

Fairytale collaboration from AB Groupe and Method Animation



Leila Jolene stars as Snow

‘WHAT if...?’ and ‘Once upon a time...’ were the starting points for Method Animation and AB Groupe’s new international production *Seven And Me*.

It integrates CG animation and live action in what the team says is a pioneering fashion. It stars a modern 11-year-old New Yorker called Snow who receives seven parcels by post — each containing a (CG-animated) dwarf — and discovers she is a direct descendent of Snow White. The dwarves have arrived in the present day to make sure that Snow lives up to the legacy of her famous forebear.

Method Animation and AB Groupe led the celebrations with an international coalition of partners at MIPJunior.

“All our ‘classic’ partners — France Televisions, ZDF, Rai — the ones that always follow us in our big adventures, came on board, and of course our friends from Al Jazeera, RTBF and DQ Entertainment,” said Method Animation’s Cedric Pilot, the series producer.

“It was obvious for Method and AB to work together,” said AB International Distribution’s Valerie Vleeschouwer. “Method has a very strong expertise in animation, and we have the expertise in sitcoms.”

The producers believe the hybrid can occupy a new space, as a kids-oriented show that provides safe, fun entertainment for younger audiences but has the live-action edge to keep those closer to their teens engaged. “For me it was interesting because we were pushing the boundaries and making a new format,” Aton Soumache, Method’s co-founder and president, said.



Method Animation’s Aton Soumache (left); France Televisions’ Tiphaine de Ragueneil and Pierre Siracusa; ZDF’s Arne Lohmann and Nicole Keeb; Nexus Factory’s Sylvain Goldberg; Method Animation’s Cedric Pilot; Rai’s Luca Milano; DQ Entertainment’s Tapaas Chakravarti; Al Jazeera’s Manoj Mishra; Rai’s Anita Romanelli; and Coralie Pastor (RTBF OUFtivi)