

DIGIART LL



**3D Africa Talent**  
LET'S BUILD THE COMMUNITY

# Presentation of the event "3D AFRICA TALENT"

By

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(DigiArtLivingLab)

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## Presentation of the event "3D AFRICA TALENT"

After 12 editions of FAN (Festival of Digital Arts), the first festival of 3D and animation in Tunisia and North Africa, and TAHRIK, the festival specialized in animation that brought together fans of comics design in 2D, 3D and the Art of animation. These 2 annual events have been able to create an important community which is expanding from year to year, a more and more informed public who is looking for the innovation related to 3D Art.

The DALL Digiart living lab (a creative platform for young talents and professionals allowing them to design and produce their own creations) supported by the Createc association and in collaboration with Net-Info(School of Art and Technology), decided this year to develop the concept of 3D festival and animation so that it touches the entire African continent and comes back with the "3D AFRICA TALENT" which is going to be a revelation for the public of the 3D.

As organizers our intelligence and passion push us to respond to the needs of our community so we can offer them the best.



## The special feature of this event

The particularity of this edition is that it coincides with the closure of the mission of the fund TFANEN (Creative Tunisia) led by the British Council and funded by the European Union in Tunisia which has supported our project since September 2017 until September 2018 date of the set-up of our event.

"3D AFRICA TALENT" is a festival that targets several sectors of the 3D and the animation.

The specificity of this first edition is the opening on the African continent, the innovation lies in the fact of creating a South/ South connection in order to develop the 3D industry.

### « 3D AFRICA TALENT » Goals :

- Showcasing the skills and the artists of 3D and the animation world by exposing the best conceptions.
- Opening scopes and opportunities for anyone who's interested in the 3D production:
  - All ages
  - All disciplines combined
  - All levels of education
- Enabling people to discover the many fields of application of 3D and animation (industry, design, cinema, advertising, video games, architecture, etc ...).



- Sensitizing young people to animation techniques.
- Unveiling the secrets of the latest achievements and innovations in the world of 3D.
- Allowing the discovery of new tools and techniques of 3D , VR / AR, Video Game and Animation.
- Offering business and collaboration opportunities to companies and institutions interested in the talented creators.

## Organizer

This event is Held by the D.A.L.L (DigiArt Living Lab), creative, open and social innovation platform certified by ENOLL. It's a space that welcomes the talents of the region wishing to develop their creative spirit and want to produce innovative projects, with a social impact and that through creative and digital technologies (3D, Video Game, Virtual Reality, Augmented Reality , IoT, ...).

In addition to having several teams working on innovative projects, the D.A.L.L is also a workplace and exchange for all the adhered persons whether they're graphic designers, coders, Gamers or others who share the same passion.

## Components of the "3D AFRICA TALENT":

This event will highlight the different skills of the 3D industry, it will also be a space for discovery and sharing of new technologies in 3D and animation through these 5 components:



### 1. 3D Awards :

This price concept is mainly made for the professionals in the 3D industry. This initiative aims to boost and motivate those people whose creations and works must meet the selection criteria that will be communicated during the announcement of the work submission for each category.

### 2. Challenges :

It is a competition for amateurs (young people and students) who share the same passion. It will be in the form of a 24-hours contest in partnership with a brand interested in 3D designs and projects, this Label will be the main supporter of the challenge, this label will be in charge of setting the theme of the competition in addition of the awarding of the prize to the winners and most importantly this brand will open a business collaboration opportunity or even a recruitment for one or more of these young talents.

### 3. Conferences :

For this part of our program we will be inviting speakers and internationally renowned personalities from both designers and 3D software leaders. Where they will do exhibitions of novelties in the world of 3D and also raise current topics in the Art of 3D .



#### 4. Workshops:

This will be one of the most important moments of practical sharing by bringing together young passionate people and professionals from Africa to exchange their know-how and ideas in order to benefit the present community through the discovery of techniques and tools in the 3D.

These workshops will be divided into 2 categories:

- \* *Discovery workshops: basic learning sessions about the tools and the techniques of 3D design and Animation.*
- \* *Advanced Workshops: Sessions intended for amateurs thirsty for knowledge in advancement and new technologies in 3D and Animation*

#### 5. Special Exhibition of Tfanen project:

##### a- Tfanen project overview:

Tfanen, CreativeTunisia supports the various cultural operators such as civil society actors, artists and passionate through subsidy programs allocated via projects calls. The D.A.L.L project (DigiArt Living Lab) was selected as part of Tfanen project to set up a creative platform for social and cultural innovation. The project targets several Tunisian regions and opens up with a gradual extension to Africa. Here is the list of our various actions 2017/2018 which took place within TFANEN project:



- \* *"Geek\_Innov" : September 9 and 10, 2017 at NET-INFO Nabeul*
- \* *"Master Class Python & Computer Graphic" : November 12, 2017 at CREATEEC Headquarters*
- \* *" Digital November " : 17 November 2017 at the French Institute of Tunisia*
- \* *"Master Class Adobe After Effects & Cinema 4D " : November 19, 2017 at the headquarters of the CREATEEC association*
- \* *"Gafsa" : November 29, 2017 at the Institute of Applied Sciences and Technology of Gafsa*
- \* *"Gabes" : December 02, 2017 at ISIM Gabes*
- \* *"Masterclass UNITY VR" : December 03, 2017 at CREATEEC Headquarters*
- \* *" Masterclass Web Development GL": December 10, 2017 at CREATEEC Headquarters*
- \* *"MasterClass "Digital Marketing": December 22, 2017 at NET-INFO Tunis*
- \* *"Global Game Jam 2018": 26-27-28 January 2018 at NET-INFO Nabeul and DigiArt Living Lab headquarters*
- \* *" Masterclass Video games, playful facility": February 16, 2018 at NET-INFO Tunis*
- \* *"MasterClass Game Design": February 17, 2018 at DigiArt Living Lab headquarters*
- \* *"Masterclass Customize your 3D Scene " : 02 March 2018 at NET-INFO Tunis*
- \* *"Level Up": 09 March 2018 at the Higher Institute of Multimedia Arts of Manouba*





- \* *"Sghirek Yetfanen": 23-24 March 2018 at the French Institute of Tunisia and the House of Culture of Nabeul*
- \* *"Geek\_Innov": 02 April 2018 at the Higher Institute of Arts and Crafts of Mahdia*
- \* *"Geek\_Innov": 02 April 2018 at ISET Charguia*
- \* *"Geek Inov-Sfax": 04 April 2018 at the Higher Institute of Arts and Crafts of Sfax*
- \* *"MasterClass Special Preparation for the Hackathon VR/AR": 06 April 2018 at NET-INFO Tunis*
- \* *"Geek\_Innov": 07 April 2018 at the Gafsa Private Engineering School*
- \* *"Hackathon VR/AR": April 14, 2018 at NET-INFO Tunis*
- \* *"Geek\_Innov": April 18, 2018 at ESSTED*
- \* *"AR / VR Africa Hackathon": From 20 to 22 April 2018 at NET-INFO Tunis*
- \* *"Geek\_Innov": May 10, 2018 The Arts of the Fire-Nabeul*
- \* *"Sghirek YetFanen-Scratch Day": May 12, 2018 at CREATEC Association Headquarters*
- \* *"Tunisia 3D Print Show ": May 15, 2018 at the Bardo Museum*

## 6. Exhibitions:

It is a showcase of a selected group of talents from different Ages (children and adults) who have interesting work to submit, in order to give them the chance to strive freely and express their sense of imagination without any constraint, something that has always been one of the main objectives of our initiatives.

### Zapping on the D.A.L.L.'s initiatives:

#### FAN :

The Festival of Digital Animations, this festival took place during 12 successive years providing a space of projection of innovative works who won prizes in international events (FESTIVAL OF ANNECY, SIGGRAPH, IMAGINA, E-MAGICIANS, ...). In addition to screenings, this space also offered practical "shows" on techniques used in the field of digital imaging and special effects.

#### TAHRIK :

A festival dedicated to animation with transdisciplinary content that has built bridges between the world of video games, comics and digital arts. TAHRIK has been a window on Tunisian, Mediterranean and African production with a program that combines projection, competition, professional meetings and workshops.

## HACKATHON AR/VR :

The AR / VR Hackathon is an event where developers, coders, graphic designers and all enthusiasts come together to work on project ideas and win prizes. A 48-hour competition in which participants focus on designing, creating and solving problems. HACKATHON is an opportunity to learn about Augmented and Virtual Reality and other immersive technologies, meet new people and gain hands-on experience in AR / VR design and development.



## Global Game Jam:

*The Global Game Jam is an annual event that gathers more than 36,000 participants in more than 701 cities in the world simultaneously to create video games in 48 hours non-stop.*

*"THE GAME JAM IS NOT JUST A COMPETITION, IT'S A MOMENT OF INNOVATION, SHARING AND LEARNING OPEN TO ALL". A fabulous opportunity to promote creativity and innovation.*

*D.A.L.L had the honor to organize it the last 2 years 2017 and 2018.*



## Notice to Potential Sponsors and Partners:

You want to be a partner or sponsor of the first edition of "3D AFRICA", here are 3 forms of partnership that we offer:

### Media Sponsors:

A media sponsor through an advertisement on the radio or TV channel, you can also publish our event via your social networks, write an article in a publication or even publish an article about our event and our organization on your blog / website. All of this is done in an exchange for sponsorship benefits.

### These included:

- \* Show a banner or stand at our event
- \* Brand recognition in print and on websites
- \* Priority access such as VIP and exclusive interviews

### Financial Sponsors:

As the name suggests, cash or financial sponsors are sponsors who donate money to our event organizers in exchange for the benefits described in a sponsorship agreement. This may include placing a logo on a signage or a promotional material, creating content prior to the event, promotions and opening speeches.



## *In-Kind Sponsors:*

*Unlike cash or financial sponsors, in-kind sponsors donate products or services instead of offering cash.*

*Thanks a lot of your interest tp our event*

## *People to Contact :*

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