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Animated film from Peru one step closer to Hollywood

58 Minutes ago

Agnes Rivera

The protagonist of 'Ainbo' is a young indigenous heroine, battling the evils that threaten her home: the Amazon.



Promotional image for Peruvian film, "Ainbo" (Image courtesy of CMG)

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Cinema Management Group (CMG), based in Beverly Hills, recently picked up international sales rights to "**Ainbo**," a **3D animated film produced by Peru's own Tunche Films**.

The film incorporates **magical and spiritual elements**, focusing on the story of a young girl protected by Mother Spirit, befriended by a giant turtle, and facing off with an ancient demon named Yacuruna, a characterization that embodies real-life threats to the rainforest. Despite undertones of serious matters, CMG president

Edward Noeltner notes that "Ainbo" was in fact "the most commercial and attractive animation project we'd seen in a while,"** adding that the themes and designs have a universal appeal.

According to *Variety*, "Ainbo" was a standout at the December 2016 edition of **Ventana Sur**, indisputably one of the most important Latin American film markets, attracting hundreds of international buyers and sellers.

CMG plans to present "Ainbo" to buyers at the Berlinale European Film Market in February.

Sergio, Cesar and José Zelada are the brothers behind the Lima-based film company, Tunche Films. With just over 13 years as an active company, Jose spoke for team Tunche stating that they "couldn't be happier having met CMG at this year's Ventana Sur where we introduced 'Ainbo' for the first time as part of the market's focus on new Latin American animation companies" (*Variety*).



Just a girl and her giant turtle (Image courtesy of CMG)

TAGS: movie, ainbo, animation, Peru

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