

ANIMATION

A WORLD HISTORY

VOLUME 2

THE BIRTH OF A STYLE –
THE THREE MARKETS

**GIANNALBERTO
BENDAZZI**

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ANIMATION: A WORLD HISTORY

Volume II: The Birth of a Style—
The Three Markets

Giannalberto Bendazzi

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Contents

Contributors and Collaborators	xi
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The Fourth Period

The Fourth Period is short and runs from 1951 (the date of projection of the UPA short *Gerald McBoing Boing*) to 1960, the date of the first international animation film festival (Annecy, France). It is characterized by indecision. Disney and his imitators lost momentum, the UPA proposed a new style, the television age began and an original animation output was born in Europe. We'll christen it 'The Birth of a Style (1951-1960)'.

1 America	3
After the Long Telegram	3
Culture	4
Almighty and Suspicious	4
<i>Gerald McBoing Boing</i>	5
UPA	6
Pete Burness	8
Robert Cannon	9
John Hubley	10
Theory from Practice	10
The Galaxy	11
Walt Disney	12
Warner Bros.	12
Friz Freleng	13
Chuck Jones	14
Michael Maltese	19
The Resurgence of	
Terrytoons	20
Walter Lantz's Oasis	20
MGM's Cat and Mouse	21
From Fleischer to Famous	21

Banin's Puppets	22
Television 101	22
TV and American Animation	23
Jay Ward	23
TV and Animated Commercials	23
The West Coast Experimental	
Film Movement	24
Jordan Belson	24
Harry Smith, Heaven and	
Earth Magician	27
The Enigma of Hy Hirsh	28
The Canadian Phenomenon	29
Norman McLaren	30
More About It	36
2 Western Europe	41
Great Britain	41
John David Wilson	42
John Halas and Joy Batchelor	42
France	45
Grimault and the Stories	
from the Front	45
Ladislas Starewitch and the	
Feature Film	46
Germany	48
Federal Republic of Germany	48
Austria	49
Switzerland	50
Denmark	50
Kaj Pindal	51
Bent Barfod	52
Norway	54
Finland	55
Greece	55
Italy	56
Portugal	56

3 Eastern Europe	57	changes within the market (in the field of television or advertising) and within technology (e.g. computers), it is substantially uniform, as it obeys the political and economic division of the world into two major areas: one influenced by the liberal United States and one influenced by the communist Soviet Union. This period is called 'The Three Markets (1960–1991)'.
Poland	57	
Czechoslovakia and Puppets	57	
Hermína Týrlová	59	
Karel Zeman	60	
Jiří Trnka	62	
The Music of the Puppets	67	
Hungary	68	
Yugoslavia: The First Stage of the Zagreb School	68	
Croatia	68	
Bulgaria	71	
Romania	71	
More About It 1	71	
More About It 2	74	
4 Soviet Union	76	
Russia	76	
Ivan Ivanov-Vano	79	
Lithuania	83	
Georgia	83	
5 Asia	85	
Japan	85	
Toei Doga's Start-Up	85	
Praiseworthy People	87	
Mori Yasuji	87	
Otogi Pro	88	
Experiments	88	
China	89	
6 Latin America	91	
Mexico	91	
Venezuela	91	
Brazil	92	
Argentina	92	
7 Africa	94	
South African Republic	94	
The Fifth Period		
The Fifth Period begins with the blooming of the television series and <i>auteur</i> animation and ends with the conclusion of the Cold War. Although it is varied and subjected to strong		
8 The Three Markets (1960–1991)	99	
Global Stability	99	
It Seemed Such an Easy Game	99	
Animation Forks	100	
9 America	102	
On the Big Screen – Shorts	102	
On the Big Screen – Feature Films	103	
Stephen Bosustow	104	
A Cat in the Heavy Traffic	105	
Ray Harryhausen	106	
On the Small Screen	107	
Weston Woods, from Book to Film	109	
Independent Filmmakers	110	
Ernest Pintoff	111	
Jane Aaron	112	
John Canemaker	113	
George Griffin	114	
Those Talented Inventive People	117	
John and Faith Hubley	118	
Will Vinton	120	
Fine Artists for Animation	123	
Jules Engel	123	
Robert Breer	128	
John Whitney	129	
James Whitney	130	
Lawrence Jordan	132	
People Not to Overlook	133	
Stan Van der Beek	134	
Canada	136	
The National Film Board		
Goes to Heaven	136	
Pierre Hébert	138	
Vanconver & Co.	140	
Caroline Leaf	142	

Ishu Patel	144	Jan Lenica	194
Frédéric Back	145	Austria	195
More About It 1	146	Switzerland	197
More About It 2	147	Denmark	201
More About It 3	148	Lejl' Marcussen	203
More About It 4	150	Jannik Hastrup	204
10 Western Europe	152	Sweden: Growth	205
Cartoon EU	152	Norway	209
Clusters of Studios	153	Finland: Reserved and Serene	211
New Technologies	153	Iceland	213
The Pre-Production	153	Greece	214
Cartoon Forum	154	Italy: Allegro non Truppo	215
The Cartoon d'Or	154	Bruno Bozzetto	216
Cartoon Movie	154	Gianini and Lazzati	217
Great Britain: The Good Years	155	Oswaldo Cavandoli	220
Alison De Vere	156	Guido Maruli	220
The Quay Brothers	157	Manfredo Manfredi	221
Young Aardman & Co.	164	Cioni Carpi	222
George Dunning	166	Spain	223
Yellow Submarine	166	Francisco Macián	224
Richard Williams	167	The Entertainment Companies	224
Bob Godfrey	168	The Independents	227
Ireland	169	Portugal	228
Aidan Hickey	170	Artur Correia	228
Jimmy Murakami	170	Ricardo Neto	229
France: From Craftsmanship		More Talents	229
to Ambition	172	More About It 1	231
Other French Animators	173	More About It 2	231
Jean-François Laguionie	175	More About It 3	232
Piotr Kamler	177	More About It 4	233
Walerian Borowczyk	178	More About It 5	235
Peter Foldes	179		
The Roaring 1980s	180	11 Eastern Europe	236
Belgium	181	German Democratic Republic	236
Raoul Servais	182	Underground Animation Films	240
The Netherlands	185	Poland: The Poetry of Pessimism	242
Børge Ring	187	Miroslaw Kijowicz	242
Paul Driessen	188	Daniel Szczékhura	243
West Germany (Federal Republic		Stefan Schabenbeck	243
of Germany)	190	Ryszard Czekala	244
Wolfgang Ulrich	190	Experiments, Craftsmanship and	
Helmut Herbst	191	Sarcasm	244
Franz Winzentsen	192	Czechoslovakia: Trnka's Heirs	246
The 1980s	192	Jiří Brěčka	247
Curt Linda	193	The Horse Opera	248

Břetislav Pojar	249	Gennady Sokolsky	288
Jan Švankmajer	251	Leonid Nosyrev	289
Besides the Masters	255	Stanislav Sokolov	289
Slovakia	257	Ideya Garanina	290
Hungary	257	Nina Shorina	291
Yugoslavia: The New Zagreb School	262	And Many, Many More	292
Tomica Simović, Animating the		Multitelefilm, Soyuzmultfilm's	
Orchestra	262	Competitor	293
Nedeljko Dragić	264	Aida Zyabliakova	293
Zlatko Grgić	265	Anatoly Solin	294
Borivoj Dovniković	265	Fedor Khitruk	294
Igor Savin, Animating		Eduard Nazarov	297
the Synthesizer	268	Garri Bardin	297
Zlatko Bourek	269	Andrei Khrzhanovsky	298
Ante Zaninović	269	Yuri Norstein	301
Marks and Jutriša	270	Francesca Yarusova	304
Pavao Štalter	270	The Old and the New	306
Zdenko Gašparović	271	Perestroika	306
Joško Marušić	272	More About It	309
Other Artists	272		
Beyond Zagreb	273		
Slovenia	273	13 Soviet Union II	312
Serbia	273	Estonia	312
Bosnia and Herzegovina	273	Latvia	314
Macedonia	274	Arnolds Buravs	314
Bulgaria	274	More Puppeteers	316
Romania	275	Starting from Cut-Outs	316
Albania	278	Šmerlis	317
More About It	279	Lithuania	317
		Belarus	318
12 Soviet Union I	280	Moldova	319
Russia	280	Ukraine	319
Thaw	280	1960–1963 the Stage of Formation	319
Acclaim	280	1964–1967 Creative Searches	319
Stagnation	281	1968–1984 Creative Upraise	320
The Best Animation Ever	281	1985–1991 Perestroika	
Stagnation after Stagnation	284	(the Rebuilding)	320
Quality Hatches at Soyuzmultfilm	284	Georgia	321
Anatoly Karanovich	284	Armenia	323
Roman Kachanov	285	Azerbaijan	327
At Long Last Cheburashka	285	Kazakhstan	328
Anatoly Petrov	286	Armen Khaidarov	328
Boris Stepansev	287	Uzbekistan	328
Nikolay Serebriakov	287	The Puppets of the 1960s	329
Ivan Ufimtsev	288	One Decade Later	329
Vadim Kurchevsky	288	The Heyday	329
		Kyrgyzstan	330

Trial of Strength (1977-1980)	331	The Crisis of the Mid-1980s	372
Art-Houses and		Akira and the End of the Decade	373
Fairy Tales (1981-1987)	331	Israel	374
The Triumph of Art-Houses		Turkey	374
(1987-1990)	332	Iraq	376
Tajikistan	333	And Sesame Opened	376
Turkmenistan	334	Iran	378
14 Asia	335	Mongolia	379
Japan	335	North Korea	379
Japanese Television	335	South Korea	381
Astro Boy and the Beginning		China	385
of TV Animation	336	Taiwan	386
Tezuka Osamu	337	Hong Kong	387
Mushi Productions	339	India	387
Tezuka Productions	341	The Films Division	387
Studio Tatsunoko	343	Limited Animation	388
A Production/Shin'ei Doga	345	The Private Studios	389
Toei's Fortunes	346	Animation Education	390
Animeshon Sammin no Kai	347	Personal Films	390
Kuri Yoji	348	The Black Decade	390
Animation vs Art Video	353	Sri Lanka	391
Puppet Animation	355	Vietnam	391
Kawamoto Kihachiro	357	Thailand	391
The Tokusatsu Factor	360	Malaysia	392
The Anime Boom in the West	361	Singapore	393
Before the Anime Boom	362	Indonesia	394
The Boom in Europe and Its		The Philippines	394
Appendix in the United States	363	15 Africa	396
In Europe	363	Algeria	396
In the United States	364	Tunisia	397
The Ten Champions	364	Egypt	397
UFO Robo Grendizer	365	Mali	399
Mazinger Z	365	Niger	399
Uchu Senkan Yamato	366	Senegal	400
Kagaku Ninja Tai Gatchaman	366	Liberia	400
Uchu Kaizoku Captain Harlock	366	Ivory Coast	400
Candy Gandy	367	Ghana	400
Kido Senshi Gandam	367	Togo	400
Versailles No Bara	367	Burkina Faso	400
Urusei Yatsura	368	Cameroon	401
Captain Tsubasa	368	Zaire	401
Anime	369	Burundi	401
Otaku	371	Zambia	401
The Original Anime Video	372	Mozambique	401
Collaborations	372	Mauritius	402

South African Republic	402	Peru	415
The SABC Animation Unit	402	Brazil	417
Alternative Animation		Bolivia	421
Commissioned for		Jesús Pérez	422
South African Television		Chile	424
(1976–1988)	404	Argentina	424
Dave McKay Animation		Uruguay	425
Services	404	17 Oceania	427
Annie-Mation Studios	405	Australia	427
Glenn Coppens		Yoram-Gross	429
Cartoons	405	Independent Filmmakers	431
More About It 1	406	Comics	432
More About It 2	406	Avant-Garde Animation	432
More About It 3	407	Harry Reade	434
16 Latin America	408	New Zealand	435
Mexico	408	18 Issues	438
Cuba	410	Computers and Animation	438
Nicaragua	412	Those Masters' Voices	445
Costa Rica	412	<i>Index</i>	449
Colombia	412		
Venezuela	414		