

## Tata Interactive Systems' claymation film, 'Happy Planet' wins FICCI-BAF award

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Happy Planet, a clay animation – or ‘claymation’ – film developed by Tata Interactive Systems (TIS) has won its second award. This time it has been chosen for the Best Animated Frames (BAF) 2008 Award organized by the Federation of Indian Chambers of Commerce and Industry (FICCI). The BAF Awards, which are part of Frames, Asia's largest convention on the entertainment industry, comprise three categories: Animation, Gaming and Video Effects. Happy Planet, sent in the Animation category, was adjudged the Best Animated Social Welfare film. It had recently won the DigiCon6+3 Territorial Award in India and Japan.

Happy Planet was created as part of an in-house, clay-animation workshop conducted by TIS. According to Manisha Mohan, Head of Innovation & Design at TIS, “Happy Planet is an animated short film about the beauty of life on earth. The film eliminates dialogue and speaks with its visuals and music.”

Dhimant Vyas, who led the team of animators, says, “The setting and characters were created by the whole team working together, they are intentionally kept realistic or semi-realistic because the movement of the characters could not be made too exaggerated and cartoonish – considering they were made out of a rigid material. The characters are made out of clay – and are mostly relief work on glass. It was a challenge to give them a three-dimensional look on the screen. The team studied wild life videos for reference in character design, and to get a sense of timing for the character movement.”

Adds Manisha, “Much like life with its unexpected surprises, the flow of visuals in the film is organic. The interplay among the creatures or between the creatures and the environment in each shot creates the visual room and space for the next interplay. These visuals and the movement within them blend seamlessly alludes to the connected life that all we share.”

The film ends on a poignant note – a child’s hand appears on screen, requesting the human race to take responsibility for protecting and conserving our environment.

The Happy Planet claymation film can be viewed online at [blog.tatainteractive.com/2007/05/happy\\_planet.html](http://blog.tatainteractive.com/2007/05/happy_planet.html)

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#### About Tata Interactive Systems (TIS)

Tata Interactive Systems (TIS), a global leader in e-learning, is a part of the \$45bn Tata Group. Truly international, TIS has a presence across the US, Canada, UK, Australia, New Zealand, the Middle East, Japan, India, Amsterdam and mainland Europe. TIS offers corporations, universities, schools, publishers and government institutions a diversified and innovative bouquet of learning and training solutions including Simulation-based Learning Objects (SimBLs™), Story-based Learning Objects (StoBLs™), courseware and curriculum design, special-needs education, assessments, electronic performance support systems (EPSS), mobile learning, game-based learning along with other corporate training and consultancy services. Our multi-disciplinary expertise and 17 years' experience across domains helps us design e-learning programs that are unique to clients' requirements and specifically crafted to boost knowledge retention and application.

TIS is the only e-learning organization in the world to be assessed at Level 5 in both the SEI-CMM and P-CMM frameworks. TIS's quest for excellence is reflected in numerous prestigious industry awards, including a Silver Brandon Hall Excellence in Learning Award 2005 and 2004, APEX Award of Excellence in 2005 and 2006, BETT Awards in 2004 and 2006, and two Business World-NID Design Excellence awards.

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