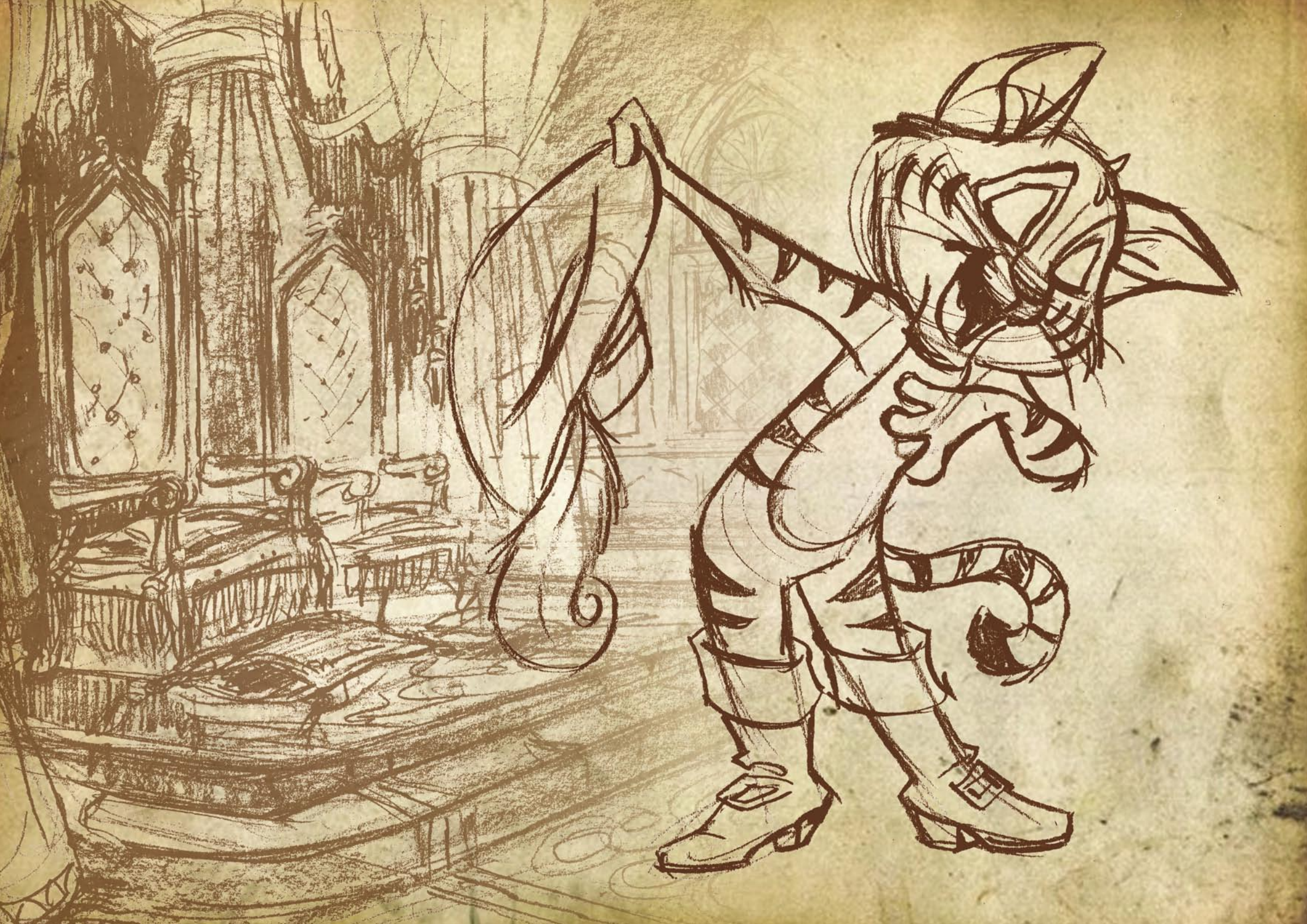




**D**uss  
**B**oots  
in  
in Perrault's Kingdom









nce upon a time...





A very smart cat...





A pair of magic  
boots...






# And a kingdom threatened...







**HGN** Productions announces its newest and most ambitious animation project to date:


“Puss in Boots in Perrault’s Kingdom,” an adaptation of the classic tale written by Charles Perrault in the seventeenth century.

The look of this feature film goes back to the Disney classics such as Pinocchio, Beauty and the Beast and Aladdin with its storybook designs inspired by children’s fairy tales and employing traditional 2D animation techniques combined with stereoscopic 3D to follow the global animation trend.

HGN Productions has been in the business for over 20 years and has experience in the domestic and international animation markets.

HGN was recently one of three studios chosen worldwide to produce the last 2D Feature from Walt Disney Animation Studios - “The Princess and the Frog” in 2009. Formatted with the international market in mind the project will be originally animated in english and will have renowned actors for the main characters.

HGN Productions also has a complete facility with state of the art hardware and software to produce the feature and can count on its seasoned team of artists responsible for the production in Brazil of several Disney cartoons such as Gummi Bears, Goof Troop, Bonkers, Aladdin, and most recently the Goofy short and the feature Princess and the Frog.







*Sketch - Background - Graphite drawing  
Streets and houses of the kingdom*

ALVARO





*Study for Design in watercolor  
Streets and houses of the kingdom*



# Synopsis

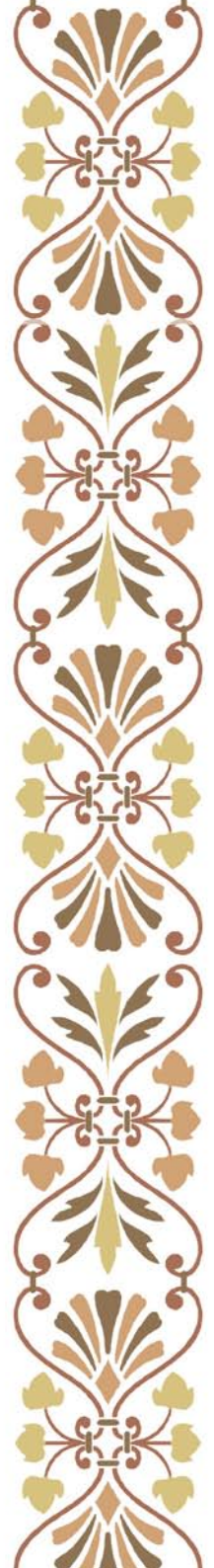
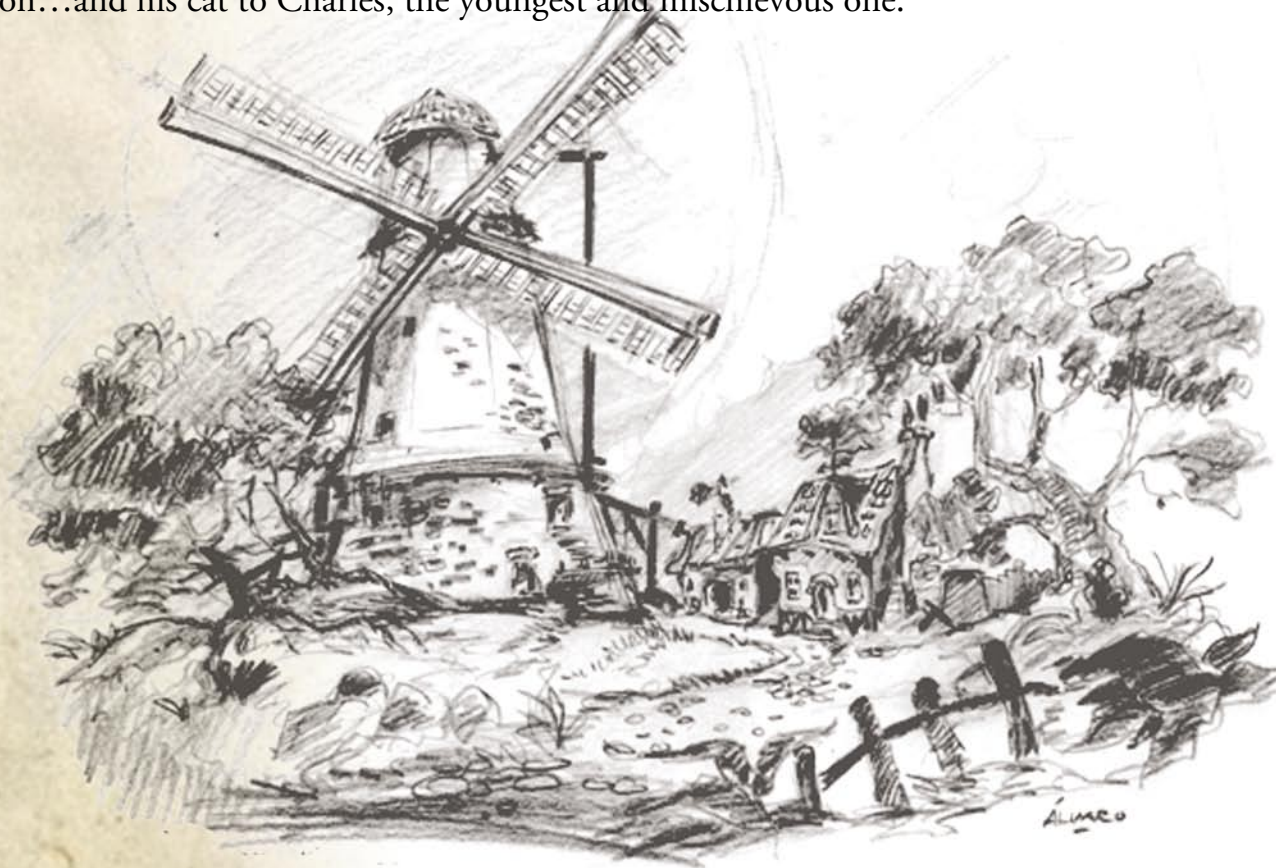




In a not so far away land way beyond the emerald waters of the Andersen sea, beyond the robust pine and oak trees of the Grimm forests and the grandiosity of Mount Aesop, there is a magic kingdom: The Perrault Kingdom.

This gorgeous place is governed by His Majesty the King, whose own dream is to marry off his daughter, the romantic Princess Caroline, to the terrible Count Nefastus, a noble who wants only one thing: to dethrone the monarch and take his place.

In the meantime in the city outskirts lives a weak, old miller, who decides to split his inheritance between his three sons. The mill goes to George, the oldest...his horse to Francis, the middle son...and his cat to Charles, the youngest and mischievous one.





There begins the journey of Charles and his cat, as they look for new opportunities in the city. In the end they meet Melvin, the shoemaker, who offers a job to Charles. But what nobody knows is that Melvin is also a magician who loves to create magic shoes, among them a pair of boots. Accidentally, the boots end up on the cat's feet, giving him the ability to tap dance, talk, and act as a human.

It is with the help of the talking cat that Charles tries to win the Princess' heart. He falls in love when he unexpectedly visits the castle. To help Charles, the cat creates a new identity for his owner, "The Marquis of Carabas". The very astute Puss spreads rumors that such a nobleman is to arrive soon in the town, creating great expectations among the inhabitants. Even the king becomes curious to know the new noble.



A complicated dispute ensues between the wicked Count Nefastus and the newly arrived Marquis of Carabas, who both want to win the Princess' hand. But the count has a powerful ally, Ogre, who has magical powers that allow him to transform into any known animal or insect.

The ogre, disguised as a fly, discovers the false identity of the marquis and gives Nefastus the chance to uncover the false nobleman. Charles and the cat are imprisoned, and all there is left to the king is to marry off his princess to Count Nefastus.



But there is still hope...Melvin, the magic shoemaker, hears about Nefastus' plan, goes in search of Charles, and helps him and the cat escape from prison. And yes, he stops the marriage.

Uncovered and trapped, Nefastus and Ogre (transformed into a dragon) kidnap the princess and fly to their castle, chased by the cat and Charles, wearing a seven-league boot. At the castle a duel takes place between Charles and Nefastus and between the Ogre and the cat.

Charles and the cat beat the villains and save the princess. As a reward, Charles wins the princess' hand and marries her, living happily ever after.





# Characters





# Puss

**Age:** 04 years

**Height:** 76 cm

**Hair:** greyed

**Eyes:** green

**Personality:** smart, rascal, authoritarian, joker

**Powers:** with the help of the magic boots, acquires the capacity to speak and act like a human being, and also uses other magic shoes such as the Seven League Boots

**Objective:** help Charles marry the Princess and prove that he is not an useless animal

One of the story's protagonist.

He is the Miller's pet. A rascal, loves to poke with Charles, the youngest son that hates him. The surprise is that the Miller presents Charles with the cat as his only inheritance. There begins their conflicting friendship that starts uniting them. It is when he gets the magic boots that he gets the ability to talk and act like a human. He then uses his wit and sagacity to help Charles marry the beautiful Princess Caroline turning him into a false Marquis. He may eventually start tap dancing without notice.







# Charles

**Age:** 17 years

**Height:** 1,75 m

**Hair:** dark brown

**Eyes:** blue

**Personality:** smart, jumbled, liar, lazy, good hearted

**Objective:** marry the Princess and prove his honesty

The other protagonist.

In this version of the fairy tale, Charles gets the spotlight with an important role in the story. Jumbled and quite lazy, he tries to get away with lies and laziness. However, his father, the miller, in order to teach him a lesson, surprises him by giving him his pet cat as his only inheritance, for his indignity. But, when he falls in love with the beautiful Princess Caroline, he calls for help of the astute feline, that transformed by the magic boots, makes up a plan that transforms his master in the MARQUIS OF CARABAS, to impress the King and his daughter. Will that work? Or the farse will be uncovered?



# King

**Age:** 58 years

**Height:** 1,62 m

**Hair and Beard:** grey

**Eyes:** brown

**Personality:** authoritarian, a little selfish, but a good father

**Objective:** marry the Princess with the best man (party) in the kingdom

A zealous and mistaken father, who wants to marry off his daughter no matter what, even if it is with the cruel Count Nefastus. Did we mention that the king is receiving expensive presents from the count?







# Princess Caroline

**Age:** 17 years

**Height:** 1,70 m

**Hair:** blond

**Eyes:** blue

**Personality:** Intelligent, determined, romantic, has difficulty in the relationship with her father

**Objective:** to find the true love

This young, beautiful, and intelligent princess is the most sought after maiden in the kingdom. Deeply romantic, the princess only wants to marry someone who truly loves her, although her dad, the king, has other plans for her.



# Count Refastus

**Age:** 37 years

**Height:** 1,84 m

**Hair:** dark brown

**Eyes:** brown

**Personality:** petulant, tyrant, envious, ambitious, false, manipulator

**Objective:** marry the princess and usurp the king's throne

The count is the great villain of the story.

The spendthrift noble, who's a snob and almost bankrupt, spends his last inherited savings on expensive presents to the king with the intention of marrying the beautiful Princess Caroline.

However what almost nobody knows is that in truth he wants to be the new monarch of the kingdom.





# Ogre

**Age:** 113 years

**Height:** 2,30 m

**Eyes:** yellow

**Personality:** half dumb, jumbled, obedient, coward

**Powers:** has the capacity to transform into any animal, big or small

**Objective:** obey and help the Count achieve his machiavelian plans



Ogre is the faithful servant and assistant of Count Nefastus.

This confused and slightly stupid beast helps his master execute his Machiavellian plan. Gifted with magical powers, he can transform himself into any known animal or insect from a small fly to a fire-spitting dragon.



# Melvin, the Shoemaker

**Age:** 70 years

**Height:** 1,82 m

**Hair:** greyed

**Eyes:** brown

**Personality:** excentric, talking, creative, a little jumbled

**Powers:** powerful magician, specialized in creating marvelous magic shoes, although sometimes they come with a manufacturing flaw

**Objective:** create new magic shoe models to satisfy his clients

Melvin is the official shoemaker of the kingdom. He is also a wizard who loves to create magic shoes for very special clients. He is the one who made the magical boots worn by the cat, who helps Charles conquer the love of the princess.







# The Miller

**Age:** 66 years

**Height:** 1,71m

**Hair:** white

**Eyes:** black

**Personality:** intelligent, hard worker, fair

**Objective:** Make sure that his three sons follow the right path in life, specially his youngest, Charles

Charles' severe but fair father is in bad health, too bad to keep working in his mill.

Due to this fact he feels obligated to share his life's inheritance with his three sons. Guess what he leaves for his youngest? If you guessed the "cat", you are right!





# Conceptual Designs







*Studies - Character Design - Ogre*



*Studies - Character Design*  
*Ogre Dragon-shaped*







*Study for Design in watercolor*  
*Shoe Store - Oficina*









*Sketch - Background Study - Design of the  
Count's Castel*



ALVARO





*Studies of Composition - Finished Background*





*Study for Design in watercolor  
King's Castle - Throne Room*



# Currículum

WALT DISNEY  
PICTURES  
A  
PRINCESA  
EO  
SAPO

NOS CINEMAS EM DEZEMBRO 2009

MARÇO EM 



WALT DISNEY  
PICTURES  
PRESENTS

Aladdin

Best Original  
Song

Best Original  
Music







*Haroldo Guimarães Neto - Director at HGN Produções - California Institute of the Arts graduate 1987*

HGN Productions is a production company specialized in 2D and 3D animation and has more than 20 years of work experience in the business. Our studio has in its portfolio several jobs made for the domestic and international markets, including, specials, institutional, TV series and Feature Films.

HGN recently worked in partnership with Walt Disney Animation Studios new Goofy short “How to hook up your home theater “ and the movie “The Princess and the Frog”.

HGN is currently developing and producing its own projects for television and Feature films

### ***Curriculum***

#### ***2011***

- Production of five 7’ films with the “Nutrifriends” characters which has the purpose of nutrition education

#### ***2010***

- Production of three 11’ episodes for the animated TV series “Nutrifriends” which is part of a series of 26 x 11 ‘episodes for international co-production.

- Production of educational video ( Sustainability ) for Editora Evoluir Cultural



## **2009**

- Participation in the production of Walt Disney Animation Studios's, Academy Award nominee for Best Feature animated film in 2009 - "The Princess and the Frog".
- Our company has been selected along two others (Canada and USA) to perform the steps of inbetween, clean-up, painting and compositing of the digital movie involving 50 professionals for a period of 10 months.

## **2008**

- Production of a DVD to the Editora Paulinas (Christmas Tales), containing three children stories entitled "The three novices," "The Christmas tree Christmas" and "A Christmas wish" totaling approximately 67 minutes.

## **2007**

- Participation in the production of a short film featuring the character Goofy for Walt Disney Animation Studios titled "How to hook up your Home Theater". Our company has been selected along with two others to perform the steps of inbetween, clean-up, ink and paint and digital compositing of the film involving 50 professionals for a period of 10 months.

## **2006**

- Production of animated DVDs totaling approximately 300 minutes for the company Editora Ciranda Cultural based on collections of books from their catalog: Bible Stories 1, 2 and 3, Fables, Folklore, Cars, Motorcycles, Teeth, Christmas, Princesses, Robots, Songs and Virtues.

## **2005**

- Production of 5 episodes of 2 minutes each entitled "Baby Zoo" to the Publisher MW - Editora - broadcasted by TV Cultura / SP

## **2002-2004**

- Production of 24 - 1'30" educational episodes for SESI featuring the "Sesinho's gang". Broadcasted by TV Futura



## **2001**

- Production of a 3D commercial for the City of Manaus with the character “Expressinho”
- Production of corporate Video entitled “Campaign against worms” for the company Janssen-Cilag - with 6 minutes in length .

## **2000**

- Production of a corporate video entitled “Campaign against Dengue” for the company Janssen-Cilag with 6 minutes in length.
- Production of a 30 “commercial combining live action with animation for Pullman
- Production of a 30 “commercial in 2D animation for Janssen Cilag entitled”The Worms “

## **1999**

- Production of an institutional video in 2D animation entitled “replanting roots” to the federal government through the School of the Future - USP.
- Production of institutional video for Johnson & Johnson anti-dandruff product Toppyc.
- Production of institutional videos for the Tamar Project entitled “Not everything that falls into the net is fish” - 6 minutes. “ And “ Fotopoluição - 5 minutes. “
- Production of three commercials in 2D animation for Topps Brazil entitled “Tarzan,” “Batman” and “Jedi” broadcasted by Cartoon Network.

## **1998**

- Production of the “Xuxinha” Special with Xuxa Meneghel and the character Xuxinha. Duration - 10 minutes. Broadcasted by TV Globo.
- Production of 30 “ commercial in 2D animation for Medley
- Production of 30 “ commercial in 2D animation for Allergan - Product Trimedal.

## **1997**

- Production of two 15” vignettes to Plin-Plin Rede Globo
- Production of commercials in 2D animation for Unimed Paulista
- Production of 30 “commercial in 2S animation animation for the product Xocopinho



## ***1996***

- Production of the video clip combining 2D animation/live action entitled “Clip Tieta” with the participation of Caetano Veloso and Gal Costa.

## ***1995***

- Production of a series of TV commercials in 2D animation in partnership with Sketch Filmes: Auberto Bonfaro, ZH Classificados, Government of Ceara, Government of Bahia - Bahia, Tursa, Mastercard and Arequipito.

## ***1989-1994***

- Full-Production (from Storyboard to the negative) of eight episodes of TV series for Walt Disney Television Animation totaling 165 minutes of full-animation. Among them: Gummi Bears, Goof Troop, Bonkers and Aladdin. One of our Aladdin episodes “Moonlight Madness “ was selected for release on video in the US by Walt Disney Home Video.

- Our production involved a team of 110 technicians and artists for a period of 5 years in these productions.

## ***Training and Development***

- HGN developed a training program in 2D and 3D animation that started in 1994 and has trained over 500 professionals that became working professionals. Most of them joined the HGN’s staff as associates or opened their own businesses.

- HGN works towards the development of the animation business in Brazil.





# Empresa brasileira participou da criação

Durante dez meses, Haroldo Guimarães Neto cuidou da "pintura digital" do filme

Pode ser novidade para você, mas o 'bayou' - New Orleans - é aqui. Uma parte importante de *A Princesa e o Sapo* foi feita em São Paulo, mais exatamente, no bairro do Brooklyn, pela HGN. A empresa tem as iniciais de Haroldo Guimarães Neto. Ele criou a HGN em 1989, ao retornar dos EUA, onde havia cursado o California Institute of the Arts, em Valencia. A universidade foi idealizada por Walt Disney e é até hoje mantida pelo estúdio.

Haroldo chegou a trabalhar na Disney, participando de dois longas - *Oliver e Seus Companheiros* e *A Pequena Sereia*. No segundo, ficou durante apenas alguns meses - o suficiente para animar Úrsula, a polva -, antes que seu visto expirasse e ele tivesse de regressar ao Brasil para fundar a HGN. Durante cinco anos, ainda vinculado ao estúdio, Haroldo produziu animações para a divisão de TV da Disney. Depois, voltou preferencialmente para o mercado nacional. Em 2007, retomou o contato com a Disney. Deu sorte. John Musker e Ron Clements, que haviam dirigido *A Pequena Sereia*, iniciavam *A Princesa e o Sapo*. A HGN foi incorporado ao projeto, com empresas de animação dos EUA e do Canadá.

Durante cerca de dez meses, entre dezembro do ano

passado e setembro, cerca de 50 pessoas trabalharam na HGN exclusivamente em *A Princesa e o Sapo*. Percorreram etapas importantes da produção - fizeram a 'intervalação', o 'clean-up', a pintura digital. Quem não é do ramo deve estar se perguntando o que é clean-up. Na animação tradicional, em 2D, os desenhos são feitos quadro a quadro, quase sempre por mais de um desenhista. A 'limpeza' visa justamente a dar acabamento - ou 'unidade' - e garantir que o espectador tenha a sensação de que todo o filme foi feito por uma só pessoa.

Doze cenas foram feitas no Brooklyn, incluindo, logo no começo, a transição de Tiana de garota para adulta. Haroldo esclarece que o desenho foi feito a partir de coordenadas traçadas pela Disney e que, inclusive, os computadores de sua empresa estavam conectados à central. Todo desenho era imediatamente escaneado e enviado. "Em 15 minutos, estava lá para avaliação." Desde 1994, a HGN forma animadores no Brasil com seus cursos de desenho básico e animação em 2D e 3D. Cerca de 300 profissionais já se formaram aqui e em Campinas, onde a empresa mantém a Arquitec. Para conferir a criatividade, inclusive em 3D, da empresa, visite seu site - [www.hgn.com.br](http://www.hgn.com.br). Haroldo dá a boa nova para principiantes. O segmento está em expansão. ● L.C.M.

## Produtora brasileira participa da volta da Disney ao 2D

Estúdios HGN foi um dos três escolhidos pela companhia americana para trabalhar em *A Princesa e o Sapo*, que estreia hoje

11 de Dezembro de 2009 às 14:40

A- A+



Produção à Princesa e o Sapo estreia no circuito nacional neste dia 11

Entra nesta sexta-feira, 11, nos cinemas de todo o Brasil, a nova animação da Disney. *A Princesa e o Sapo* traz alguns marcos importantes para a produção pós-Pixar dos estúdios do Sr. Walt.

Ambientada na Nova Orleans dos anos 20, a primeira criação em 2D da companhia em quase cinco anos é também a primeira fábula estrelada por uma princesa negra na história da mais tradicional máquina de

contos infantis do mundo.

Para os brasileiros, uma informação adicional: a Princesa e o Sapo tem mãos enterrâneas envolvidas em sua produção. O escritório de um dos três estúdios selecionados pela Disney para atuar no projeto dos diretores John Musker e Ron Clements - os mesmos de *A Pequena Sereia* e *Aladdin* - fica no bairro do Brooklyn, não o americano, mas o da Zona Sul de São Paulo.

Durante dez meses, cerca de cinquenta profissionais da equipe da HGN trabalharam nas etapas de interpolação, clean up, pintura e composição digital do longa-metragem.

Segundo o criador e diretor da HGN, Haroldo Guimarães Neto, a produção não tem precedentes na animação produzida no País. "A Walt Disney sempre manteve a produção de seus longas para cinema exclusivamente dentro dos Estados Unidos", afirma o desenhista, que tem um histórico relacionamento com a companhia.

Na década de 80, Neto cursou a California Institute of the Arts. A universidade foi idealizada pelos estúdios Disney e é mantida pela empresa até hoje. É dela que saem boa parte dos talentosos novos profissionais do mercado de animação americano. Ainda nos Estados Unidos, participou da produção de longas como *Oliver & Co.*, *A Pequena Sereia* e *Fievel*, um *Conto Americano*.



## Produtoras no Kidscreen concorrem ao Oscar de animação

04/02/10



De 10 a 12 de fevereiro, o BTVP- Brazilian TV Producers estará com uma comitiva de 43 profissionais, sendo 39 produtores, em Nova Iorque (EUA), para participar do KidScreen, o mais importante evento anual de produções para crianças.

Entre os representantes das produtoras estão a HGN Produções e a Lightstar Studios, que pela primeira vez, colaboraram em dois dos cinco filmes de animação indicados ao Oscar 2010 - "A Princesa e o Sapo" e "The Secret of Kells", respectivamente.

A produtora HGN, associada do BTVP e dirigida por Haroldo Guimarães Neto, foi o primeiro estúdio brasileiro a participar de um longa-metragem do Walt Disney Animation Studios. Produziu o filme "A Princesa e o Sapo" realizando as etapas de interpolação (movimentos intermediários), clean up (traço final), pintura e composição digital utilizando softwares e equipamentos de última geração. Uma equipe de 50 profissionais da HGN esteve envolvida no projeto durante dez meses de trabalho e agora está sendo recompensada com esta indicação.

Já a Lightstar Studios, empresa localizada em Santos, litoral de São Paulo, participou da co-produção "The Secrets of Kells", co-produção irlandesa, belga e francesa indicada ao Oscar. Especializado em animação e artes digitais, Marcelo de Moura, diretor do estúdio, acumula mais de 20 anos de experiência no campo de animação, como artista de storyboard, desenhista de personagens e diretor de animação. Já Jean Mary de Moura, produtora e finalizadora da Lightstar, teve sua carreira modelada nos estúdios de Walt Disney como estagiária em 1995. O estúdio, associado do BTVP, tem realizado serviços para o mercado internacional de longas-metragens, televisão, games e web, incluindo trabalhos para a Disney, Rich Animation, Nickelodeon e Warner Brothers, além desta co-produção irlandesa, belga e francesa indicada ao Oscar.

Conheça as produtoras brasileiras que participam do KidScreen para encontros de negócios e painéis de debates com executivos de mais de 40 países: 2DLab, 44Toons, Amazing Graphics, Anima TV, Animassauro Creative Content, Belli Studio, Cinema Animadores, DayDreamLab, Digital Spirit Animation, Estricnina Desenhos Animados, Flamma, HGN Produções, Liberato Produções, Lightstar Studios, Mirabolica, Moonshot, MrSolo, Rocambole Produções, Singular Arquitetura de Mídia, Split Filmes, Sumatra Visual Effects, Tortuga Studios e TV PinGuim.





# Partnership





*Álvaro Arce*

Álvaro started his successful animation career in Hollywood in 1961 where he worked at several production studios which then were producing tv commercials and theatrical series such as Bob Clampett's Snow Ball Studios on the Beany and Cecil show, Larry Harmon Productions, Warner Bros. Looney Tunes, UPA Studios , Format Productions on The Lone Ranger show in his capacity as Layout Designer.

He then, in 1967, joined Hanna Barbera Productions to work as Layout and Storyboard Designer for The Abbot and Costello Show and then in many series such as The Flintstones, The Jetsons, Yogi Bear, The Three Musketeers, Shazan, Laff 'Olympics, Wacky Racers, The Smurfs, The Snorks to later, in 1968, become one of the designers who started the successful Scooby Doo...Where Are You? series.

After Hanna Barbera he opened his own creative studio in North Hollywood from where he produced educational spots for the Bilingual Childrens Television show as well as for the popular Sesame Street series to then work for Walt Disney Television in shows such as The Gummi Bears, Ducktales and Talespin series.

In 1988, he was called to join Walt Disney Features as Visual Designer for their newly formed development



department in movies such as The Rescuers Down Under and do preliminary designs on Beauty and the Beast, Lion King to later become the Art Director for The Prince and the Pauper, Mini Classics series.

During his stay at Disney he was invited to become a member of the Academy of Motion Pictures Arts and Sciences (OSCAR)

He then, in 1990, was hired by Lapiz Azul, a production studio in Madrid, Spain, to be a teacher of Layouts and Storyboards for a group of European artists to later become a partner representing the studio worldwide and producing designs and animation for Walt Disney, Hanna Barbera, Warner Bros. and Don Bluth Dublin Studio on productions as Talespin, Duck Tales The Movie, Batman The Series, Once Upon a Forest and Thumbellina.

At the present Álvaro has his own creative group in Santiago, Chile, from where he works doing free lance designs, creating new animation properties and writing and illustrating his own children books.





**More informations and contact:**

*phones*

+ 55 11 5543-4798

+ 55 11 5535-9687

*e-mails*

[hgneto@uol.com.br](mailto:hgneto@uol.com.br)

[contato@hgn.com.br](mailto:contato@hgn.com.br)



*Rua Bernardino de Campos, 205 - Brooklin - São Paulo - SP - Brasil*

*[www.hgn.com.br](http://www.hgn.com.br)*









**HGN**  
**PRODUÇÕES**