

COMPANY

**Viva Fantasia
Animation**

LOCATION

Jakarta, Indonesia

SOFTWARE

3ds Max
Maya
Arnold
Shotgun
Media & Entertainment
Collection

KNIGHT OF THE INDONESIAN ANIMATION INDUSTRY

Autodesk assists Viva Fantasia Animation in its crusade to bring glory to Indonesian animation



Image courtesy of Viva Fantasia

“Knight Kris was built on Autodesk 3ds Max. We knew we wanted to use 3ds Max when we started because it’s so easy to use. One can just hop in and do the work. We also really appreciate 3ds Max’s user-friendliness in terms of working with other software...”

Ridwan Santoso
Co-Producer

So, how does one bring about a revolution? With a big vision and a little magic, of course!

No one knows this better than Viva Fantasia Animation, an independent Indonesian production house, responsible for creating the very first Indonesian feature film to be made in 3D animation – Knight Kris. Established in 2012, Viva Fantasia began with a clear goal of introducing Indonesian culture to a worldwide audience by repackaging it in the form of visually stunning fantasy films with international appeal. And helping the animation studio realize its admirable vision is the magic of Autodesk solutions. From the same vision that birthed the production house, its first animated feature film and landmark project Knight Kris was also born, informs Ridwan Santoso, a co-producer at Viva Fantasia. This remarkable feat

wasn’t without struggle, however. Like the Knight Kris hero Bayu, Viva Fantasia too faced some challenges initially. Being relatively new to the animation industry, it encountered some obstacles related to perfecting modeling, character creation, and computer graphics. The studio knew that the audience would naturally draw a comparison between its work and Hollywood animated productions and wondered how it could exceed expectations.

But just like Bayu’s friends, helping the studio in its journey to emerge victorious was a great support system – the in-house creative team of talented people, specialized in pre- to post-production skills, as well as some incredibly useful software from Autodesk. Ridwan shares, “Knight Kris was built on Autodesk 3ds Max. We knew we wanted to use 3ds Max when we started because

it's so easy to use. One can just hop in and do the work. We also really appreciate 3ds Max's user-friendliness in terms of working with other software like Adobe Photoshop."

Another reason why 3ds Max seemed like the obvious choice was that it's widely used, being among the first tools that people in the animation industry are taught in college, says Ridwan, "Our resources are familiar with 3ds Max as they learned animation and modeling using it in the first semester of their graduation courses. So, we prefer 3ds Max, because not only is it easy to use, most of us are already comfortable using it. What's more, 3ds Max has been in the market for so many years that there are a lot of users and forums out there. When needed, it's quite easy to find help, advice and tutorials in the 3ds Max ecosystem."

The making of Knight Kris, Viva Fantasia's first production, was a learning experience. There was a lot of trial-and-error, but the studio is thrilled that the finished product meets international quality standards. The film has created ripples not only in the local Indonesian animation industry but also in international film festivals like Cannes and Toronto and is all set to be introduced to several neighboring countries in South Asia as well next year. Since it wants the IP to reach its maximum potential, the production house is pitching for a Knight Kris TV series and is busy developing toys, books, and other

merchandise for the global market. There are also plans for a second Knight Kris film.

Viva Fantasia is now keen on more IP creation with an even higher quality of production. It's currently working on a short film, which will be pitched on the Asian Television forum and once selected, a TV series or a feature film might follow. This short film is expected to be more technical than Knight Kris in terms of animation.



Image courtesy of Viva Fantasia

The studio is looking to add more Autodesk solutions to its arsenal to help create and deliver higher quality IPs. According to Ridwan, "I think Maya, Arnold and Shotgun are becoming the industry standard. So, we're exploring these. I think we're hoping that our next 3D animation film will be totally amazing because we'll have the new technology. We see capabilities in Maya that can take us further in our animation work. We're excited about Arnold rendering too." That's a promising direction for Viva Fantasia as Maya and especially Arnold would help with the rendering of fine detail animation like hair or clothing, polishing its work even more.

Moreover, Shotgun would help the production house manage its projects better. "We're interested in Autodesk software that would make the pipeline easier. I've watched the Shotgun presentation and see how we can use it to work on a project together. I mean, it's awesome! One problem that we've had in the past has been of managing the different work being done by different people on a project. Ideally, we should know who's doing what, when, and how. Shotgun would help us with that and let everyone be on the same page," says Ridwan.

Viva Fantasia is also looking at the Media & Entertainment (M&E) Collection. The value-for-money subscription model makes using Autodesk solutions a lot more flexible and affordable than opting for a perpetual license. The M&E Collection provides access to a variety of useful tools such as the sculpting software Mudbox, Character Generator, Sketchbook, and much more. The Collection also comes with five Arnold licenses, which would offer more rendering power and faster processing. This makes sense for Viva Fantasia who, like Autodesk, wants to provide value to its customers, reveals Ridwan, "We're doing a pitch for the Asian Animation Summit and an OTT platform is interested in commissioning us for an original series. If we make use of this kind of requirement-based cost-effective solutions, we can drop our price and make the projects more affordable for them as well.