**Positive Pikkuli out in the world**

The animation series Pikkuli and its mobile games are in production at Sun In Eye Production’s and Aittokoski Experience’s studio in Turku, Finland.

Pikkuli first appeared in the children’s book “Lennä Pikkuli, lennä!” (Aurinko kustannus OY 2009 “Fly Pikkuli, fly!”) and soon one can follow Pikkuli on his adventures on television, in mobile games and in new books! The target group for Pikkuli is mainly preschoolers.

Half of the series’ first season is already delivered and the other half is finished by the beginning of the summer. The first seeds for the second season have also been sown; Pikkuli drew a lot of positive attention at Financing Forum for Kids Content, arranged in March in Malmö, Sweden. Pikkuli’s second season and games are also to be presented at Cartoon 360 this June in Barcelona, Spain.



Pikkuli has presales to ten countries. In Finland, Pikkuli was bought by both the Swedish and the Finnish speaking channels. Pikkuli is a non-dilogue series and thanks to that, Pikkuli can effortlessly jump from one channel to the next, much like the classic animation Pingu.

The production budget is around 650 000 euro, and Pikkuli has received financing from for example The Finnish Film Foundation, The Swedish Cultural Foundation in Finland, The Finnish Cultural Foundation, West Finland’s Film Commission and The Church’s Media Fund.

Pikkuli is written by Metsämarja Aittokoski. She and her husband Antti Aittokoski are the directors of the series. The couple has previously produced TV and film content with children as target group, to Finland’s national channels and to various clients in social- and health care. Pikkuli is their first animation series.

The production team is built up by interesting talents from the Finnish animation scene. Most of the animators have studied at Turku Arts Academy – a school that has two times won awards for being the best animation school.

The Pikkuli animation series is also a coproduction with the Spanish animation company Tomavistas. Catalonian Television TVC is also one of the countries that have pre-bought the series. Tomavistas has earlier worked on the Emmy-nominated series “Ask Lara”.

Pikkuli’s distributor is Irish Monster Entertainment. They are specialized in non-dialogue series, with children as target group. Even if the little bird Pikkuli is afraid of flying, he can – thanks to Monster Entertainment and the series universal Birdish-language – travel all around the globe. Pikkuli has for example already reached South Korea!

Pikkuli’s mobile games use the animation series’ visual material and stories. The games are being developed at the Pikkuli studio, in the center of Turku. They are being made together with game students from Turku Game Lab. The game development is being financed by Tekes.

The series as well as the first mobile games and the books have been tested by the target group:

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*”At home we’re all crazy about Pikkuli. Both of the kids want to see and hear the stories again and again! They especially liked the voices of the Hazel Grouse family and the kids have been imitating the sound of the birds quite a lot. “Piikkuliii!” the youngest shouts as soon as she sees my phone (through which we have read and watched Pikkuli). You have succeeded very well!*

*”Elsa is four and a half years old and she has been playing the Pikkuli-games a lot. She thinks it is exciting to walk around in the labyrinth and look for the chicks. “In the game Hide and Seek it is funny, when you can jump up and travel in a car, even though you are blindfolded!” “There will be more Pikkuli-games, right?”, the little missy asked today.”*

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