

# CHINA'S FIRST 3D ANIMATED FEATURE

## *Ready for the Big Screen*

Marking the launch of China's first 3D animated feature, popular animated series Boonie Bears is set to debut on the big screen in January.

One of China's most popular animated series is set to debut on the big screen, according to a report by the China Toy & Juvenile Products Association.

Marking the launch of China's first 3D animated feature, Boonie Bears will arrive in theaters during Mainland China's Spring Festival held in January. The film, which is centered around the theme of treasure, was jointly produced by Fantawild Holdings, Mr. Cartoon Pictures, LEVP and the Zhujiang Film Group.

Produced by Fantawild Holdings, the Boonie Bears cartoon series was first shown in February 2012, and quickly became the most popular children's show in China. Approximately 200 13-minute episodes have been produced to date. The main characters are two bears, Briar (Xiong Da) and Bramble (Xiong Er), and a logger named Vick (Guangtou Qiang), and episodes generally revolve around Vick's attempts to log the timber where Briar and Bramble live, and the bears' attempts to stop him.

The Boonie Bears feature will see how the relationship between Vick the logger and the bears changes as they team together in a quest to win back lost treasure.

I'm not sure what's harder to believe: that China still hasn't released its own homegrown 3D CGI animated feature or that the first one they are releasing later this month is something called Boonie Bears (Xiong Chumo). The recent updates by Chinese media reports that this is the country's first 3D CGI film may be inaccurate; our pals at YAM remind us that there

was another Chinese feature in 2011 called Legend of a Rabbit.)

Boonie Bears is based on a popular TV series currently broadcast on Central China Television. Over 200 episodes of the show have been produced, expounding the general theme of peaceful coexistence between man and nature. In the show, man is represented by a logger named Vick and nature comes in the form of two bears, Briar and Bramble.

A 70-minute TV special, Boonie Bears: Homeward Journey, aired last spring in China, and will be released next week on DVD in the United States. The English-language trailer for the special is memorable, but for all the wrong reasons.

Like the TV series, the feature is produced by Fantawild Animation Inc. (whose other shows include Chicken Stew-Tales from the Salted-Egg Temple, Brainy Bubbly Bug Buddies, and Power Panda Posse) in association with Mr. Cartoon Pictures, LEVP and Zhujiang Film.

