



Costa Rica ANIMATION INDUSTRY

**Let's have
fun together!**

essential[®]
**COSTA
RICA**

Fun by Nature!

INTRODUCTION

PROCOMER, the Costa Rican Foreign Trade Promoter, warmly invites you to step into the captivating universe of the Costa Rican Animation Industry—a realm where innovation and imagination intertwine seamlessly. Positioned at the forefront of cutting-edge technology and fueled by an entrepreneurial spirit, Costa Rica stands as the ultimate global partner for ventures that seamlessly merge creativity with technological skill.

Embark on an exclusive journey into the evolution of Costa Rican animation. With a rich tapestry woven from specialized human capital, the rapid ascent of leading service sector companies, and an influx of new investments, Costa Rica promises a dynamic business landscape that rivals the best.

Born in the 80s, our animation sector has evolved into a sophisticated force specializing in Entertainment and Media. From perfecting Animation and VFX expertise to crafting compelling original content tailored for children, Costa Rican studios have left an indelible mark across Asia, Europe, and the Americas—with work present in over 19 countries.

Immerse yourself in the enchantment of Costa Rican animation, where our studios offer an array of services that push the boundaries of technology. Explore 2D and 3D animation, cutting-edge VFX, concept and character design, post-production and production services, game development, and art-related services such as printed books. With a global clientele seeking services, co-productions, staff retainers, and original IPs, our studios are poised to meet the dynamic demands of the industry.

Discover our captivating artistry as we craft creative, innovative, and high-quality animated products. Each frame tells a story, and the magic born from our paradise resonates through every one of our projects.

Costa Rica takes pride in its advanced and highest-quality education system in the region, reflected in our local animation industry. Most of our digital animators emerge from a comprehensive Digital Animation university background, contributing to the richness of our creative tapestry. As we invite you to explore the wonders of Costa Rican animation, be prepared to witness not just talent but a commitment to excellence nurtured through education.

Witness the resounding success of the global animation sector alongside our stellar lineup of Costa Rican animation studios. This catalog is your ticket to a universe where creativity knows no bounds. With 5 exceptional animation studios on board, join us at the Kidscreen Summit 2024 for an immersive journey into the dynamic world of animation excellence.

Let's infuse your projects with a touch of our "Fun by Nature" and discover the boundless creativity that defines Costa Rica. Join us, and together, let's make your animation projects truly exceptional, turning business into a joyous adventure!



PROFILE:**Founded:** 2016**Location:** San José**Number of****Employees:** 20**Export Markets:** Canada
and USA**Success Stories:**Nickelodeon, Marvel
Studios, Sega, Hasbro,
Sony Music

Estudio Shout is a 3D animation studio from San José, Costa Rica. We specialize in 3D animation, 3D asset creation, and video game cinematics and trailers, as well as concept art and storyboards/animations for video games and animated TV series.

**ABOUT US**

As innovators, we are constantly thinking of new ideas and ways to do things.

We have experience working with different clients, budgets, deadlines, and pipelines, from the smallest to the biggest project, we're up to the task.

We know how to deliver the best work possible that fits the client's or the project's needs. Give us a shout!

SERVICES, INTELLECTUAL PROPERTY, OR BOTH?

Services.

OUR PRODUCTS AND SERVICES

- 3D Asset creation
- Cinematics and trailers
- Character Design
- Concept art and storyboards, for video games and animated series.

We prefer to bid by project, 3D asset or animated minute. We work with retainers too, but it's not our primary business focus.

DEVELOPMENT TOOLS

Blender, Autodesk Maya, Adobe Photoshop and After Effects, Unreal Engine, Unity, Substance Painter, ZBrush.

OUR WORK**LOOKING FOR:**

We're looking for publishers and/or developers in need of outsourcing all concept art and 3D art development of their video games. We're also looking for animation studios looking for collaboration on animated series in animation, 3D asset creation, concept art and storyboarding.

CONTACT ESTUDIO SHOUT:

- **Name:** Daniel Rodríguez
- **Phone:** (506) 88485821
- **E-mail:** drodriguez@estudioshout.com • **WEBSITE:** <https://www.estudioshout.com>

OUR PROJECTS

PORTFOLIO SERVICES DESCRIPTION

Our portfolio includes work in video games, TV animated series, music videos, advertising, and original content, such as: GI Joe: Operation Blackout, Miraculous: Rise of the Sphinx, MIB: Arcade, Nickelodeon All-Star Brawl 1 and 2, and animated series like Marvel's "What If...?" Our clients include: Sega Arcade, Stellar Creative Lab, Marvel Studios, Nickelodeon, Sony Music, Hasbro, GameMill Entertainment, among many others.



WHAT IF?

3D ANIMATED TV SHOW

Animated TV show from Marvel Studios, where we worked alongside a Vancouver animation studio to create more than 100 character assets and did animation for about 60 shots for the second season of the show.

Our work included: 3D sculpting and modeling, texturing, shading and look development and 3D character animation. The project was completed in 2 years with a team of 12 people.

Client: Stellar Creative Labs and Marvel Studios



NICKELODEON ALL STARS BRAWL 2

FIGHTING VIDEO GAME

Crossover fighting video game where we worked alongside the developer to create more than 150 assets, including characters, props and environments. We did 3D sculpting, modeling and texturing, rigging, character animation and Unity engine integration. The project was completed in 16 months with a team of 14 people.

Client: Fairplay Labs, GameMill Entertainment, Nickelodeon



3D ANIMATED MUSIC VIDEO

ALICIA KEYS' "UNDERDOG" VIDEOCLIP

Animated music video created for Alicia Keys' remix of the song "Underdog". We oversaw the full production of the video, including pre-production. The project was completed in 4.5 months with a team of around 50 people.

OUR ORIGINAL CONTENT



NO IDEA

Andy, Leo and Mel are three friends who want to become famous on the internet. They try everything: being youtubers, music producers, making video games, even ice cream photography. Every day they try something new, fail, and then come up with another great idea while having fun in the process.

When you are having fun, the best ideas come out of nowhere!

Format: 13 Episodes x 11'

Age target: 8 - 12 years

Style: 2D and 3D Animation

Genre: Animated Comedy

Status: Development (Pilot completed)



Las Choco Aventuras de Henry

Henry, a sweet and curious sloth, will learn a super important lesson about how to protect the environment, and make the most fascinating friends along the way!

Let's learn and make a change together!

Format: 10 Episodes x 3' (Branded content)

Age Target: 5 - 9

Style: 3D Animation

Status: Development (Pilot completed)

CONTACT ESTUDIO SHOUT:

- **Name:** Daniel Rodríguez
- **Phone:** (506) 88485821
- **E-mail:** drodriguez@estudioshout.com • **WEBSITE:** <https://www.estudioshout.com>

PROFILE:

Founded: 1998

Location: San José, CR

Number of

Employees: 35+

Export Markets: Americas,
Europe

Success Stories: Moonbug,
Relish, Redrum, BBDO,
Publicis Groupe, McCann, etc.



martestudio

MarteStudio is a company dedicated to visual effects, computer generated graphics, and 2D and 3D animation since 1998. Since then, MarteStudio has quickly achieved superior quality, and it has positioned itself among the best studios in the region. MarteStudio prides itself in offering top quality services at highly competitive prices, with years of experience developing large 3D animation and VFX projects for international clients.



ABOUT US:

MarteStudio has consistently proven to be one of the highest quality digital animation and post-production studios in the region. Winners of awards at festivals such as the Cannes Lions International Advertising Festival and the Pantalla de Cristal Festival, we are passionate about the intersection of technology and creativity to find innovative and memorable ways to bring all kinds of stories to life.

PRODUCTS AND SERVICES:

- MarteStudio offers 2D and 3D animation services, as well as high-quality visual effects for series and feature films.
- Pre-production Services: Character, environment, asset, and animatics design. High-quality visual effects.
- 2D and 3D Animation: Layout, Rough Cut and Fine Cut Animation focused mainly on Maya.
- Postproduction Services: Offline / online editing, and color correction. Digital Compositing.

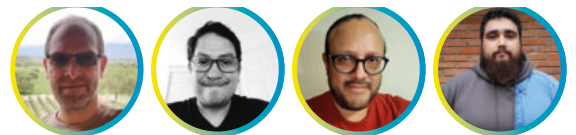
MEET THE TEAM:

Christian Glenewinkel: Founding Partner, General Manager and Post-production Director

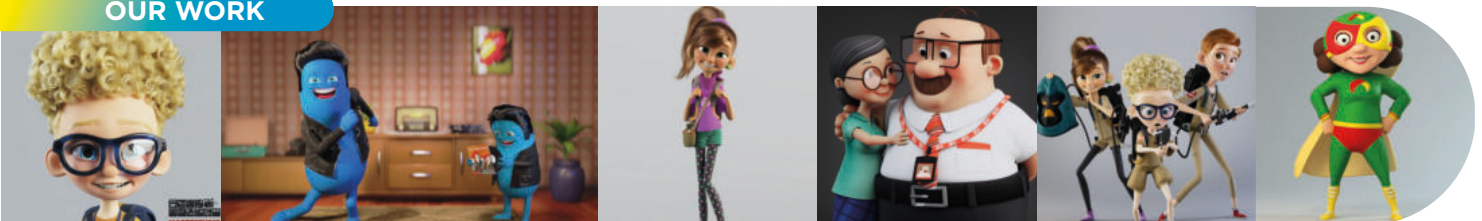
Hans Castro: Founding Partner and CG Supervisor

Oliver Zúñiga: Founding Partner and Animation Director

Fabián Borelly: Executive Producer



OUR WORK



CONTACT MARTESTUDIO:

- **Name:** Fabián Borelly
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OUR PROJECTS

PORTFOLIO

In recent years, MarteStudio has focused strongly on the production of 3D animated series for the North American market. It has produced several seasons of different series for children's audiences, and it has been involved in the process from pre-production to composition and final delivery.



Lego City Break-ins

DESCRIPTION: A series of 6 short chapters for Lego.

FORMAT: Full HD **STYLE:** CGI Animation



Hot Wheels Make It Epic Campaign

DESCRIPTION: A collection of 5 advertising materials showcasing different Hot Wheels products.

FORMAT: Full HD **STYLE:** CGI Animation



Barbie

DESCRIPTION: Several seasons produced for Barbie's YouTube channel.

FORMAT: Full HD **STYLE:** CGI Animations

PROFILE:

Founded: 2008

Location: Sabana sur, San José, CR

Number of

Employees: 8

Export Markets: Audiovisual post-production and digital animation

Success Stories:

Producciones LuzMarina, Havas, Garnier BBDO



La Sala Post is an animation studio based in San José, Costa Rica. We have more than 15 years of experience developing animation projects, we offer excellence in results and great delivery times. Our clients range from advertising agencies looking for animated TV ads to famous artists looking for 3D animated video clips.

**ABOUT US**

Our production pipeline and experienced team allows broad versatility for producing narrative, character, VFX, animation, and motion graphics. The result is a go to place for agencies and studios, large and small projects alike.

SERVICES, INTELLECTUAL PROPERTY, OR BOTH?

Services

OUR PRODUCTS AND SERVICES:

- 3D animation
- VFX
- Post-production (editing, color grading, etc.)
- 2D animation

DEVELOPMENT TOOLS OR STUDIO COMPETENCIES:

- Autodesk Maya
- Zbrush
- Nuke
- Adobe set: Premiere Pro, After Effects, Photoshop, Illustrator

OUR WORK**LOOKING FOR:**

Our primary focus lies in exploring outsourcing opportunities. We specialize in providing distinct services such as 3D animation, 3D lighting, post-production, and more. Furthermore, we are well-equipped to handle comprehensive production processes.

CONTACT INFORMATION:

- **Name:** Joaquin Vargas Castro
- **Phone:** (506) 2220-1472
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OUR PROJECTS

PORTFOLIO



MAMÁ LUCHA

Client: Walmart Central America

Product: Palí

Project: Annual campaigns

Style: 3D Animation

Target audience: Stay at home moms.

Description: Monthly campaigns that air on regional television and social networks throughout all Central America.

Services: Full production.



SHAKIRA'S "ACRÓSTICO" VIDEOCLIP

Client: Sony Music

Product: Shakira

Project: Video Clip

Style: Cutout animation

Target audience: Teenagers and Young Adults

Services: Creativity and production of the 2D animated video.



TOYOTA RAV4 HYBRID CAMPAIGN

Client: Garnier BBDO

Product: Toyota

Project: Rav4 Hybrid

Style: 3D Animation y postproduction in Nuke and After Effects.

Target audience: Adults

Services: Postproduction of visual effects and 3D animation

PROFILE:

Founded: USA, 2004; Costa Rica, 2015

Location: San Pedro, San Jose, Costa Rica

Number of

Employees: 60

Export Markets: USA, Canada, EU

Success Stories: Cat in the Mill, Pearson, Vision Video, VOM, Formed, Minno, ATT



Herald Entertainment has been producing quality, family-friendly audiovisual and print media with an emphasis on kids' audiences for over twenty years. Based in San Jose, Costa Rica and Dallas, Texas, USA, our studio not only develops and produces series for multiple clients but also creates our own IP which is streamed in multiple languages around the world.

ABOUT US

Herald Entertainment is dedicated to creating and producing quality content that both respects and entertains audiences worldwide. With content that is distributed internationally in some 15 languages, we create our own series and publications as well as provide services to a variety of clients, from TV and film producers to worldwide organizations.

SERVICES, INTELLECTUAL PROPERTY, OR BOTH?

Herald Entertainment offers all phases of video production for hire, including conceptual origination, scriptwriting, character and production design, all production stages, as well as voice talent recording, SFX, and foreign language dubbing.

OUR PRODUCTS AND SERVICES

• Development • Character designs • 2D Traditional animation • 2D Cut-out animation • 3D Animation • Motion Graphics • Illustrations • Production design • Concept • Scriptwriting

DEVELOPMENT TOOLS

• Storyboard Pro • Toon Boom Harmony • Autodesk Maya • Adobe Animate • Blender • Adobe After Effects • Adobe Character Animator



LOOKING FOR:

Herald Entertainment is open to outsourcing projects and a limited number of co-productions.

CONTACT HERALD ENTERTAINMENT

• Larry Zielke
• Larry@herald-inc.com
• 951-750-4777
• www.herald-inc.com

OUR ORIGINAL CONTENT

The Pilgrim's Progress

Award-winning, 3D animated feature film released in 800 theaters in the USA in 2019.



Description: A CGI animated, re-telling of the John Bunyan classic, "The Pilgrim's Progress"- Full of fantasy and adventure- the first in a trilogy.

Format: Feature film

Age target: Family

Style: 3D CGI

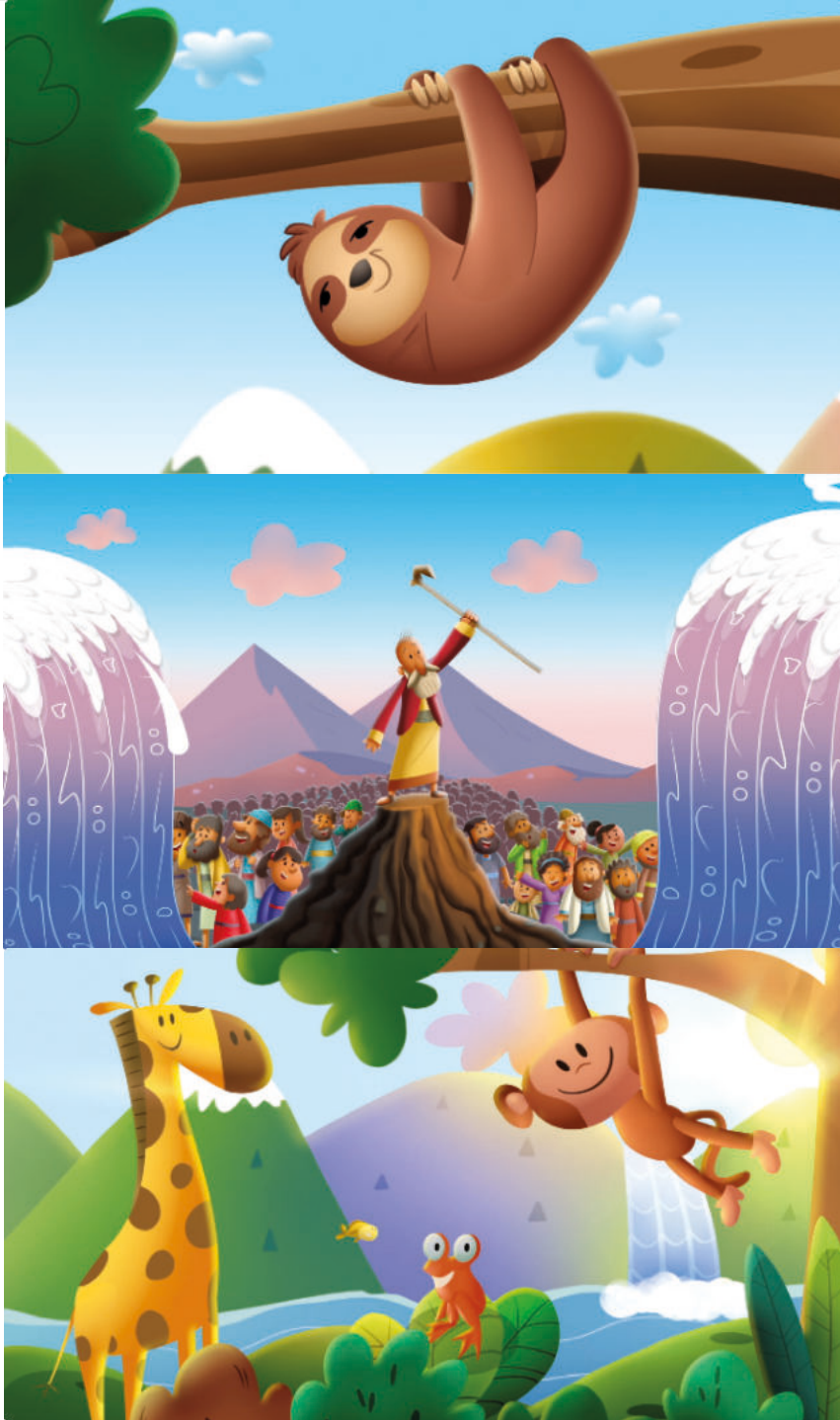
Genre: Fantasy, spiritual

Development Stage: Completed

Minno

“Laugh and Grow Bible”

65-episode animated series based on the book written by Phil Vischer (Veggie Tales). In production.



Description: Animated series based on the book “Laugh and Grow Bible” by Phil Vischer.

Format: Short form streaming

Age target: 3 - 7 years old.

Style: 2D

Genre: Faith-based kids material

Development Stage: Completed 20 episodes

THE ALPHABET

**Learning while I grow
in my Catholic faith!**



New series from Brother Francis!

TOTALLY TODDLERS

10 x 12-minute episodes for pre-school. Traditional and 3D animation. Ongoing production.

Description: Splashes of color, catchy songs and fun characters help children learn the alphabet, colors, animals, numbers, kindness and other toddler essentials in this new pre-school series.

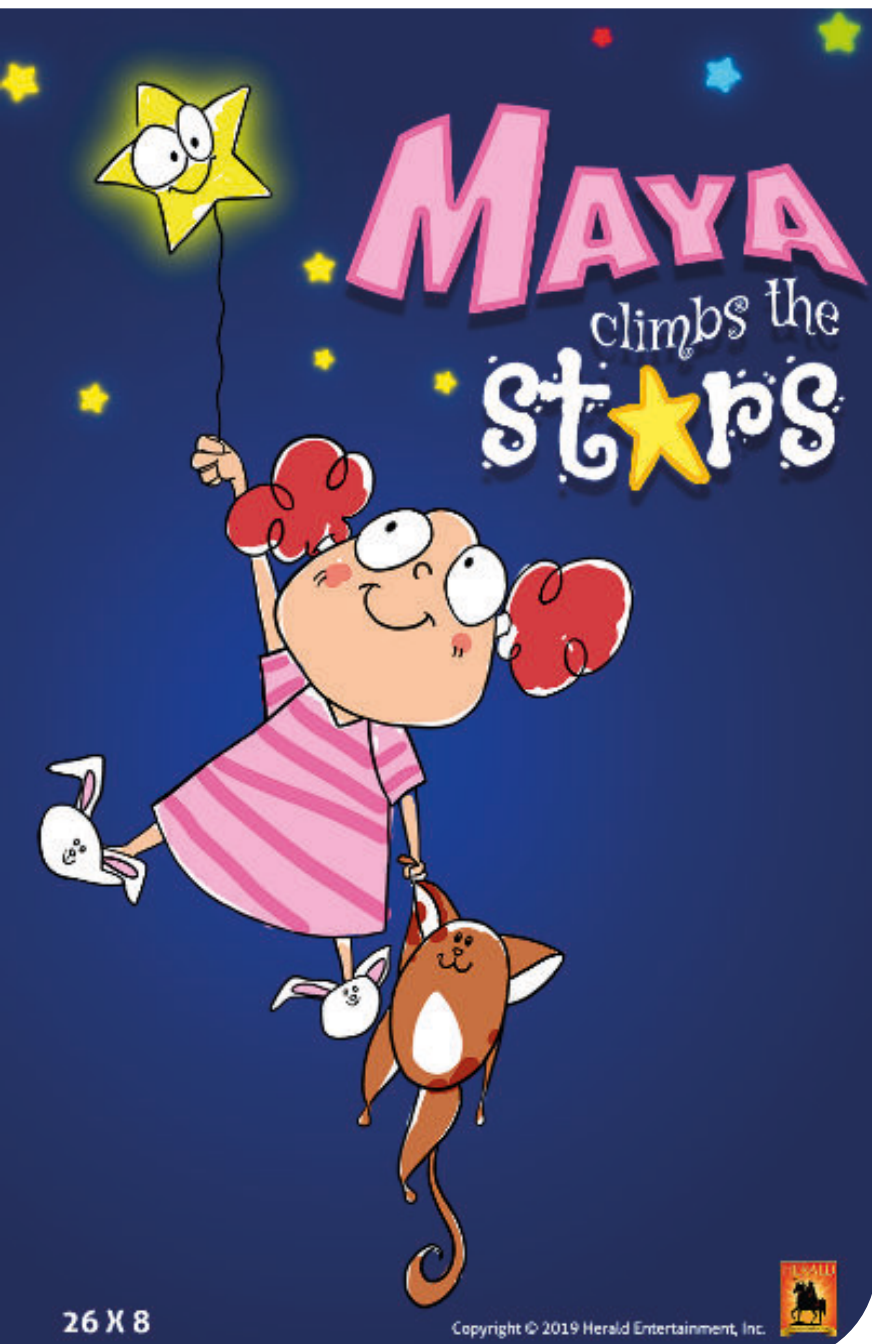
Format: Short-form streaming

Age target: 2 - 5 years old

Style: Animation

Genre: Pre-school, edutainment

Development Stage: 4 completed, more in production



MAYA CLIMBS THE STARS

3D/2D series about a girl who travels to imaginative worlds at bedtime. Currently in development.

Description: A 3D/2D series about a young girl and her pet cat at bedtime who visit a wondrous universe of unique and quirky planets where she learns how her choices have a ripple effect in her life and in the lives of others.

Format: Short-form streaming

Age target: 2-5 years old.

Style: 3D/2D animation

Genre: Pre-school, child adventure

Development Stage: Teaser created, series in development.



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kidscreen
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