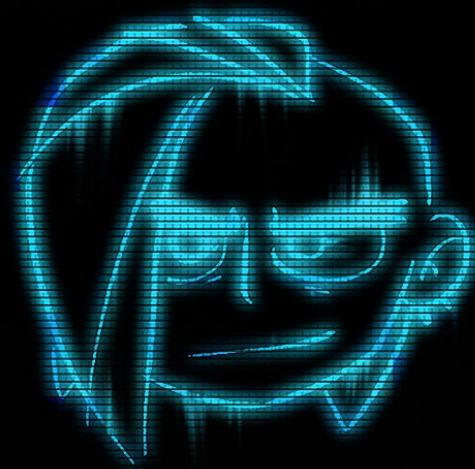


WASTED®



PAST, PRESENT, PLASTIC.
アニメーションの短編映画



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WASTED

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Olivia, a teenager who lives an ordinary life, ends up with the ability to feel and control plastic when she comes into contact with a mysterious substance that was intended to revolutionize the world of recycling.

Doc – the inventor of the substance- is a young woman working as a research manager in one of the world’s most advanced recycling laboratories. When she heard about Olivia, Doc decided to visit her and offered herself to mentor Olivia into becoming a superhero. She sees in Olivia the ally she needs to spy on the Gorks, an alien race capable of living in highly polluted atmospheres that has secretly infiltrated our society.

- └ After a period of hard training, Olivia is finally ready and faces her first adventure: to find out what is happening with the waste of her city. It has been mysteriously disappearing for weeks and Doc thinks that the Gorks may have something to do with it. Olivia will eventually confirm Doc’s suspicions and end up infiltrating the Gork base established on Earth to find out what their real plan is: they intend to pollute our planet to make it habitable for them. The discovery scares Olivia, who is overtaken by something so big on her first mission. And on top of that, Doc doesn’t respond. She is alone and it seems that no one can help her... or maybe yes?

Wasted, UMAMI and the Environment

- └ *Wasted: Past, Present, Plastic* is a 2D shortfilm aimed at a young audience (8-16 years old) that aims to raise awareness about the importance of recycling and the development of a sustainable lifestyle. Carlos Linares-Rivas Rodríguez, the director, has been researching and reading about the impact we are leaving on the planet as a species, and wondering how he could help change things. Education is the best way to do this, but nowadays it is very difficult to bring any message to a population that is ultra-saturated with information. That is why when Ecoembes proposed to develop a project with Olivia’s story as its base, he saw an open way to bring this message through the medium he knows best: animation.
- └ So, Carlos founded UMAMI Animation Studios in Madrid, his native city, and gathered a team formed mainly by artists who had worked with him in Klaus (Netflix, 2019). For months, UMAMI has worked side by side with Ecoembes to finish Olivia’s story and develop a project they consider ‘socially necessary’.



オリビア

OLIVIA

⌞ *'My name is Olivia and I can control plastic'* ⌞

⌞ Olivia has been moved away from the archetypal image of a teenage girl. Is she a punk for going around with a shaved head? No. Is she heterosexual, homosexual, bisexual...? That's open to interpretation by the viewer. Olivia has her own personality and does not conform to any prescribed pattern. She is not a high school cheerleader, not the typical emo girl.



Development

└ Since the length of the shortfilm did not allow for a further development of Olivia's character, UMAMI sought to reflect all this through aesthetics. We don't seek to link the heroic character to the light; Olivia's aesthetic is very urban and underground, associated with dark and saturated colors and very contrasting tones.

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└ Likewise, the colors associated with Olivia and her powers are blue and pink, traditionally associated with boy and girl. Olivia aims to break with the duality of gender roles even in something as concrete as the chromatic range. Wasted invites everyone to be as themselves wish.

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└ 'We're not in the 80s or 90s, archetypes have been broken. While animation, and in general the stories that cinema tells, caricature reality to make it simpler and more understandable in 90-120-minute formats, that caricature needs to be updated.'

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- Carlos Linares-Rivas, Director

└



| Character posing and Olivia early development designs |

医者

DOC

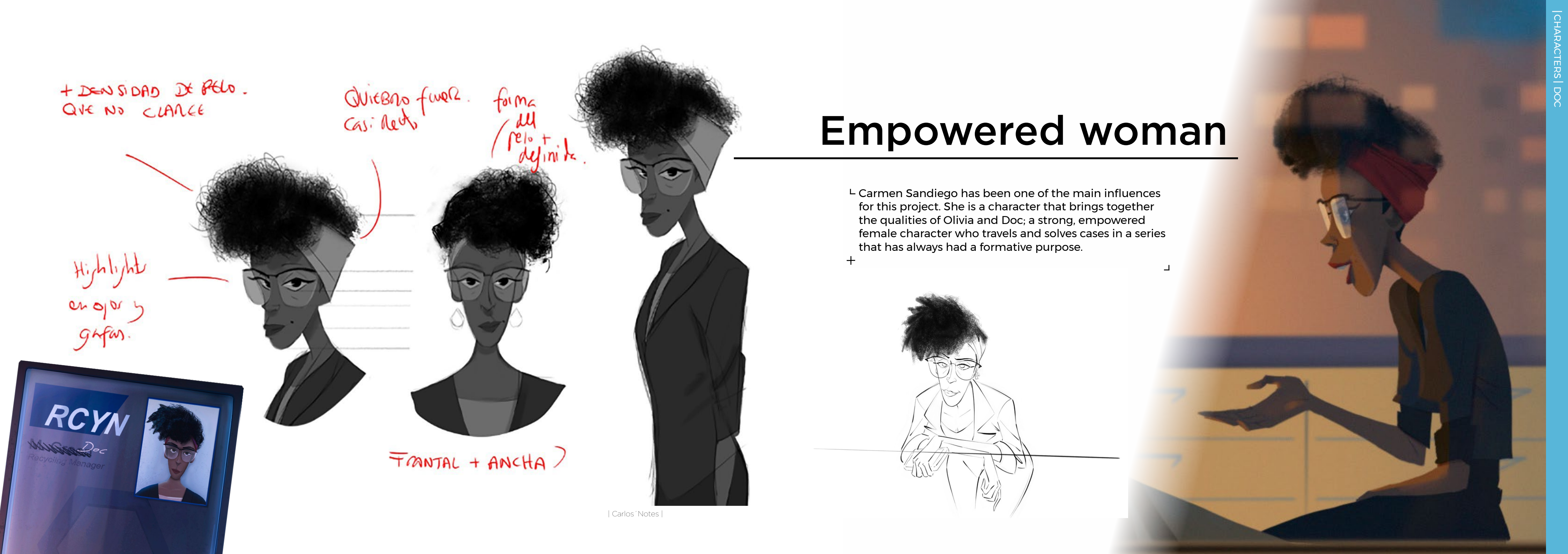
└ *‘Congratulations, you are going to be a superhero!’* ┐

└ Doc is the head of research at the recycling center where Olivia’s accident happened. After that event, she commits to training her to use her new power, and they become allies against the Gork. She has studied for years in the most prestigious universities in the world. This character stands out for her charisma. Empowered, self-assured, she does not need to raise her voice to make herself heard. ┐

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┐





Empowered woman

└ Carmen Sandiego has been one of the main influences for this project. She is a character that brings together the qualities of Olivia and Doc; a strong, empowered female character who travels and solves cases in a series that has always had a formative purpose.

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エイリアン

GORK

└ *‘Will the Earth become our new home?’*

└ The Gork are an alien race that needs polluted environments to live. For some time now, they have realized that they are reaching high levels of overpopulation, so they have decided to visit other planets to check if they could move to any of them.





Psychologically, the Gork are caricatures that represent where we are headed as individuals. They are aliens living in toxic environments, but that doesn't mean they should look ugly or dirty. On the contrary, their designs show creatures very concerned about their physical appearance and with an aesthetic taste for the classic (they remind us of ancient Greek and Roman athletes in those robes).

They care a lot about their bodies and faces, and that's why they wear those masks with perfect and inexpressive faces. A society that doesn't stop incrementing their population number, contaminates and it's extremely superficial. Does it sound familiar?

エイリアン

Who are they?

- └ Although they have the necessary tools to invade us and contaminate the Earth in a very short time, the Gork do not have a conquering zeal. Instead of seeking direct confrontation, they have decided to slowly infiltrate our society and pull the strings from the shadows: they buy and sell strategic companies, finance anti-climate change lobbies, bribe governments and the media... whatever it takes for us humans to do their hard work.
- └ Narratively, the Gork were created as a scapegoat to personify all the evil we do to the planet and make it external. Wasted's purpose is to develop more ecologically sustainable consciousness and attitudes, not to point fingers. In this way we avoid falling into accusations and feelings of guilt and focus on the message.

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The background is a dark, futuristic interior. It features a large, circular platform with a glowing blue light in the center. The walls and ceiling are dark with various glowing blue lights and structural elements. A small figure of a person is visible in the distance on a walkway.

WORLD

世界

Where?

└ Wasted is located in our world and it nods to real activist movements like #Fridays-forfuture and presents real problems that we must fight, such as the island of garbage in the Pacific and the presence of plastic in the seas. Again, the goal is not only to entertain, but also to raise awareness and educate to encourage sustainable habits.

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└ Beyond the contents and its ecological essence, if you analyze it carefully it is possible to see other interesting details in this project. We intend to show characters and worlds that reflect our contemporary society. 'The shortfilm seeks to break with clichés and reflect a more complex, rich and current reality than the classic canons.'





‘There is no planet B’

We developed 3 main locations for this pilot episode: the recycling lab, the city and the Pacific Garbage Island. With the recycling plant we had to create two very different environments, one open to the public and another one ‘forbidden’. To do this, we relied on lighting, making the lower area where the substance is located darker and gloomier. Although we generated this contrast with the illumination, we needed to give unity to the laboratory through its design. It was necessarily that, although with certain differences, both environments feel similar: open and very technological but composed of organic forms. That’s why we looked for architectural styles that combine nature and urbanism, as is the case in Singapore.

└ The city aims to reflect the aesthetics of today’s big cities, and since Wasted is a project with a global purpose, we didn’t want to locate it in any particular place. One of the most important things for us was to transcend the usual limits of animation and improve cinematography through the careful use of lenses; and the city is the set that has benefited most from this. We treated the storyboard stage as if it were a real-image and selected the best lens for each shot. When we wanted to give more protagonism to the city, we used wide-angle lenses, and for action shots, used telephoto to change the scale of the environment and buildings.


└

└ The garbage island is the most caricatured location with respect to reality. When you look for images of the real island you find a pile of waste and garbage floating in the sea; it is really discouraging and worrying, but it is not the threatening aesthetic we were looking for.

We needed a design that was imposing in its scale and yet felt equally orderly and chaotic. Orderly because the Gork are aesthetic characters, but it is an island made entirely of garbage. And we found in the containers a great ally; with them it was possible to paint the backgrounds in a much faster way, they transmitted order and scale and were very easy to pose in the layout stage. It was enough to add some smoke and some carefully selected garbage elements to add an extra layer of mess that would make everything look dirty...

+

up to the final shot.



With Wasted: Past, Present, Plastic, UMAMI Animation Studios brings the first of Olivia and Doc's adventures, as the project has been conceived as a series composed of 5-10 minute chapters that deal with different relevant environmental issues. Some content has already been developed for future deliveries, and right now UMAMI is looking for funding, give continuity to the project and make it international.

Another tool developed by UMAMI and Ecoembes to involve the public in the story and thus make them participate in the content was to leave an open ending to publish the episode on networks and, from there, ask the followers what they would do to help Olivia through her adventures. The goal is to improve the public interaction with the content in the next deliveries.

スタジオ STUDIO

⌞ Our job is to create umami. ⌞

⌞ UMAMI Animation Studios is a design and animation production company based in Madrid (Spain) specialized in creating content for film, TV, advertising, videogames, VR and videoclips.

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⌞



Animation
Studios

About UMAMI

We are
focused on
two main lines
of work:

- To offer services to other companies in any of the pre-production, production and post-production stages.
- To develop projects in an integral way, both our own and for clients.

Have you ever wondered why a story marked you so much? Or why an image, frame or drawing attracts your attention and makes you feel good? So do we. Great stories and the best images, just like the food dishes of great chefs, have umami. Cooking experts consider it the fifth flavor. It is not sweet, salty, bitter or sour; it is different, they describe it as tasty.

We seek to create stories and visual experiences that have umami. Stories that generate memorable emotions. Images that make every second you spend with them meaningful.

Carlos

- Carlos Linares-Rivas Rodríguez is a Spanish director and animator. Born in Madrid in 1991, he studied Advertising and Public Relations to finally reorient himself to his passion: animation. After completing his studies at ESDIP, he worked for companies such as Samsung, The SPA Studios, No Ghost or Eagle Eye Productions, doing storyboarding and animation.

Some of the best-known projects in which he has participated include Klaus, nominated for Best Animated Feature Film (Oscars 2020) and I Wish, nominated for Best Animated Short Film (Goya Awards 2019). Wasted: Past, Present Plastic is his debut as a director and a new stage in his career.

- As a creator, he seeks to obtain content of the highest visual quality, mixing the typical stylized animation designs with a more realistic application of light and color. The goal is to make the public feel both familiar and surprised with the results.



CREDITS

クレジット

DIRECTOR

└ CARLOS LINARES-RIVAS RODRÍGUEZ

CAST

└ **OLIVIA** ELENA RICO
DOC IDOIA RUIZ
GORK CARLOS
LINARES-RIVAS

PRODUCER

└ ALEJANDRA GIGOSOS

PRODUCTION DESIGNER

└ ANDRÉS ARCOS

ANIMATION & COMPO SUP.

└ JORGE SAN MARTÍN

MUSIC & SOUND DESIGN

└ FUNKO



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