

TIMES BUSINESS

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B'lore animators brought 'Puss in Boots' to life

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Bangalore: Look out for a long line of Indian names among the rolling credit-list at the end of *P u s s I n B o o t s*, the latest Hollywood animation movie in town. It is the first full-length feature film from DreamWorks Animation that's been done substantially out of India.

Some 155 people in Bangalore worked on it for almost two years. The 90-minute movie showcases the best of Indian animation talent.

DreamWorks has a team of 200 people at Technicolor, a DreamWorks dedicated unit in the city. Creative director Philippe Gluckman heads the team. *P u s s i n B o o t s* director Chris Miller, who previously directed *S h r e k 3*, remotely supervised the project along with Dream-Works president Joe Aguilar.

A few weeks ago, Dream-Works Animation CEO and moviemaker Jeffrey Katzenberg flew into Bangalore with a sealed can that contained the final print of *P u s s I n B o o t s* to show the film to the India team. "The work is on a par with the highest standard of animation in the world and it matches DreamWorks' tradition," Katzenberg is said to have told the team.

The Indian crew included animators, lighting artists, special effects experts, atmosphere and volume metric experts, image rendering specialists, secondary animation experts for foliage, fur, hair, dust, fire, hay and particles, and simulation specialists for water, waves, wind, air, etc.

The storyboard and a rough, pre-visualization sketch came from the Dream-Works studio in the US, while the team in India developed the entire layout, a framework that blocked space for each character frame-by-frame.

Biren Ghose, country head of Technicolor, told TOI that the unit faced several challenges. "For instance, screening rules had to be highly synchronized between India and the US for seamless picture quality, high resolution, colour accuracy and 3D stereoscopic effect. Also, DreamWorks uses only proprietary tools and software, making it tough for Indian talent to quickly get accustomed to it. Still we did it."



MADE-IN-INDIA ADVENTURE

DreamWorks Animation has globally released 23 movies including *Shrek*, *Kung Fu Panda*, *Madagascar*, and *How to Train Your Dragon*. Bangalore had done some work for *Madagascar 2*. Many parts of *Madagascar 3*, scheduled for release in 2013, will be done out of here.

‘Never too late to do the right thing’, that’s the message delivered by *Puss in Boots* key characters Puss, Kitty Softpaws and Humpty Dumpty, Ghose pointed out, suggesting that Dream-Works has done the right thing by getting work done in India. “It’s a nice beginning for the Indian animation industry. No one will again ask if the country can produce animation and special effects for a global audience. Such a question existed till a week ago (before the movie released),” he said.

Puss in Boots has already collected over \$140 million, with the first weekend collection being \$34 million, in the US. Other markets including Asia have collected another \$89 million and the total box office volumes are expected to cross \$400 million while an equivalent sum is expected from DVDs and TV syndication.