

Wales Animation: From Superted to Fireman Sam at National Museum Cardiff and the National Waterfront Museum

Submitted by: Visit Wales

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Welsh animation is known throughout the world appearing in their own books and comics, as toys, on cereal bowls, bubble bath, and now at two of Wales' national museums. At the National Waterfront Museum, Swansea and the National Museum Cardiff, visitors will be given an opportunity to get to know all about the industry through a new exhibition called Wales Animation, making a great family day out (<http://www.visitwales.co.uk>).

Wales Animation, which has been curated by Amgueddfa Cymru-National Museum Wales and members of the Welsh animation industry, focuses on the history of animation in Wales through characters such as Superted, SaliMali, Jerry the Tyke and Fireman Sam as well as the development of techniques from pen and paper to pixels. It also considers the last 30 years, since S4C was created and how computers revolutionised how animated films were made.

Ever since Jerry the Troublesome Tyke was created in 1926 by Sid Griffiths - a Cardiff cinema projectionist, animation in Wales has been known throughout the world and is the strongest area of Welsh film production. The launch of S4C in 1982 developed and nurtured the Welsh animation scene and has led to many award-winning shows.

In Swansea (<http://www.visitwales.co.uk/server.php?show=nav.10311>), visitors will have the opportunity to become animators and try out some of the many techniques used to create classic animations. There are Victorian-style moving image toys for viewing simple animation sequences, materials for practising modelling and drawing skills and computers which will allow you to create your own animation, add sound effects to a film and even control the action in a SuperTed special.

It will also inspire visitors to appreciate the wonderful world of animation through Q&As and interactive displays explaining how animation is created, modern day production techniques and the success of animation in Wales.