

Please contribute to help make this project a reality!

We encourage all members of the animation community to contribute to the ASIFA-Hollywood Animation Archive Program.

_____	\$5,000 and up	PROJECT SPONSOR Credit and logo appear on all publications and press releases regarding the Animation Archive Project for one year.
_____	\$500	ARCHIVE PROJECT ANGEL Credit and thanks appear on the ASIFA-Hollywood Animation Archive Project Webpage and in the Annie Awards Program
_____	\$100	ARCHIVE PROJECT HERO Credit and thanks appear on the ASIFA-Hollywood Archive Project Webpage.
_____	\$60	ARCHIVE PROJECT PARTNER If every member of ASIFA-Hollywood donated an amount equal to their yearly dues to the Animation Archive Project, the establishment of the project would be completely funded.
_____	Other	Any donation, large or small is greatly appreciated and 100% of the funds donated will be used exclusively to establish the ASIFA-Hollywood Animation Archive

You will be able to chart the progress of the project by keeping an eye on the Animation Archive Project homepage, www.animationarchive.org. As with all of the projects of ASIFA-Hollywood, we are indebted to the time and efforts of the volunteers who make everything we do possible. On behalf of the Board of Directors and membership of ASIFA-Hollywood, we thank you for your support.

ASIFA-Hollywood Animation Archive
2114 Burbank Bl, Burbank CA 91506
<http://www.animationarchive.org>



THE ASIFA-HOLLYWOOD ANIMATION ARCHIVE PROJECT

The art of animation has a long and rich history. Just about everyone is familiar with the hundreds and hundreds of cartoon characters that populated the magical world of theatrical and television animation over the past century, but how much do we know about the people who gave life to them? Here is a little puzzle to get you thinking about how much you know and don't know about the art of animation...

Do you know who this man is?



You may not recognize his face, but you would instantly recognize his work! Read on, and you'll find out about the valuable resource that The International Animated Film Society: ASIFA-Hollywood is planning for students, artists and researchers working within the field of animation, and how ASIFA plans to increase the public awareness of the achievements of people like this gentleman pictured here...

Who is ASIFA-Hollywood?

ASIFA-Hollywood is the Los Angeles chapter of the International Animated Film Society. For nearly half a century, ASIFA-Hollywood has been dedicated to...

- Supporting and encouraging animation education
- Supporting the preservation and critical evaluation of animation history
- Recognizing achievement of excellence in the art and field of animation
- Increasing the public awareness of animation
- Acting as a liaison to encourage the free exchange of ideas within the animation community
- Encouraging journalism documenting current trends and activities in animation
- Encouraging the social interaction of professional and non-professional animation enthusiasts
- Encouraging the development and expression of all forms of animation



ASIFA-Hollywood has been serving these worthwhile goals by sponsoring scholarships, film festivals and screenings, animation job expos and other events related to the art and craft of animation. Best known among the projects of ASIFA-Hollywood are the Animation Preservation Project, where ASIFA members contribute to rescue classic animated films in danger of being lost to time; and the Annie Awards, the annual award ceremony honoring excellence in animation. ASIFA also maintains an Animation Center in Burbank, where it holds meetings, exhibits and screenings. The ASIFA-Hollywood library and current archive holdings are housed there.

ASIFA-Hollywood's Plans For the Future: A Museum, A Library and A Virtual Archive

ASIFA-Hollywood has embarked on an ambitious project to expand the offerings of the current Animation Center in Burbank to include a virtual archive, museum, library and research facility for the benefit of the animation community, students and general public. The first step in achieving this goal involves the establishment of a computer system capable of imaging, cataloging, and retrieving images and sounds related to the art of animation.

There are many archives dedicated to collecting documents and preserving the physical artifacts of animation, but the ASIFA-Hollywood Animation Archive will be unique. First of all, this will be a *VIRTUAL ARCHIVE* dedicated to the use of students, artists, voice actors and other creative people working in the artform of animation. It will function as the ultimate artist's "clip file", gathering together hundreds of thousands of digital files related to the subject of animation. The focus of the archives will be to document the careers and artistic achievements of the people who created the classic animated cartoons of the past 100 years. Even though these "actors with pencils" created animated stars familiar to just about everyone, the story of their own lives and careers have yet to be brought to the public. The ASIFA-Hollywood Animation Archive will be dedicated to doing just that.

Access to the materials will be much quicker and easier than with most research facilities because this will be a digital archive, not a collection of hard copies. A central server will house hundreds of thousands of digital images, movies and sound files, all searchable by topic through a keyword database. This central server will be connected to satellite work stations at the ASIFA-Hollywood Animation Center. ASIFA-Hollywood members and the general public will have access to the system for their personal reference and research. Once the system is up and operating smoothly, the Animation Database will be brought online, so ASIFA-Hollywood members will have instant access to the animation database the world over.

The database will contain a wide range of material... illustration and print cartoons categorized by subject and artist; all kinds of animation art from character designs and model sheets to animation drawings and background paintings. Movies of pencil tests and key scenes by famous animators will be included, as will audio files documenting the work of major voice over artists. All of the digital files will be accessible by a simple keyword search. Artists will be able to quickly see different approaches to the design of a specific subject, research the work of artists who interest them, and gain inspiration from the rich history of animation.

ASIFA-Hollywood members will have the opportunity to arrange to digitize important artwork and research material in their own personal collections for inclusion in the database. ASIFA-Hollywood's position at the center of the Los Angeles animation scene puts it in an unique position to be able to quickly pull together a broad array of valuable information, and provide it to the animation community as a whole. In a short period of time, we are confident that the database will become the pre-eminent digital collection devoted to animation in the world.

The first phase of the project involves purchasing the necessary equipment and building a prototype Animation Database which will be available to members at kiosk workstations in the ASIFA-Hollywood Animation Center. The fundraising goal to make this start is \$50,000. Once that goal is reached, we will begin to search for sponsorship and grants to allow the archive to be brought online.

Your Help Is Needed

At first glance, \$50,000 may seem like a great deal of money, but if every member of ASIFA-Hollywood contributed an amount equal to their annual dues to the effort, the Animation Archive will be a reality in a very short period of time. Once the Animation Archive is established and operating, ASIFA-Hollywood will begin work on establishing the ASIFA-Hollywood Museum of Animation.

Over the next three to five years, ASIFA-Hollywood will be staging numerous fundraising events to fund this ambitious project. We encourage all animation professionals and fans to donate and become a part of the planning and organizing. If you would like to make a donation to the Archive Project, you can send them to the ASIFA-Hollywood Animation Center...

ASIFA-Hollywood Animation Archive 2114 Burbank Bl. Burbank, CA 91506

Please write ARCHIVE PROJECT on the note line of your check, and we will make sure it gets into the project account. Your support will be clearly visible in the growth of the project over the next few years. We will keep you informed as the project moves forward.

If you would like to volunteer to help ASIFA reach its goals, please plan to attend one of the monthly Act of Membership meetings. They are held at the ASIFA-Hollywood Animation Center on the last Wednesday of every month.

So, who is that fella on the cover, anyway?

That's a self-caricature by Ub Iwerks done in 1930. Iwerks is best known as the creator of one of the most iconographic cartoon characters of all time... *Mickey Mouse*. Iwerks was an inventor as well, developing the multiplane camera, process photography for compositing live action and animation, and animation xerography. His work has touched the lives of people all over the world, yet few know him by name and even fewer would recognize his picture.