



RODEOFX PRESENTS A
RODEO ANIMATION PRODUCTION

DIRECTED BY
ANDERS BEER
PIERRE-HUGUES DALLAIRE

Mocho

THE CAMEL

EXECUTIVE PRODUCER
SÉBASTIEN MOREAU

HEAD OF STORY
BENOIT THERRIAULT

HEAD OF CONTENT
PETER NOFZ

MUSIC BY
IOHANN M. MILLER

PRODUCED BY
DON KENNEDY

EDITED BY
GUILLAUME POULIN

HIDDEN TALENTS IN A CREATURE THAT SEEMS SO SIMPLE

Clever and playful, Itchy the Camel embodies the dreams of the animation team at Rodeo FX

MONTREAL, May 17th 2021

Last spring, right before the pandemic hit, Anders Beer, Benoit Therriault and PH Dallaire were asked to start producing a simple character vignette for their newly formed animation division.

"It was a very exciting creative process right off the bat," says Anders, *"Benoit drew the first edition of the camel and then PH took it and turned the legs forward like a classic cartoon, like a 'two guys in a horse suit'—it was the perfect pivot."*

Itchy the Camel was born. Much like the new trio at Rodeo FX, with each new step taken, hidden talents were discovered—acrobatics, facial expressions, storytelling structures—and new heights of creativity were reached.

"Through every stage of the three of us working together, I knew the potential was off the charts," says Anders Beer.

When Rodeo FX began to assemble their animation dream team, the creative vision was this: build a studio that would produce original animated stories to nurture and express the talents of their artists. After many years of working on client stories, this division would be writing its own stories, and bringing its own unique characters to life. Itchy the Camel became an exercise in the joy of making cartoon characters come alive.

"Ultimately, Itchy's is a story about expectations," says Benoit, *"a joke in three acts, you've got the first joke, the second, then a reversal of expectations with the third. Itchy is innocent and we relate to that."*

"The beginning of the pandemic was a really dark time and making one another laugh was a relief," says PH. *"Itchy is the first time Rodeo has expressed itself as a creative animation studio, so we're celebrating taking this first step,"* he adds. *"Yes, Itchy is small in scale, but he hints at what's to come."*





Anders Beer

Director

Anders brings his passion for character driven storytelling to Rodeo FX as an animation director with over 23 years of experience in film and television.

Recruited out of CalArts in 1996 by the newly formed Dreamworks SKG, Anders began his career as one of the first digital artists on the development of "Shrek". In 1999 he co-created the short film "Los Gringos" which screened at Sundance. Since then he's been involved with the production of feature animated films like "Chicken Little" & "Surfs Up" as well as character driven VFX films like "Paul" for which he received a VES nomination for Outstanding Animated Character in a Live Action Feature Motion Picture.



Ben Therriault & PH Dallaire

Director & Head of Story

Artists first and foremost, Ben & PH are directors with a hands-on approach.

For over 10 years, they have been bringing feature film quality character animation to commercials and short films. Using their mastery of animation and design, they strive to develop the unique styles that best suit a particular story.

Their character-driven storytelling spans multiple mediums, from 3D to Stop Motion Puppets to 2D. Their clients include Coke, Sobey's/IGA, LottoMax, Agropur Dairy Cooperative and Daily Grand Lottery.

Their commercial work and short films have been showcased on numerous occasions and screened at the prestigious Annecy International Animated Film Festival ("Share The Joy" short film, IGA "Vraiment Frais", IGA "Aide Gourmet"). Other accolades include Vimeo Staff Picks ("Share The Joy"), Queen Palm International Film Festival Honourable Mention (LottoMax "Bear"), CREA Award (MSSS Smoke) and Awardeo (OUTSIDE short film).

They're currently directing an animated short at Rodeo FX.



“What I ultimately believe came out in that character was our drive to make each other laugh and experience relief from a dark time...”

BENOIT THERIAULT | HEAD OF STORY

“We created our own boundaries in this project, which is to say, they arrived naturally through pure creative exploration...”

ANDERS BEER | DIRECTOR



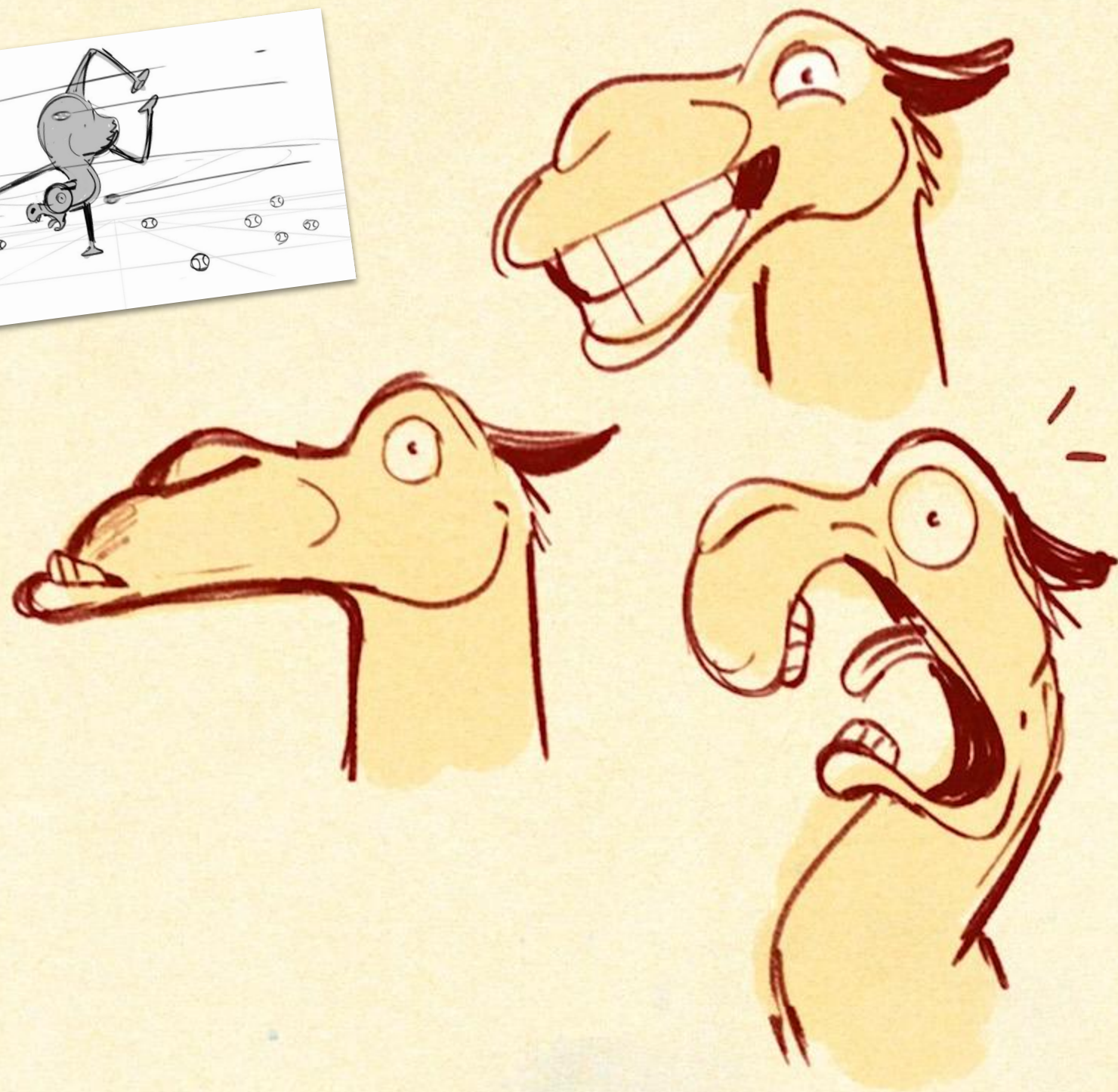
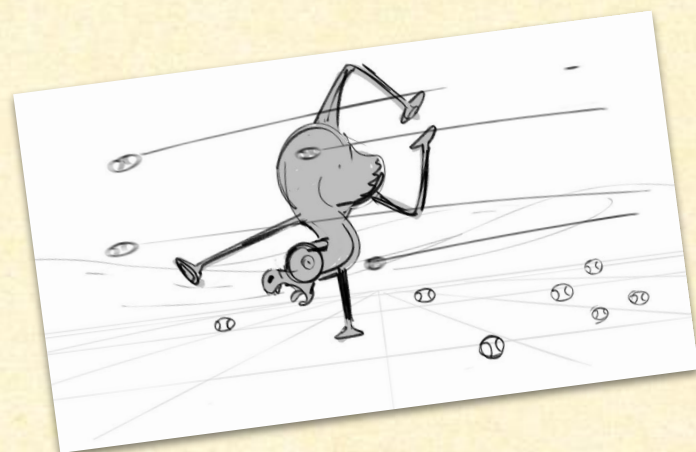
Synopsis

Itchy the Camel is a simple character vignette, an exercise in the joy of making cartoon characters come to life. In part one, we see Itchy in his natural habitat, strolling through the desert, and persistently distracted by an itchy back. When Itchy stumbles upon something that seems uniquely out of place in the desert, this seemingly simple minded, yet reasonably charming camel reveals an unexpected level of inspiration and skill. But what will Itchy do with this newly exposed inspiration?

In part two, Itchy is once again strolling through the desert, distracted by his persistently itchy back. And once again, Itchy is abruptly caught by some strangely out of place objects. This time, these foreign objects are more confrontational. Will Itchy's inspiration help him resolve this peculiar and somewhat hostile confrontation?

In the final sketch, Itchy's now familiar stroll in the desert and persistently annoying itch are interrupted by a whole pile of unfamiliar, and somewhat dangerous objects. This time, Itchy will need to rely on more than just inspiration. But is there really any more to this droopy faced, itch obsessed camel?





Complete Credits

Directors

Anders Beer
PH Dallaire

Story Development

Benoit Theriault

Head of Content

Peter Nofz

Producer

Don Kennedy

Executive Producer

Sébastien Moreau

Film Editor

Guillaume Poulin

Music Composer

Iohann M. Miller

CG Supervisor

François Lord

Production Coordinator

Liat Har-Gil

Animators

Yannick Puig
David St-Amant
Taran Matharu
Yan Morin-Dubuisson
Mike Dacko
Alessio Rosio
Adrien Barbier

Texture Artist

Mélissa Boily

Effects Artist

Nathan Arbuckle
James Dong

Look Development Artist

Jonathan Fleming-Bock

Rigging Artist

Hannes Faupel

Lighting Artists

Marie-Laurence Hudon
Jacob Koslosky

Layout Artist

Conal Wenn

Creature Effects Artist

Mengya Zhang

Compositing Artists

Manon Ghys
David Tremblay
Jocelyn Tremblay

Flame Artist

Caroline Brien

VP Technology & Development

Jordan Soles

Chief Financial Officer

Suzanne Bertrand

End Credits Design

Mathieu Lalumière

Supervising Sound Design / Mix

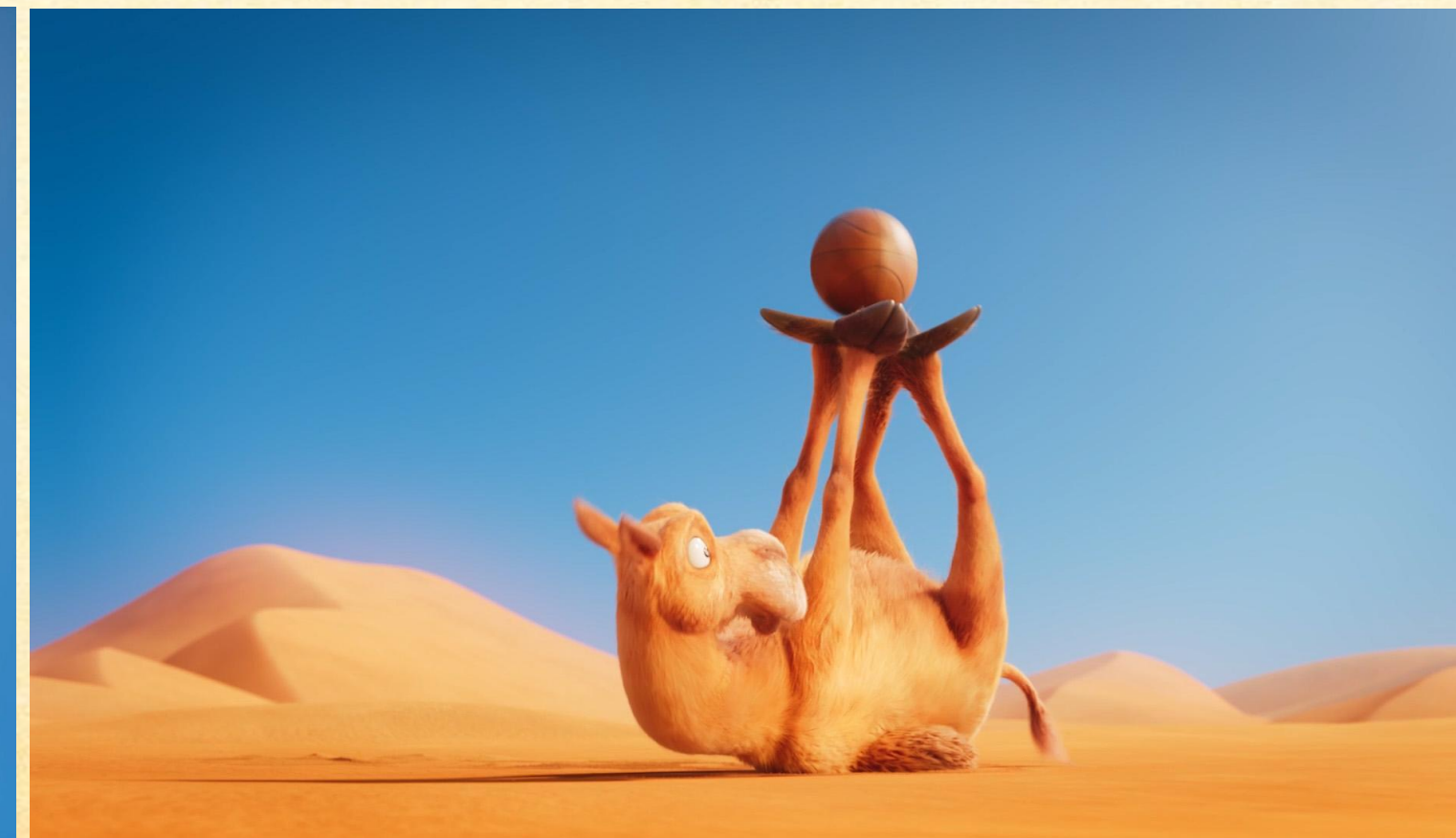
Sylvain Roux

Sound Design

David Beaulieu

Audio Post-Production

BLVD



About Rodeo FX

Rodeo FX was recently nominated for six VES Awards for its work on the series *Lovecraft Country*, *Tales from the Loop* and the film *Bloodshot*. Rodeo FX is a full-service, visual effects house for acclaimed films, groundbreaking series and unforgettable ads. Founded in 2006, The studio boasts close to 500 accomplished artists, with studios in Montréal, Los Angeles, Québec and Munich. Notable projects include Academy Award®-winner *Blade Runner 2049*, *IT Chapter 2*, *Valerian and the City of a Thousand Planets*, *Aquaman*, *Arrival*, *Fantastic Beasts: The Crimes of Grindelwald*, *Stranger Things Season 3*, *Watchmen*, *Lovecraft Country*, and *WandaVision*. Rodeo FX recently won two VES Awards for its work on Netflix's *Stranger Things Season 3* and a 2019 VES Award for its work on Amazon's *Jack Ryan*. Emmy® honours include three awards for *Game of Thrones* in 2014, 2015 and 2016.

For more information, please visit rodeofx.com



About Rodeo FX Animation

Rodeo Animation is a division built by artists. For us, animation is a liberating artform where pure craft collides with untold stories, arresting images, new technology, and boundless imagination.

We believe that animators will never be replaced by technology.

They are the crafters.

The true artists.

Contacts

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