# ANIMATION

# **VOLUME 2**

THE BIRTH OF A STYLE -THE THREE MARKETS

# GIANNALBERTO BENDAZZI

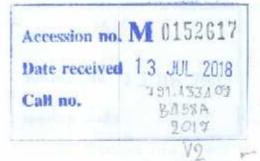




# ANIMATION: A WORLD HISTORY

# Volume II: The Birth of a Style-The Three Markets

Giannalberto Bendazzi





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Contributors and Collaborators

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## The Fourth Period

The Fourth Period is short and runs from 1951 (the date of projection of the UPA short *Garald McHaing 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)'.

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# The Fifth Period

The Fifth Period begins with the blooming of the television series and *abteur* animation and ends with the conclusion of the Cold War. Although it is varied and subjected to strong

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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)'.

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