

The background is a photograph of a city with many multi-story apartment buildings. Overlaid on this are several cartoon characters: a spider in the top left, a bee in the top right, a seagull on the left, a green frog on a blue bird's head in the center, a long insect on a building to the right, a snail on another building, and a red squirrel on a building in the bottom right. The title 'CITY CRITTERS' is written in large, colorful, bubbly letters across the top.

CITY CRITTERS

A children's series
by Emil Nørgaard Munk

CITY CRITTERS

NEW TALES

INTRODUCTION



Did you know that the city is full of critters? Behind the bushes, under the cobblestones, and up on the rooftops, many exciting species are just waiting to be discovered! In CITY CRITTERS, the fun and lively Vimse takes you on an adventure to meet the city's secret inhabitants - from cheeky seagulls and speedy squirrels to busy bees and shy woodlice. Together with a group of curious children, we learn about the animals, where they live, and how they survive in the city. Every episode is full of surprises and new discoveries that make it impossible not to want to go searching for urban wildlife in your own city. Who knows? Maybe there's a little city critter right outside your door!



INFO

Genre: Edutainment (Live action + animation)

Format: 8 episodes of 5-8 min

Audience: Children 3-6 years

Production Company: New Tales

Distribution: Nordisk Film

Broadcaster: TV 2 Oiii DK, TV 2 Norge

Partners: The Danish Natural History Museum, Buster
Children's Film Festival & The Danish Nature Conservation

Financed by: The Danish Film Institute, West Danish Film
Fund & Nordisk Film /TV 2 Oiii

Director: Emil Nørgaard Munk

Producers: Mette Mikkelsen & Jonathan Langelund

Executive Producers: Ida Schmidt, Kirstine Vinderskov
(Nordisk Film)

Animation Director: Susi Haaning

Character Design: Katrine Glenhammer

Screenwriters: Rasmus Frøkjær & Emil Nørgaard Munk

Composer: Sune Kølster

Sound Design: Eske Nørholm

Photographer: Agapi Triantafillidis

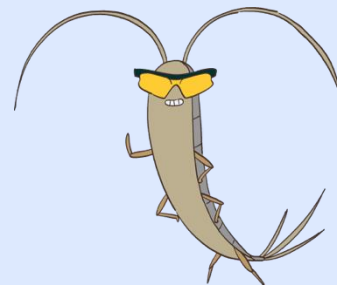
Editor: Anne Berg Johannesen



EPISODE STRUCTURE

Each episode begins with a short intro, where Vimse is established as a fantasy critter that lives in a skyscraper above the city. Down on earth two kids are playing. From its home, Vimse can look out over the city with its binoculars and keep an eye on everything. In each episode, the kids encounter a new critter in the park, in the backyard, in the apartment or in the parking lot. When meeting the critters, the kids express either disgust, indifference or curiosity. This activates Vimse, who appears to the kids. The kids greet Vimse, who is a natural part of their universe.

Throughout the episode, Vimse introduces the kids to knowledge and facts about the critter, while they look at and examine it. The facts are shown as fun animations of the kids' imagination. The children move from disgust and indifference to considering animals as exciting creatures with cool characteristics and survival mechanisms. With facts, animation and physical activity the kids gain knowledge.





SQUIRREL

preview episode

<https://vimeo.com/921957660/cf06998f53?ts=0&share=copy>

The episode has English subtitles,
but the final version will be dubbed in various languages.

A cartoon illustration of a brown squirrel with a large, bushy tail, wearing a pink tutu. The squirrel is standing on a large, brown tree stump, waving its right hand. The background shows a blue sky with light clouds and a green hill in the distance. The word "CHARACTERS" is written in large, bold, yellow letters with a black outline, centered over the squirrel.

CHARACTERS

Theo



Olivia



Herman



Liva



Björka



The cast consists of five children ages 5-7, who live in a large city. The children know each other but have no background history. As children who have grown up in terraced houses, apartments or social housing, nature and critters are relatively unknown for them, but the kids are curious and playful.

Vimse

Vimse is a "city critters" ambassador" aiming to create good encounters and relationships between humans and critters in the city.

In collaboration with animators Katrine Glenhammer and Sara Koppel, we developed five different character designs. We tested these in various kindergartens in different areas, with a total of 72 children aged 3-6 years. The result was quite clear. 47% of the children, across gender, social background, and age, preferred the chosen design. We also received a lot of qualitative feedback from the target audience, which we have incorporated into the series. We prioritized giving Vimse large eyes and a strong purple color, since the kids preferred that.

The children liked that Vimse resembled an animal more than a human, so Vimse can walk on both two and four legs. The test also made it clear to us that the children imagined various characteristics for Vimse, such as gender and personality traits. Vimse is gender-neutral.



DIRECTOR'S INTENTIONS

For me, it is absolutely crucial that we teach future generations to view other species in a new and curious way. A break from the traditional categorization of animals as either "pets", "useful animals", or "pests" - three categories that define animals based on their usefulness to humans. This new perspective should see animals as beings that exist in their own right, something we as humans can be curious about. The series should appeal to the many children who have not grown up with forest kindergartens or in nature-rich areas. If you have grown up in an apartment block or a city row house, nature and animals may feel very distant or like something that only exists in a zoo. At the same time, there is an ongoing major conversation in society about climate change, mass extinction, and disappearing animal species. The series should equip children with images and language to understand and participate in that conversation.

Emil Nørgaard Munk



CITY CRITTERS



CONTACT INFORMATION

Mette Mikkelsen

Producer

mette@newtales.dk

Phone: +45 61 77 06 66

CITY CRITTERS

NEW TALES