



Achtoons Cartoons

Not so Loony Business Leanings

Telelevision cartoons for communication campaigns. They're successfully created, on an international level, by Achtoons of Bologna. A new artistic cooperative founded by two artist-entrepreneurs, **Giovanna Bo** and **Anna Lucia Pisanelli**, which looks toward the future with the help of a "business angel". **Giovanna, the Achtoons project is really an avant-garde national product. How was it created? What are its goals?**

Achtoons was born in 1999 and originally went on the market as a service organization for cartoon production houses. The first few years were dedicated to collaboration projects for television series (Coccobill, Corto Maltese, Winx Club) and feature films (Totò Sapone, Aida degli Alberi). Then the creation of our own internal projects that went on to receive international

recognition pushed us towards the world of advertising and production: today we develop television projects and communication campaigns using animation as our main tool. New development strategies have characterized this past year in our history, as has the new entry of the entrepreneur Massimo Scandroglio, who has recently joined us and that we met through Ban Bologna (Business Angels Network).

You two are at the head of the company, two young artist-entrepreneurs. What do you expect from the future? What role does your business angel have in all of this?

It's true that Anna Lucia and I are at the head of the company. But our business angel is always by our side, for every important decision. His contribution is fundamental because it's never limited just to what there is to be earned, it's a constant exchange of points of view

that allows us to pay close attention to our business strategies, which is an aspect we were missing in our first years of activity, as we were exclusively concentrated on the product. We strongly believe in animation as a communication tool and we are currently studying new communication channels that could transmit these products. We like to think of Achtoons as a breeding ground for ideas and an animated communications agency.

Innovation, research and development. What do they mean to a company born in Bologna and raised to the tune of animated cinema and cine-television production?

For us innovation, research and development are all the same thing. Innovation means giving life to new ideas using new tools to do so; research and development are made up by the studies that allow us to respond to the demands of the market and the creativity to know how to do this in the best way possible, using the most effective tools and techniques. Technological convergence makes it possible to benefit from a cartoon on different levels, which allows you to use the same language for different forms of media and reach a highly varied range of targets with a simple and entertaining message. Fantasy needs technology in order to come to life in the best form possible, with the most moderate price; but technology alone lacking valid content is, of course, just an empty container.

