhibition "Characters at War!" at Contemorrary Art Museum Peterborough, UK
- 2006** (October) 2nd Pictoplasma Conference at Haus der Berliner Festspiele, Berlin
- 2006** (November) Release of the DVD "Get into Character!"
- 2006** (December) Exhibition "Characters at War!" in Long Beach, California, USA
- 2007** (February) Release of the 3rd pictorial encyclopedia of character design

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