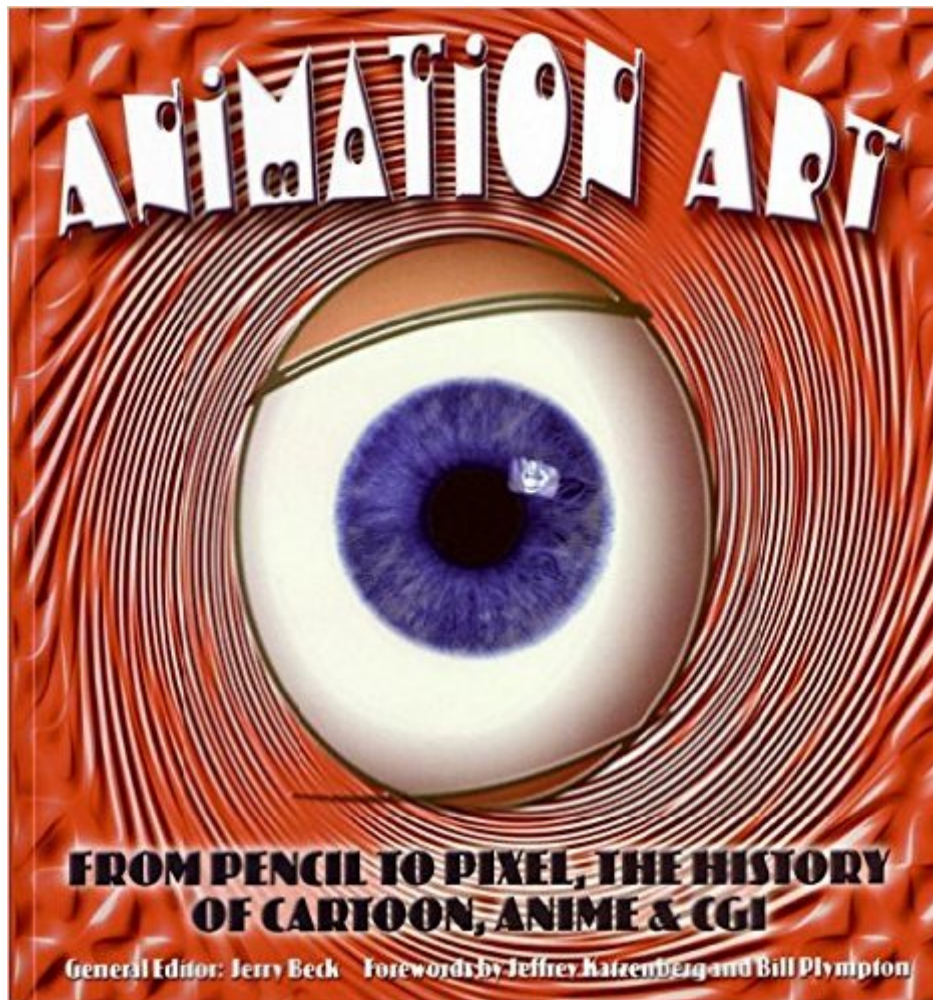


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# Animation Art



## Synopsis

This large format, comprehensive, high quality and visually rich art book covers the history of animation throughout the world, focusing heavily on the North American creative engines of Disney, Warner and now the new, small production CGI houses. The book is divided into world regions to reveal the clear developments in each area, but heavy cross referencing will show the increasing internationalization of animation from the 1930's when the industry and creative imagination of Walt Disney began to infect artists and producers the world over, revealed most recently in The Matrix phenomenon where the bridge between the first and subsequent films, (Animatrix, nine animated shorts), was provided by a pioneering collaboration between US and Japanese animation studios. Beginning with the earliest in animation, we follow the few individuals who worked on their own to develop techniques that would soon transform animation into a mass-market phenomenon. In recent years, animation has been hugely impacted by the arrival of the computer, seen in films such as Toy Story and Shrek. Computers have pushed animation to the limit by achieving fine, detailed, real-world rendering techniques that challenge the next generation of animators.

## Book Information

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## Customer Reviews

This is a magnificent achievement. Serving as General Editor, Jerry Beck has brought together in a single volume a riveting narrative which examines the history of cartoon, anime, and CGI with stunning full-color illustrations of that history. As he explains in his Introduction, "We have assembled an international team of animation authorities to tell the tales behind the toons. -The

story is told in chronological sequence with choice images that enhance its history...From popular Disney characters to obscure personal films, it is all covered: Hollywood hits and Japanese anime, as well as Russian masterpieces and Asian artfilms. Looking it over, it is quite a wild ride." Indeed it is. The material is skillfully organized within twelve chapters which range from "The Origin of the Art" to "The New Century." By no means do I claim to be an expert on the subject of animation art but I presume to observe that I cannot imagine what has been left out. The illustrations are stunning; the prose narrative is crisp and lucid. In the Foreword, Jeffrey Katzenberg observes that animation art provides a unique opportunity "to remember to know who has gone before, to really know the stories, take lessons from them, and bring that knowledge to the future. My hope is that, one day, other people will feel the same way about about those of us who are making animated films now. While it is an amazing thing to have the opportunity to create films and to bring these enormous enterprises to the world, it is something entirely different and entirely more rare to have our work remembered and considered part of the continuing evolution of an art form.

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