

"POR LAS  
BARBAS  
DE MI  
GATO"



# LOGLINE

A lonely boy, gamer, scared and allergic to cats, knows the value of unconditional love that cats have towards humans, living as one of them. He'll have to change the way he thinks about these beings opening his heart to others before he can never return to his own body.





# SINOPSIS

Daniel, a boy who is an only child and a lover of video games, has little connection with the outside world because he is allergic to everything, especially cats. That's why he doesn't go out, he keeps cleaning himself from germs with a robot he has designed himself. He would like to be a "normal" child someday and be able to leave the fear of everything that causes his allergy behind.

Daniel's parents often move from town because of his father's job. The only activity that makes Daniel "go out" is the cello lesson. There he meets Zoe, an outgoing girl, who loves nature, animals, and "getting muddy" after a hiking day. Who has a youtube channel where she uploads the rescues of kittens collected from the street which she then puts up for adoption. Zoe studies at the same school where Daniel arrives. There, the boy is a victim of bullying because of the fearful attitude caused by his allergy.



When the bully in the classroom realizes this, he takes the opportunity to make his life miserable. Zoe can't stand it, so she defends Daniel with such a negative result that he is targeted for more bullying because he is "defended by a girl".

The first bazaar at the school that Daniel attends, he does it in the company of Zoe who goes with her cat Matías. In the middle of a sunny afternoon, a sudden storm appears, and lightning strikes Daniel and Matias. This is when a fantastic event happens: Daniel's and Matías' souls exchange bodies. Daniel's soul enters Matthias' body but Matthias' soul doesn't enter Daniel's body which causes him to go into a coma. To return to his body Daniel will have to learn what unconditional love is, leave behind his fears and find the ingredients to make a magic potion to drink with Matías at dawn, after the eclipse of the moon in a month, if he does not manage to meet these conditions both will die.

# TREATMENT



# ACT I

Daniel is a 10-year-old boy, who suffers from terrible allergies caused by contact with animals, especially cats. His reaction ranges from extreme swelling of his eyes to growing pimples and suffocation. Therefore, he panics about them. So his contact with nature is non-existent, he does not know what it is like to go out and play football in a park. His life is spent between school and home, where his free time is designing robots. As a genius child who has designed one that acts as a "best friend" filling the emptiness of a real one, Daniel wants to be a "normal" child and have friends of flesh and blood. The robot that Daniel made is in charge of "sterilizing and exterminating" all the bacteria or virus he finds on Daniel,

helping him to purify the environment. That is why his games are played on consoles and mobiles, to interact with other children who, like him, make "virtual friendships".

His "universe is the technology". Daniel's father, because of his job, constantly shifts cities, so Daniel changes schools very often, something that also does not help him to have "real friends". Due to a doctor's prescription, Daniel must go out more so that he can generate "defenses", so his overprotective mother starts with private lessons of cello, an activity where her son does not take much risk and that she knows he enjoys very much.



There she meets a girl who is the complete opposite of Daniel, called 11-year-old Zoé, who is outgoing and friendly. She loves to go out into nature and "get muddy" so as not to miss out on any outdoor adventure, but there is something else that Daniel does not expect: she loves animals, especially cats. She is the typical "tomboy" and for the last year she has been spending part of her free time rescuing kittens in the street, bathing them, deworming them, curing them if any of them are injured or have major problems and taking them to her mother's veterinary clinic. All her anecdotes with those little animals are uploaded on her youtube channel and instagram, where Zoe makes them "cute" for the pictures she uploads on her networks to be adopted. The first cat that Zoé adopted was Matías, a cat that, since he was a baby, was found by Zoé's mother, made a wet hairball a thunderstorm night.

Daniel and Zoé become friends despite their differences, although music is something that unites them deeply. Also by going to the same school. Zoé treats Daniel with kindness and respect because she understands his condition and knows that he would like to be like other kids. From the first day of school, Daniel is bullied, because of his "fearful" personality derived from his allergy. And as if that wasn't enough, Zoé defends him by making the environment worse for him, because he is being defended by a girl. The months pass and the first bazaar of the school, Daniel, Zoé and the cat of this one called Matías are playing in the patio just before an unexpected electrical storm begins. When they are running to protect themselves from the rain, thunderbolts fall right on top of Daniel and Matias.



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As all this happens, Jacob, an apprentice guardian angel, enters the office of the Archangels in heaven to work, his boss Michael goes on an "urgent mission" and leaves his sword behind. Jacob cannot resist the temptation to take it and starts playing with it. But the sword is very heavy and in one of his pirouettes, he loses control and drops it. From swotherd, thunderbolts come out on all sides and one of them goes down to earth, falling on top of Daniel and Matthias, magically making their "souls" switch to their bodies.

## ACT II

When Daniel wakes up he realizes that he is inside Matthias' body, now he is a cat, one of those "horriying" beings that caused all his misfortunes. However, Matthias has not entered Daniel's body, causing his body to go into a coma. Daniel tries to get back into his body but doesn't know-how. He tries to communicate with Zoé but she doesn't understand him because Matias/Daniel makes noises instead of words, the only thing that comes out of his mouth is meowing. After failed attempts full of comedy: Such as how to dress up and play "mime" games in front of Zoé, or how to download an application to her friend's the cell phone, (the one he once did to translate and communicate with cats, one of the many strategies he invented to keep herself away from them) he realizes that it translates badly.





Then he is helped by the spirit of Matthias who, already desperate because of Daniel's clumsiness, teaches him to communicate with his friend the way only he can. Zoé finally understands him, gets alarmed and enters to consult google on how to solve it.

The first results include tutorials on Youtube (how to resuscitate a pet at your own risk) and online consultations with mediums on their channels. The kids try everything but nothing works. Every "cure" seems worse than the disease. By a youtube algorithm, Zoe's profile shows a video of a medium-ethologist named Carlota who communicates with the "disembodied spirits" of the pets. As she has millions of followers on her youtube channel, Zoé decides that she is the best one to help them. She writes a private message telling her what happened, but days and weeks go by and Carlota doesn't answer. Zoé checks her videos again and realizes that for several months she hasn't uploaded anything "new". She finds her web page, where the address of her office is. So she decides to go personally (Zoé, Daniel/Matías and the spirit of the cat) to Carlota. They arrive at an old English style house in Chapinero Alto in the city of Bogotá. They ring the bell but nobody comes out, so Zoé's adventurous spirit decides to inspect the surroundings, she realizes that there is someone in

the house so she rings it again and this time she says out loud that she has already realized that there is someone inside, that it is a matter of life and death.



Carlota opens the door but it seems like a very "different" person, nothing to do with the charisma of the videos. Zoé explains to her about the exchange, but Carlota tells her that she no longer "dedicates herself to that", she thanks Zoé for having taken the time to go and when she goes to close the door Daniel/Matías has put a paw to not let it close.

Carlota and Zoé turn to look at the "cat" and it enters without being invited (Obviously Matthias' spirit is all the time "in charge" giving Daniel indications of how to be a cat and not make a fool of him with his fellow felines). Carlota resigns herself to letting them in, makes tea and tells Zoé why she stopped working as an animal medium: her only grandson had died from the bite of an unvaccinated rabid street dog. That day she went with him to the park and could not forgive herself for not having foreseen the dog's reaction before it bit her grandson. Since that day she has not spoken to her only daughter, because she blames her for the incident, lost faith in herself and preferred to abandon her "vocation". However, when Carlota sees Matthias and Daniel exchanged, she can talk to Matthias' spirit that has been left outside his body, "walking around" at the same time with Daniel imprisoned inside Matthias' body. Matthias' spirit tells Carlota that he can see his grandson's spirit and that it tells her that it was not her fault, that her "gift" can continue to help many people and that she will always be his favourite grandmother. Carlota breaks down in tears and feels "something magical" around her when the spirit of her grandson approaches her and hugs her. Although she can communicate with the spirits of animals however she cannot communicate with those of humans.



By recommendation of the "spirit" of her grandson Carlota helps the children, what she first does is to find out through an angel one good news and one bad news. The good news is that the effect can be reversed with an electric shock just like the one that caused the problem, during the dawn after a moon eclipse, but first Daniel must learn what unconditional love is and make a potion with ingredients from medicinal plants from the savannah of Bogotá plus three hairs from special Colombian cats, That is for Daniel returns to his body and his allergies will have been healed and he will "inherit" the best qualities of each of them so that he will leave his fears behind (the potion will not have any effect if the hairs are pulled out without their consent):

- A hair of a jaguar cub (not living in captivity) from the Neusa area. Its hair will give Daniel the necessary antibodies so that he will never have allergies again.
- A hair of a " liberator cat" of the breed (of those who accompanied the liberator army in the great Colombia of the Spaniards or that of one of their descendants). His hair will give Daniel a cure for his fears (courage).
- A hair of an adopted cat that has survived to some loss of extremities when already they gave it by dead (and that its present owner is the one that has rescued it of a sure death). His hair will give Daniel the courage to empathize, to put himself in someone else's situation and feel the same way. And the last ingredient is Daniel's teddy bear (which still sleeps with him without his mother knowing, the only "furry" thing Daniel doesn't have allergies too). The bad news is that if they don't make it past the exact time of the eclipse, both of them



Will die. Between pets, mediums and humans, the task is finding out where to find the ingredients of the potion. The plant part is easy since Carlota knows most of them and Zoé knows where to find the rarest ones thanks to her excursions to natural places in the Bogotá savannah such as wetlands, parks, reserves, etc. On the other hand, the most difficult part is to be able to get the three hairs of these cats. Then Matías' spirit helps and makes known the communication network (espionage) that cats have in the city, helped by dogs. You do not move a leaf in the city without the knowledge of this network, you know all the neighbours, what they do, what they hide etc. So Matias "empowers" Daniel to be a cat and ask for help from this cat community. Thanks to This group of ingenious cats Daniel's team and their friends manage to contact each of these special cats, but they find that in exchange for their "plucked" hair they will have to help them in each particular case. Starting with the Jaguar puppy that has lost its mother to exotic-animal traffickers. After so many investigations, they found one of the descendants of the "liberator cats", a Siberian born in an elegant cattery in the savannah of Bogotá, who is the great-great-granddaughter of the first cat of the same breed, who was a gift from Empress Catherine the Great to Francisco Miranda, who in his turn gave her to a Colombian lieutenant. This descendant, called Colombina, no longer lives in the country because she was bought by one of the most famous designers in the world of fashion: Carlos Lágrimafria.



Colombina has her account on Instagram and earns millions of dollars by collaborating in advertising campaigns for cosmetics and luxury cars. That's how Zoé finds her and they must travel to the country where the cat lives and convince her to let her hair down. The task is not easy since she is "a real celebrity" and it is not easy to approach her. However, the cat communication network of Colombia contacts with the one of the country where Colombina lives, so through a strategy, they manage to reach and convince her to let a hair be removed. Daniel/Matías knows what the life of a pet that has everything it's like, that is treated like a celebrity (sometimes better than a human being).

The last hair that came from a cat that has lost its limbs that its current owner saved it from death. However, the search for Colombina's hair has taken a long time and there is little left to find the third cat. Once they get this third hair, they search for the teddy bear in Daniel's house. As a child genius, he has an electronic security system in his closet where he can keep his valuable belongings. So Daniel/Matías, who has not lost his talent for using technology, programs and changes the code of the cameras so that instead of reading Daniel's iris as a human he reads Daniel's iris as a cat. Making the robot in the house doesn't attack them. On the way, they meet the school bully and his pet Pitbull. Then he commands his dog to bite Carlota, then Gennaro, her cat interferes. With such bad luck that the pit bull catches it between his jaws and it destroys Daniel's teddy bear which he had camouflaged in Gennaro's fur. The boys return sadly to Carlota's house, waiting for Daniel and Matías' final moment, they say goodbye to everyone.



Daniel realises that it has all gone in vain, so he decides to talk to them about what he has learnt, how happy and grateful he is to be more empathic, how being a cat means following Matias' recommendations, his adventures with the cats who gave away their fur, the "magical inheritance" that each one gave him, their personalities and the meaning of the truly unconditional love that a pet has for its owner, seeing all humans starting with Zoé interact with all animals. While he accompanied Zoé to pick up cats in the street, he realized the abandonment that some animals experience and that when they are adopted, they are grateful from the bottom of their hearts and let their new owners know it every day. He also

learns the value of the life of living beings, that pets are not a toy than when you people bored with them can "throw them away". Additionally, he learns how to help a friend in need (humans and four-legged furries).

## ACT III

The electrical discharge that is technically programmed and performed by Daniel/Matias, from a machine designed by himself. He approaches to turn it off but another fantastic event occurs: a lightning bolt coming from "sword" of the Archangel Michael accompanied by Jacobo reaches where the teddy bear is, making it look complete again. They can't believe it, there is still time.



They put all the ingredients in a bowl, Daniel and Matias stir them, take the potion while a lightning bolt comes out of the machine and covers them, making them return to their bodies. However, they change some things for the better, for example Daniel rises from his coma and no longer suffers from any allergies. He knows how to enjoy the outdoors in nature. And best of all he knows the meaning of respecting the life of all living beings, he is more empathic and adopts two cats from those that Zoé rescued on the street.

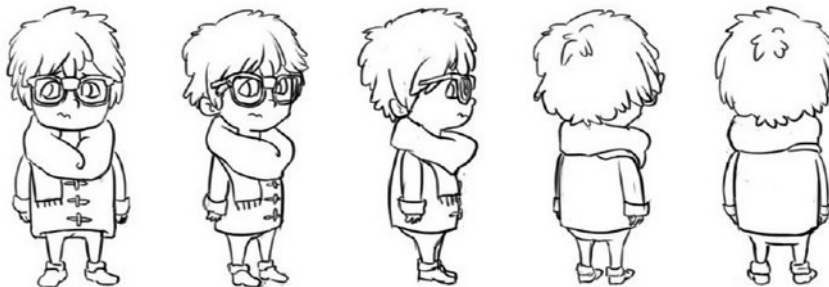


# CHARACTERS





Daniel

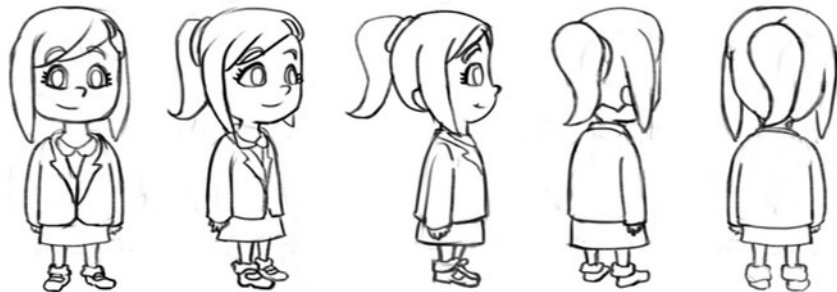


Daniel



A 10-year-old boy. An only child, very shy and allergic to everything, especially cats. This makes him have a giant fear of these animals. In his leisure time, he plays video games. Daniel has no friends and the closest thing to one is a robot designed by himself, who helps him to "cleanse him of germs", that way Daniel feels safe. He would like to be like the other children but he knows that his allergy does not allow him to do so. So an excursion to the park could turn out to be the worst experience. However, his mother enrolls him in cello lessons, making his confinement more bearable. With his fear of allergy and his clumsiness for sport so he suffers from bullying at school.

Zoe

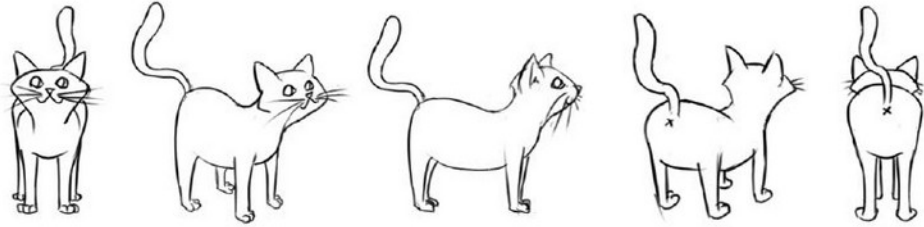


Zoe

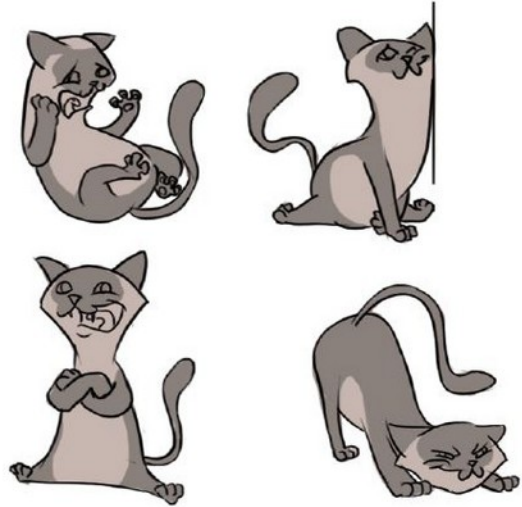


A 11-year-old girl. Unlike Daniel, she likes to go out and explore wetlands, mountains and forests. She loves to "smear herself with mud up to her ears" so as not to miss out on an outdoor adventure. In her free time, she rescues kittens in the street and uploads all these experiences on her Youtube channel. On her Instagram channel, she uploads pictures of those kittens that are ready to be adopted. Since Zoé takes care of them and heals them for it. She doesn't like the injustices and she is quite empathic with the pain of another living being. She doesn't mind facing someone bigger or stronger to defend her values and principles. She always defends Daniel from the bullying that is done to him at school.

# Matías



matías  
en espíritu





PREVIEWS SKETCHES



FINAL DRAWING AND 3D MODEL IN PROCESS



# Matías



It's Zoé's cat, it's a Siamese cat crossed with something more "wild" that nobody knows what it is. He was found one night in a storm by Zoé's mother who is a veterinarian and when she took him home, Zoé took care of him until he got better from a strong cold produced by hours of rain and cold. However, Zoé adopted him because she became attached to him. Matías is overweight because he has a sweet tooth, he loves to eat "cat's food" and the chicken in a sauce that Zoé's father prepares from time to time, cream cheese and yoghurt that Zoé shares with him when it's time for the "tea time". He is very intelligent, agile and a good hunter. When his soul is exchanged with Daniel's, he feels embarrassed because Daniel is too clumsy inside Matías' body, so in order not to be the laughing stock of all his feline companions, he becomes their guide to cat behaviour.



# Carlota



# Carlota



She is a medium and ethologist, she communicates with living animals and the spirits of those who have already died. She likes to practice yoga and meditation in the mornings so that her day begins with the "best vibration". Thanks to Zoé, Daniel and Matías, she is resuming her profession which she had abandoned after being unable to prevent the death of her grandson because of a stray dog bite. She has several cats in her house, but the oldest one is called Genaro.

**Jacob's Angel:** Guardian angel's apprentice, due to clumsiness on his part with the sword of his chief, the archangel Michael, makes the souls of Daniel and Matthias interchange. In the end, he has to confess his guilt to his boss to fix the problem.

**Genaro:** This is Carlota's oldest cat, who "saves" her almost daily from home accidents because she is very absent-minded. For example, while she is doing yoga she makes tea and forgets to make the kettle burn because of the evaporated water. So while Carlota is doing yoga, Genaro goes to the kitchen, turns off the kettle and finishes making the tea.

**Marco:** It's the school bully. He's a cruel and ruthless boy. He's repeating the year so he's a year older than the rest of the kids in his class. He's used to making fun of and playing practical jokes on the weakest or "weirdest" kid. So his classmates run away from being the "target of his mocking and joking". The only one who faces him is Zoé. He has a pet pit bull, which on weekends takes part in clandestine dog fights.

**SEUNG LANG - BIRM CAT and SHUN YOUNG - PERSIAN CAT:** They are two cats that have won international competitions for being well "educated, trained and photogenic". Their owner is a lady of the "high society" of the capital. Because they live in a penthouse, on one of the highest mountains in the city. They are the leaders of the "cat spy network". They know everything about all the city's pets and their owners. They will be extremely important for Daniel and Matias to achieve their goal.

**Lupita, the Hawksbill cat and cousin Charlie (black cat):** They are part of the cat spy network, but live in the streets of the neighbourhood, where the neighbours take care of them as if they were their own. Because they can cross paths and visit other neighbourhoods, they are the most important "agents" in the network.

**RAMON - Pomerania dog:** He is the "boss" of the dog spy network. Although his size is small he has a thick voice like a tenor, however not to arouse suspicion of humans when he barks he does so in a high-pitched, soft tone like a small dog. The way they exchange information is when he goes out with the "dog walker". When they arrive at the park and can exchange valuable information with other dogs from other "dog walkers".

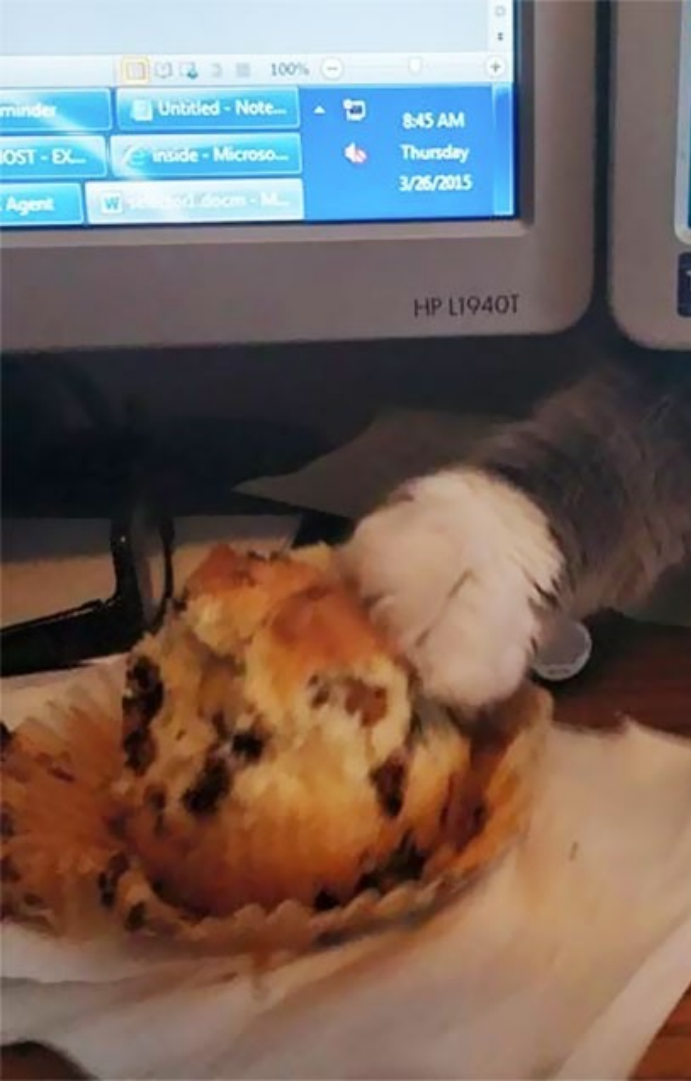
**Adelaida:** She is Daniel's mother, how her only son suffers from an allergy that has no cure. She's an overprotective mother.

**Professor Bernarda:** Daniel's and Zoé's cello teacher. She's always on hand to help Daniel avoid an allergy attack.

**Robot Hiro:** He is the only friend of Daniel, who designed it. His mission is to remove any virus or bacteria that can get into Daniel's house, room and body.

# SCRIPWRITER'S COMMENT





The story takes place within a fantastic universe, which is characterized by the transgression of the rational order of events. This universe is related to the marvellous, the extraordinary, the supernatural, the inexplicable, etc. Where the exchange of "souls" between cats and humans is possible. Where cats and dogs have a worldwide spy network, observing and analyzing human behaviour, where the protagonist Daniel is a genius child who designs robots, applications and augmented reality games of all kinds.

The "normal" world shows Daniel who takes refuge inside technology, in digital games he finds "virtual friends" that the physical world cannot give him because of his multiple allergies, the contact with nature and animals is non-existent. Daniel is more allergic to cats. The material world as opposed to the spiritual world where neither end is good. It is to reach the reflection of, if you are much on the technological side you lose contact with nature and emotions and on the other side the only spiritual leading to forgetting that we are beings in a 3d reality.

It is aimed at children between 7 and 12 years old, Colombians, Latin Americans and in general all children with whom we share meeting points in our cultures, such as adoption, care and respect for pets. According to Piaget, this age group is characterized by a decrease in self-centred thinking and the ability to focus on more than one aspect or stimulus, which in other words we could say "multitask". These new generations tend to develop more emotional intelligence than the previous ones, they identify their emotions more easily, they manage their emotional reactions by expressing themselves adequately, they begin to accept themselves and others, they develop strong self-control and empathy and finally they have a high capacity for problem-solving. In terms of what they consume as spectators, boys like football and adventure stories, while researchers and fantasists on the girls' side share their gender issues as a group and enjoy being more environmentally conscious.

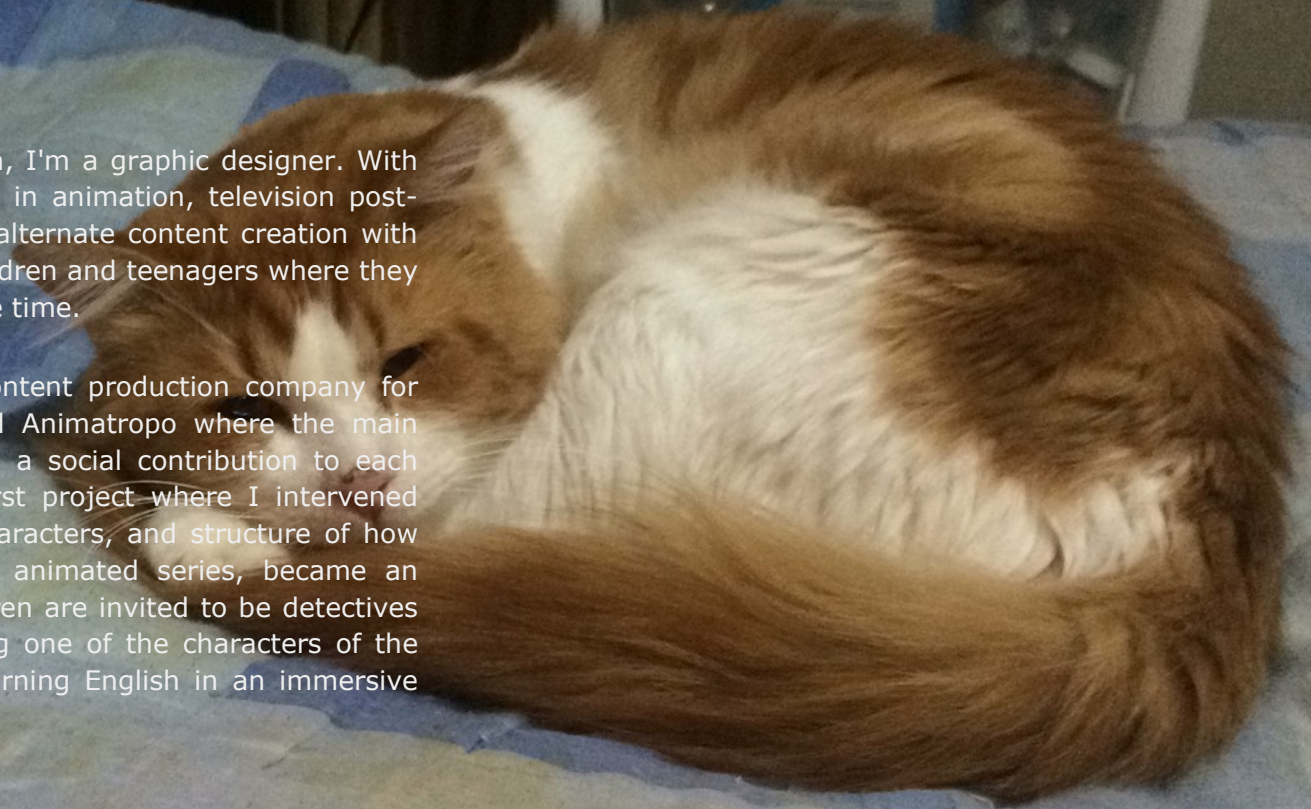
According to some recent studies, the generations born from 2010 to 2025 will be called Alpha, who are digital natives who influence family consumption decisions, since technology is an extension of their way of knowing the world. They are devoted to YouTubers and influencers through networks and tutorials. They start to educate themselves earlier and longer than their previous ones, they are more focused on technology and when they grow up they will hate labels and stereotypes, they are neomaniacs i.e. addicted to novelty. They are expert "prosumers", they are a passive generation in expenses but active in purchasing decisions. Even in products that are not for them. On the other hand, the project is aimed primarily at the parents of these children because they are interested in their children learning values such as respect for a living being and life itself. Through the project, it will be shown that a pet is not a toy, but a living being that has feelings and needs. Being parents they treat the pets as a member of their family so the child will see that the animal is their equal, a being that should not be harmed, but to care and love, that is why the concept of adoption is encouraged not to buy so that the pet is not confused with a toy and that when they "get tired" of the pet is "discarded" as an old toy. All the time you will see the extremes between a world only thought about technology in contrast with nature. Finally, it will be shown that a pet has daily tasks of responsibility and that the bond between child and pet is built with time and love, through dedication, work and discipline. Finally, if a child respects the life of an animal, he or she will respect human life.

# ● BIOGRAPHY

My name is Maria Eugenia Quiroga, I'm a graphic designer. With more than 15 years of experience in animation, television post-production and tv commercials. I alternate content creation with animation and story writing for children and teenagers where they can learn and have fun at the same time.

Since 2014 I founded my own content production company for children and young people, called Animatropo where the main objective is that each project has a social contribution to each target. The following year, my first project where I intervened from the creation of the story, characters, and structure of how the project would be beyond an animated series, became an interactive application where children are invited to be detectives were having the mission of finding one of the characters of the series, they collect clues while learning English in an immersive way.

This project was born from the observation of the need that 95% of the Colombian child population has for bilingual education opportunities and much less for quality didactic materials whose content would be appropriate.





That is why the content is shown from the Colombian culture (music, folklore, fauna and flora). The most enriching part of this project was the focus group workshops that were held with different children from both the city and the countryside. Concluding that the immersion with elements of the Colombian culture worked very well and helped the child to feel in a friendly and fun environment since Donkeybook is a comedy where the main character is a donkey that carries the books of a magic library, where the authors and characters of the books come to life to help in the problematic situations that the whole team (donkeys, teacher and children) have to face. Donkeybook's story and the social project was so popular that it won in the category of best TV proposal. After finishing the pilot that was supported by the Japan Prize, the project was presented in apps.co in the new digital business discovery program, and there we strengthened both the digital and social project.

<http://animatropo.com/v02/pages/donkeybook.html>

In 2018, I created a graphic novel project where the theme was the empowerment of pre-adolescent girls (right at the time of their first menstruation). The main character is a girl named Melissa who, through a magic moon, travels to a parallel dimension where she is called Anahi. To return, she has to define herself, empower herself, and re-encounter her sacred feminine, so as not to fall into the error of many women who eliminate their feminine and feed their masculine. Losing her essence.



This project wins a creadigital within the category of transmedia and with the financial support it is possible to make a prototype application of the graphic novel, which has two endings where the reader can interact with the decisions of the protagonist.

<http://animatropo.com/v02/pages/anahi.html>

For 2019, I won a call for children's content called Alharaca keys, from the communications department of the Ministry of Culture. This time the project is called GIGI5, where five children travel in the time machine to "fix history" as important women are disappearing and so are their inventions, works etc. Making the role of women even more relegated. There is a common thread, something happens in the past of these women when they are children, so GIGI5 travels to those moments in the childhood of these women to investigate and fix the course of history. This project becomes transmedia as it was designed to be a TV series, plus animated capsules (Ted animations style) where each famous woman is shown with her achievements, inventions and works. Additionally, there is an application that children interact with the story where they have to find the clues left by each of these women while they are missing from the digital museum (like a pokemon-go)

<http://animatropo.com/v02/pages/gigi5.html>





# MOTIVATION LETTER

Cinekid Festival  
10 - 25 oct 2020  
Cinekid Script LAB

To Whom It May Concern:

I am Maria Eugenia Quiroga, creator of content for children.

Within the creative process, I include keys of edutainment within the projects with the purpose of the audience to obtain an increased value in the middle of the fun. I believe in content that promotes interaction and creation, allowing the audience, in this case, children, to become prosumers. Likewise, I am concerned that the stories are inclusive, access to culture and quality education should be for all children, regardless of their origin, condition, social context, characteristics and/or physical abilities.

For me and for all the team that works and believes in this project, it is very important to participate in the Cinekid Festival, since it is an opportunity to learn, perfect and outline tools in the approach, design and writing of contents for children that go beyond entertainment and storytelling.

My interest is to grow as a creator of quality and "responsible" children's content, working for hand by hand with professionals from different disciplines. Likewise, I feel identified with the education policies of a country like the Netherlands, where they use educational methodologies based on creativity and free thought with the aim of strengthening the foundations of more conscious and balanced future societies. Another reason for presenting the project to Cinekids is the emphasis they put on diversity, on the importance of children recognizing themselves and at the same time learning and recognizing other cultures, other environments, as well as different ways of thinking and seeing the world. Thanks to the initiative of Colombian producer Francoise Nieto-Fong to bring this program to Latin America, I was able to learn about the festival and its focus on supporting women screenwriters. I am convinced that women have a lot to contribute in the audiovisual world, and in this case, in children's content with a focus on education. In the case of the stories I have created, most of the protagonists are girls and women, with decision-making power, heroines of their own stories, who live and interact with different types of characters, male and female, integrating themselves in balance, without having to depend on a patriarchal figure like "hero or prince charming". All the characters, regardless of their gender, live together in harmony, boys, girls, women and men, learning and moving together through the experiences generated in the stories. I would feel very lucky to be able to count on the advice of experts from all over the world, specializing in the creation of children's content with educational and interactive tools. The goal I hope to achieve is to learn more about the children's audience, to understand the challenges that come with the new generations in order to know how to reach them with quality, inclusive, universal content that promotes gender balance, the development of soft skills and the importance of social awareness.

*Sincerely,*  
Maria Eugenia Quiroga Díaz

# BIOGRAPHY OF THE DIRECTOR





## CARLOS DEL CASTILLO (COLOMBIA)

Film director known at Sundance 2016 for his film -"Between the sea and the land" (La Ciénaga); director of the film "Smiling Nico" (La Sonrisa de Nico) written by Guerrero Guío; director and screenwriter of "The Errand Boy" (El Niño de los Mandados) and co-producer of a dozen films in Latin America, among them the film "Talión" (Chile 2014) by Martín Tuta. Specialist in semiotics and semiology; theatre director and writer, composer, cinematographer, Script-writer, photographer, lecturer and university professor.

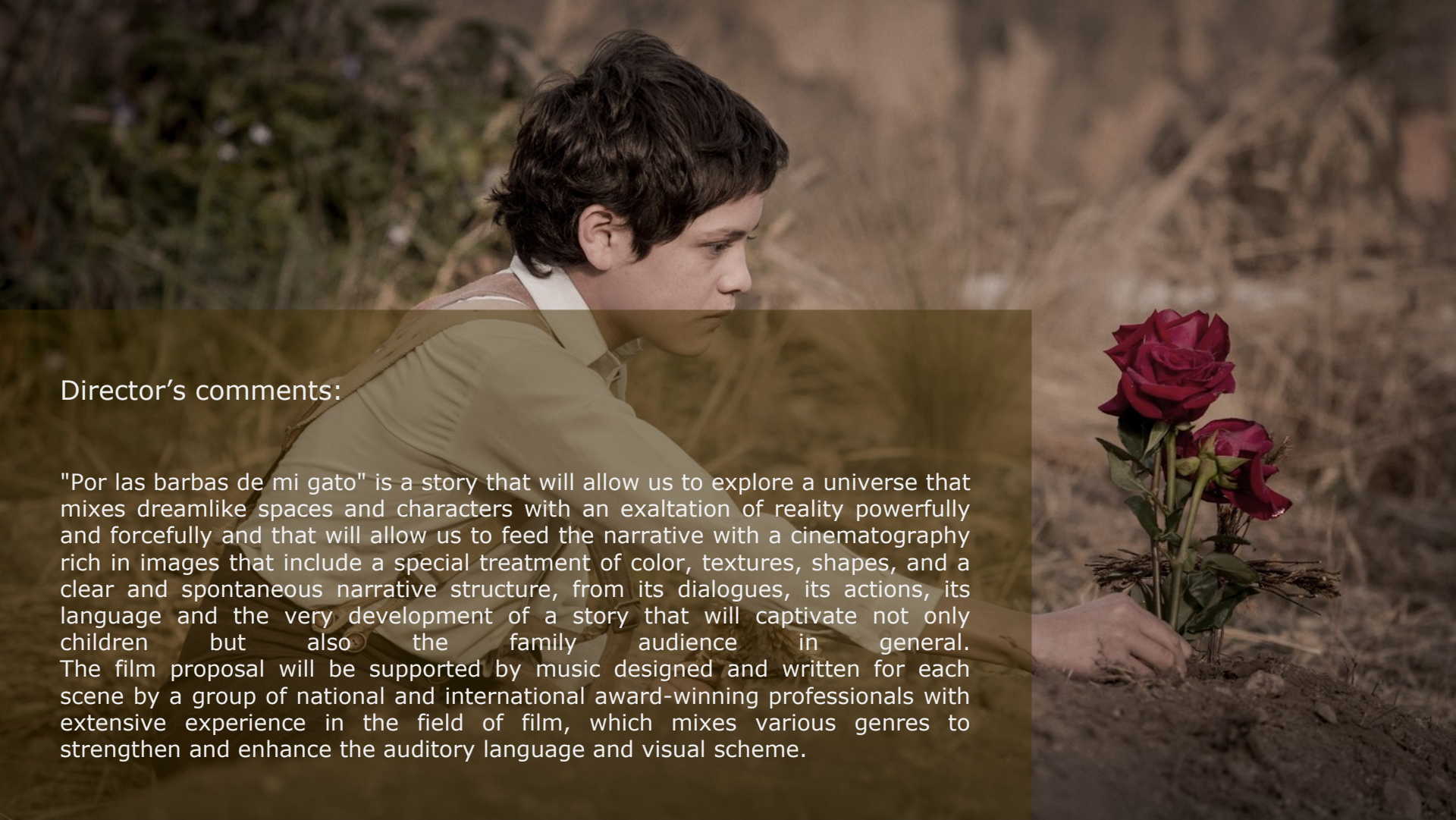
Links to his work:

"The errand boy"

<https://www.youtube.com/watch?v=ZokBpC3XX84&feature=youtu.be>

"Between the sea and the land"

[https://www.youtube.com/watch?v=0KXL\\_uKeN3s](https://www.youtube.com/watch?v=0KXL_uKeN3s)



## Director's comments:

"Por las barbas de mi gato" is a story that will allow us to explore a universe that mixes dreamlike spaces and characters with an exaltation of reality powerfully and forcefully and that will allow us to feed the narrative with a cinematography rich in images that include a special treatment of color, textures, shapes, and a clear and spontaneous narrative structure, from its dialogues, its actions, its language and the very development of a story that will captivate not only children but also the family audience in general. The film proposal will be supported by music designed and written for each scene by a group of national and international award-winning professionals with extensive experience in the field of film, which mixes various genres to strengthen and enhance the auditory language and visual scheme.

# BIOGRAPHY OF THE PRODUCER







## LILIANA CASAS PARDO - AUDIOVISUAL PRODUCER

Skilled professional with more than 16 years of experience leading audiovisual projects from start to finish. Executive producer and project manager with proficiency in a broad range of formats like digital platforms, TV and advertisement. Degree in Visual Arts at the Pontificia Universidad Javeriana (Colombia) specialising in Audiovisual.

Highlights of her experience include:

Executive and general producer:

- \* Comedy and music theater in the main cities of Colombia, managing design, staging and national touring.
- \* RCN TV, Starcom, P&G, Samsung. ATL and BTL advertising, participating as the director assistant and producer.
- \* RTVC - Radio Televisión Nacional de Colombia - in house agency, as a general producer in an area in charge of developing communication and promotion strategies through the public media system.

<https://www.youtube.com/playlist?list=PL9EF1888B8DD9461>



“Instinto de Conservación”, “Los Nuestros”, “Pasión por el campo”, Documentaries for public television and official organizations such as Señal Colombia and Corpoica.

[Instinto de Conservación](#)  
[Serie documental Los Nuestro](#)  
[Serie documental Pasión por el campo](#)

La Lleva Internacional, awarded with the India Catalina as best TV show for children in 2012, a reality format aimed for children and co-produced by the Ministry of Culture, Señal Colombia and three Latin American countries.

<https://www.rtvcpplay.co/ninos/la-lleva-internacional>

Maguaré and MaguaRED. Digital Strategy for Culture and Early Childhood, awarded as best platform at the Interactive Comkids Festival in Brasil, 2018.

<https://maguare.gov.co/>  
<https://maguared.gov.co/>

Digital Culture Campaign: “everything you wanted to know, but were afraid to ask for, Ministry of Culture of Colombia. <https://culturadigital.cosasweb.co/>

## Consultant

Canal IPe - Peruvian Identity. Design of the operating model and 6 TV shows for the new public channel for children and youth in Peru. Executive producer of this same channel during its implementation phase in Lima, Peru.

<http://www.canalipe.tv/>

Canal Trece. Targeting audiences and construction of the content lines. <https://lalupitaproducciones.com/nuestrotrabajo>

Liliana currently works as an independent executive producer for different formats and collaborates with content agencies such as Animatropo, Guonderland Lab and Mompá Producciones.

## Producer Comments

“Por las barbas de mi gato” is an animated project based on children's emotions and their relationship with friends, classmates and pets, specially cats. These last, have become very important in the life of kids, who have been raised as only children in today's modern families. Cats, act like siblings, partners, team fellows and off course, as catalysts of their emotions and fears, on the same way it happens between “Daniel” our main character and “Matias” the cat in our story.

As a highlight of this narrative is the importance of pets adoption, instead of the act of buying them. ¿How important is to provide a safe and loving place to animals that live in the streets without food and shelter? These kind of gestures, not only helps to save an animal's life, but also helps to create social awareness in kids since their early childhood.

There has been a belief that cats are not a good election, in certain circles these animals are considered as evil and tricky. This movie is a good opportunity to demonstrate people that felines can bring love and responsibility to our lives.

Our goal once the movie is on theaters and OTT platforms, is to donate a percentage of the income, to animal shelters in Colombia. In addition, “Por las barbas de mi gato”, is looking to become a transmedia project, in order to generate parallel activities and contents to the leading story. These actions seek to awake social awareness in families through interactive games that reveal the importance of adoption and the recognition of values that an animal can bring to family relationships.

The movie context, the profile and the characters design, as well as the environments and scenarios, have been created to reach an international scope, common with the lifestyle and emotions of kids worldwide.

The roles, including direction, screenplay, production and animation artists as well as design concept, sound design, music, illustration, 3D model, rigger and lighting, are all colombian professionals, experienced in projects developed for children. Carlos Castillo a recognized colombian filmmaker, who has directed movies like “The errand boy”, and “Between sean and land”, will lead the project as general director.

# PROJECT STATUS, LANGUAGE, DURATION, GENRE, ORIGINAL STORY, ADAPTATION, REMAKE

The project has its second version of the scripwriting and the first version of characters and backgrounds.

The first language is Spanish and the second will be English.

1h y 49 minutes of length

Genre: Animation 3d (with a mix of science fiction, adventure, fantasy and comedy)

This is an original story based in our cat's stories.

"POR LAS  
BARBAS  
DE MI  
GATO"

A hand-drawn illustration of a cat's face integrated into the word 'GATO'. The cat has orange eyes, a pink nose, and whiskers. Its tail is curled and forms the top of the letter 'O'.

# BACKGROUNDS





CARLOTA'S HOUSE



DANIEL'S NEIGHBOURHOOD STREET



SCHOOL

