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## **New Australian Company to specialise in Digital Animation Concepts for Children.**

Melbourne, Australia: There is a new player in the global arena of digital animation. Twisted Hair Productions, who aim to "empower children through the art of storytelling", has launched its web site and is negotiating a CD Rom and merchandising contract to introduce a delightful "cast" of characters.

Launched to coincide with the first Blue Moon in Australia since 1961, Twisted Hair's web site has generated considerable interest in the fledgling company, and its founder and creative director Jane Thornton. The site introduces Flicka, the Fearless Firefly, and Tinka and Tonkabell, the Intrepid Tooth Fairies, offering tantalising glimpses of Thornton's "initiating project", a pilot for a Children's television series.

"The Giant Tooth" has been in development for nearly two years, of which Ms Thornton is particularly proud. "There is so much inferior product around for children", Ms Thornton mused "and much of it is really below what I would define as watchable. I am very focussed on nurturing this initiating project and sharing with a creative team, the project's development to it's full potential. We have mapped a cultural, spiritual, and geographical environment for our characters, who each have a adventures to share, told from the 'Holey Storyteller's Throne', (and not a Koala to be seen.)

Of the launch of her web site, Thornton said; "the immense amount of work from everyone" involved "for love" at this stage, "has more than paid off. Whilst the number of hits to [www.twistedhair.com](http://www.twistedhair.com) has been restrictive, the feedback has been very encouraging. People have expressed absolute delight in the characters".

"We launched the site during the first blue moon in Australia since 1961 for a number of reasons, synchronicity with a capital 'S' you might say. I was born in 1961 and I share a birthday with Walt Disney, whom I admire enormously. And the adventure which is our pilot, "The Giant Tooth", begins on the eve of a blue moon."

The next phase is to secure investment, a formidable task which Thornton does not under-estimate. "We have a huge amount of work to do, but we are confident that for the remainder of 1999 we will work towards our goal of matching our budget with investment." Thornton's eyes sparkle; "know anyone?"