



16 participants benefit from French Embassy, EU and AnimaxFYB two-week summer school GOBELINS Paris 3D Character animation programme

Accra, 21/07 - French Embassy in Ghana together with the European Union in Ghana and Ghanaian-based animation industry player AnimaxFYB studios have teamed up with world leading French Animation school GOBELINS Paris to offer a two-week intensive training on 3D animation for 16 young Ghanaians.

The two-week summer school, supported by the French Embassy in Ghana and the European Union in Ghana gives participants the opportunity to explore their creativity, expand their skills and gain great experience in animation. The training offers opportunity to increase the participant's skills and understanding of what makes a successful 3D Animation.

“GOBELINS Paris is very proud to bring this training programme to Ghana. Spreading know-how to meet local training needs is part of GOBELINS international development, especially on the African continent, where Gobelins is developing a solid multi-partner network, such as in South Africa, Benin and Ghana” says Cécile Blondel, GOBELINS head of international development.

According to Francis Y. Brown, creative director at AnimaxFYB studios, ***“Training is one of the key steps to help the Ghanaian animation industry to fulfil its potential and create vocations and access to jobs in the animation industry. With approximately 57% of our population being youth and considering the fact that by 2030, 40% of global youth will be from Africa. Training young people in animation (technology) with employable skills is an essential opportunity.”***

H.E. Jules-Armand Aniambossou, French Ambassador to Ghana, explains that ***“The French Team is willing to scale up the development of animation in Ghana, because we believe that animation, like all the creative and cultural industries, is not only about telling stories in a creative way, it is also about offering huge growth opportunities and jobs”***

For his part, H.E. Irchad Razaaly, European Union Ambassador to Ghana, explained that ***“the creative industries, including animated movies and games, are a key element of the Ghanaian private sector. In our daily work in Ghana we see a plethora of talented young people in the creative, including animators, this is why we decided to support the Gobelins Animation Summer School in Accra. Because we are convinced that the skills of these young people can be cultivated and strengthened, and this will allow them to scale their businesses and contribute to the economic growth of Ghana.”***

While Animation industry is booming on the African continent, Ghana's Animation ecosystem goes from strength to strength with more and more industry players and many talented animators, who shape a bright future for this industry and youth employment in Ghana. Although there are several schools offering animation degrees on the continent, skills building and permanent education are essential for the animation actors all along their professional journey. This initiative is aligned with the actions of the European Union and the French Embassy to contribute to the structuring of cultural and creative industries in the country.

Contacts

AnimaxFYB studios

Ruth Hillary Aka, Communication Manager
Email: hello@animaxfybstudios.com

French Embassy in Accra

Fanny Gouillier, Press and Communication Officer
Email : fanny.gouillier@diplomatie.gouv.fr

The European Union in Ghana

Abdul-Kudus HUSEIN, Press and Information Officer
Email: Abdul-Kudus.HUSEIN@eeas.europa.eu

GOBELINS Paris

Margaux Pignede, mpignede@gobelins.fr

About AnimaxFYB studios

AnimaxFYB Studios, the local studio partner is one of Africa's leading and award-winning Animation and visual effects studios / hub based in Accra, Ghana. With the mission to create and export authentic African content that showcases African stories and imagination for profit on both local and global markets.

About GOBELINS

GOBELINS Paris is the leading actor in the cultural and creative industries in the field of digital creation. With 60 years of experience, the school stands out for its original positioning: it trains students in image-related professions, from design to production in all its forms (still, animated, interactive, immersive). Each year, nearly 1,200 students, 40% of whom are apprentices, and 2,000 continuing education trainees are trained in animation film (ranked number 1 in the world by the Animation Career Review 2023), graphic design/motion design, photography/video, web and mobile design, print and multimedia communication, video games, video and sound (only in adult education). GOBELINS Paris is a school committed to freedom of creative expression, equal opportunity (23% scholarship holders), the fight against discrimination and sexist and sexual violence, diversity and inclusion (signatory of the gender equality charter). Open to the world, the school has over 200 international students and 35 academic partnerships. GOBELINS Paris is a consular institution of higher education of the Paris Ile-de-France Chamber of Commerce and Industry. www.gobelins.fr

About the French Embassy in Ghana

The French Embassy in Ghana is one of the 133 French Embassies in the world. It runs various cooperation projects with local partners in areas such as culture, promotion of the French language, scientific and higher education cooperation, economic affairs, defense and security. The Embassy also houses the Consulate. The "French network" in Ghana is made of the 5 Alliances Françaises of the country, Campus France, the Agence Française de Développement, the French School Jacques Prévert, the Chamber of Commerce and Industry France-Ghana, the French National Research Institute for Sustainable Development, the French Center for International Cooperation in Agricultural Research for Development, France Volontaires. The current French Ambassador, Jules-Armand ANIAMBOSSOU, has been appointed in 2022.

About the European Union

The European Union is made up of 27 Member States, with a population of around 500 million and is the largest trading bloc in the world. The Delegation of the European Union to Ghana has the status of a diplomatic mission and officially represents the European Union in Ghana. The Delegation's mandate is to actively promote the values and policies of the European Union, in an open and equal partnership with the Government and people of Ghana and to deepen the political and cultural dialogue on all issues of mutual interest and to strengthen the partnership among others.