



PRESS RELEASE
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BLUE SPIRIT ACCELERATES GROWTH STRATEGY AND STRENGTHENS ITS PRODUCTION TEAM

The Blue Spirit group, a subsidiary of the Newen Studios group, is accelerating development of its production activity to meet the needs of a growing market. Producing animated series and feature films and with a 2D/3D production studio since 2004, Blue Spirit is also appointing new heads of production to succeed Armelle Glorenc and strengthen its teams.

"The evolution and strengthening of Blue Spirit Productions reflects the creative and commercial ambitions that have driven the company since its creation. Sylvie, Justine and Jacques are passionate and talented producers. I have every confidence in their interpersonal and creative skills, as well as their expertise in developing and producing strong and innovative content for a wide audience. I would like to warmly thank Armelle for the incredible work she has done over the years at Blue Spirit and wish her all the best for her future projects." Olivier Lelardoux, Managing Director of Blue Spirit

Armelle Glorenc, who arrived in 2005, was co-director of the Blue Spirit group alongside Eric Jacquot, and the producer of Blue Spirit. She has produced all of the company's emblematic projects, including the series *The Mysterious Cities of Gold*, *Loopdidoo*, *Alice & Lewis*, *Arthur and the Children of the Round Table* and the feature films *My Life as a Zucchini*, which won two Césars, and Jean-François Laguionie's films *The Painting* and *The Prince's Voyage* (co-directed with Xavier Picard); this year she was awarded the French Film Animation trophy

Sylvie Mahé, who has joined the group, is appointed producer and deputy managing director. In this capacity, she will oversee all activity and production teams for series and feature films. She succeeds Armelle Glorenc, who has accompanied her since September in this position. Sylvie Mahé began her broadcasting career by joining the audiovisual subsidiary of the Total Group as financial director of the animation department, alongside Eric Jacquot. Since 2005, through her consulting firm, she has worked alongside animation producers on series and feature film projects, as well as on the corporate scope of their activities (Blue Spirit, Cube Productions, Technicolor Animation Production, and Mondo TV France). In 2018 she joined Mondo TV France as General Manager and Director of Development.

"Blue Spirit Productions has been producing ambitious, high quality and distinctive projects for many years. With the whole team, we will continue to pursue this editorial line and are committed to ensuring both current productions and future developments will uphold the same high standards and continue to delight our audiences, who remain at the heart of our ambitions." Sylvie Mahé

Jacques Romeu also joined the Blue Spirit group, after more than 20 years in animation, including 10 years as Executive Producer in development on some 50 projects (Studio 100, Cyber Group Studios, Superprod), and is now appointed producer. His mission is to strengthen the production of series at Blue Spirit Productions by initiating new projects and by supporting series already in production or development, including *Alice & Lewis* (Season 2), *Mille Bornes Challenge*, *The Borrowers*, and *Nightmares are in Trouble*. He will work alongside Caroline Oustlant, artistic producer.

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"What could be more exciting than initiating, developing and producing new series at Blue Spirit Productions? I am proud to join a team for whom storytelling, graphic arts and new technologies are a passion." **Jacques Romeu**

Justine Francke, who has been a producer in the company since 2021, will take over the production of feature films, with Sara Wikler at her side as artistic producer.

She joined the Blue Spirit Group in 2018 as Legal Director, after several years of experience in international distribution at Studiocanal.

She will continue the development of films already underway: *The Ballad of Yaya*, directed by Hélène Giraud and Thomas Szabo, *The Legend of (almost) King Arthur*, based on an original idea by director Jean-Luc François, *Cut & Run*, based on the graphic novel by Chloé Cruchaudet, and *Colleen & Amélia* by Eric Summer, in co-production with Syon Media in Canada. Two of these films are scheduled to go into production in 2023. In parallel, Justine Francke is also taking over, alongside Folivari, production of the premium series *The Baker Street Four*, adapted from the comic book published by Glénat.

"I am proud to follow in the footsteps of Armelle Glorenc, to bring ambitious films to the screen and to champion sensitive, captivating animation cinema that is in tune with the times and which can open new paths in everyone's imagination." **Justine Francke**

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About Blue Spirit

Blue Spirit is a Premium Animation Studio and Producer since 2004, based in France and Canada (Angoulême, Paris and Montreal).

Blue Spirit Studios have experienced similarly strong growth with the manufacture of in-house productions, series helmed by French producers but also thanks to the executive production for Global Streaming Platforms on ambitious international series.

Notable series produced by Blue Spirit Productions include: *The Mysterious Cities of Gold* (3 seasons), *Arthur and the Children of the Round Table* (2 seasons), *Alice & Lewis* (2 seasons), *Splat & Harry*, *Loopdidoo* (5 seasons), *UFO* (2 seasons), and *Little Chicks*. Whether original creations or adaptations, the series allow Blue Spirit Studios to experiment with new techniques and enrich their expertise, and for the company to strengthen its ties with national and international broadcasters.

In terms of cinema, Blue Spirit Productions has been involved in the production of feature films, accompanying authors on remarkable projects, such as *The Painting* by Jean-François Laguionie (nominated for a CESAR award in 2012), followed a few years later by the multi-award-winning *My Life as a Courgette* by Swiss director Claude Barras (CESAR 2017 for Best Animated Film and Best Adaptation, Cristal for Best Feature Film 2016 and Audience Award at the Annecy International Animation Film Festival, Emile Award winner and nominee for OSCARS, GOLDEN GLOBES and BAFTA); and *The Prince's Voyage* (directed by Jean-François Laguionie and Xavier Picard) released in December 2019.

About Newen Studios

Newen Studios, a subsidiary of the TF1 group, is a major fast growing European player in audiovisual production and distribution, with a multi-genre strategy (drama, film, animation, TV movie, documentary, non-scripted...).

Deeply rooted in 11 countries, the group has more than 50 creative labels and a passionate overall team of 600 people each bringing their unique expertise.

Shows produced by Newen Studios are exported globally alongside a curated slate of third party programming, thanks to its distribution subsidiary Newen Connect whose activities help to shine a light on European content.

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