NOV 7-8 | Zapopan +
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Francia País de Honor

FRANCE IS THE COUNTRY OF HONOR AT THE 15TH PIXELATL FESTIVAL

- The Pixelatl Festival will take place November 7–14 in Zapopan and Guadalajara, Jalisco, as part of the Gran Fiesta Franco-Mexicana.
- The festival seeks to spark new co-productions and collaborations with the participation of leading artists, producers, and executives from France.

Mexico City, September 14 – France was announced today as the Country of Honor for the fifteenth edition of the Pixelatl Festival, the leading Latin American networking event for the comic book, animation, and video game industries. The festival will take place November 7–14 in Zapopan and Guadalajara, Jalisco, as part of the Gran Fiesta Franco-Mexicana commemorating the Bicentennial of Diplomatic Relations between the two countries, with nearly 200 events scheduled in 21 cities across the country.

The launch event, held at the Casa de Francia in Mexico, was attended by **Valeria Palomino**, General Director of Promotion and Cultural Festivals at Mexico's federal Ministry of Culture; **Jean-François Guéganno**, Cultural Counselor of the Embassy of France in Mexico and Director of IFAL; **Alfredo Aceves**, General Director of the Agency for the Development of Creative and Digital Industries and President of the Ciudad Creativa Digital Trust, the festival's venue; **Thalía "Thalis" Machuca** and **Roi Contreras** of Mister Machin, the festival's creative partners; and **José Iñesta**, co-founder and director of Pixelatl.

As a precedent, both the Pixelatl Festival and the state of Jalisco share a long history of institutional collaboration with French organizations that promote the development of artists and their global reach, such as the Annecy International Animation Film Festival, where Pixelatl has coordinated Mexico's delegation since 2014 and presented a historical retrospective of Mexican animation in 2023.

A strong French delegation

In this edition, the French delegation will be led by key figures from the animation industry, such as the renowned director and screenwriter **Maïlys Vallade**, director of the feature film **Little Amelie or The Character of Rain** (*Amélie et la métaphysique des tubes*, 2025), nominated for an Oscar.

Also attending will be **Véronique Encrenaz**, director of the Annecy International Animation Film Market (MIFA), the world's leading industry platform for animation film. Created in 1985 at the initiative of French Minister of Culture Jack Lang, the event has grown over its four decades alongside the increasing visibility of animation worldwide.

Joining the group is **Jean-François Le Corre**, founder of animation studio Vivement Lundi!, responsible for projects such as **No Dogs or Italians Allowed** (*Interdit aux chiens et aux Italiens*, 2023, directed by Alain Ughetto), winner of the European Animated Feature Film Award at the European Film Awards, as well as **Yuku and the**



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Himalayan Flower (*Yuku et la fleur de l'Himalaya*, 2022, directed by Rémi Durin and Arnaud Demuynck).

Nidia Santiago, producer at **Ikki Films**, will also travel to Guadalajara. The company has developed projects such as **Amélie and the Secret of the Rain** (*Amélie et la métaphysique des tubes*, 2025, by Liane-Cho Han Jin Kuang and Maïlys Vallade), nominated for Best Animated Feature at the Academy Awards and winner of the Audience Award at Annecy, as well as **Virus Tropical** (2017, by Santiago Caicedo), which competed at both the Berlinale and Annecy.

The distribution sector will be represented by **Luce Grosjean**, president and co-founder of **Miyu Distribution**, a company founded in 2017 specializing in coordinating festival releases and international sales of acclaimed animated films, with a track record including a dozen Oscar nominations, two César Awards, a Palme d'Or at Cannes, and an Annecy Crystal for an animated short.

The longstanding decentralized international cooperation partnership between the municipality of Zapopan, through its Casa del Autor, and Angoulême, through the Maison des Auteurs, continues to bear fruit with the participation of two studios from this French region: **Les Films du Poisson Rouge** and **Caribara Animation**, seeking to establish co-production opportunities.

There will also be a **Gobelins Paris Showcase Panel**, thanks to the Animexico scholarship awarded by Guillermo del Toro and Cinépolis. Gobelins is one of the world's leading animation schools.
There will also be live coverage by **Catsuka**, France's leading news site and media platform dedicated to animation.

Strengthening audiovisual cooperation

"The French delegation at this 15th edition of Pixelatl, which is particularly special for us because it takes place as part of the Gran Fiesta Franco-Mexicana, will include producers, directors, as well as creative talent and professionals from the animation, video game, and comic book sectors," said **Jean-François Guéganno**, Cultural Counselor of the Embassy of France in Mexico and Director of the French Institute for Latin America (IFAL).

He added: "The Ambassador of France to Mexico, **Delphine Borione**, together with the entire team at the Embassy of France and IFAL, proudly celebrates this 15th anniversary and reaffirms our commitment to continuing to strengthen audiovisual cooperation between France and Mexico. We will continue working to bring the richness and diversity of French animation to new audiences and new generations."

Meanwhile, representing Mexico's federal Ministry of Culture, **Valeria Palomino** stated: "Every animation begins with a gesture, at once simple and extraordinary: drawing something that does not exist and giving it movement. That act of imagining worlds and bringing them to life is a way of telling who we are. Animation, video games, and comics are not merely entertainment; they are languages that shape the



imagination, especially that of children, and define how a culture sees itself and presents itself to others."

"Since its founding in 2011, Pixelatl has understood this clearly. Across 15 editions, it has built a bridge between Latin American creators and the global animation, comic book, and video game industries with a precise purpose: to open opportunities for collaboration, financing, co-production, and circulation. Its short film competition is proof of this: this year it received 886 productions from 75 countries, the largest participation in the festival's history. This reach is sustained by work that rarely takes center stage but is nevertheless decisive. Alongside screenings, masterclasses, and workshops, Pixelatl organizes a professional market with business meetings, mentorships, project presentations, recruitment, and portfolio reviews, where an idea can become a viable project and a young talent can find their first opportunity," concluded the Director of Promotion and Cultural Festivals.

Alfredo Aceves, of Ciudad Creativa Digital, the festival's main venue, noted that "Jalisco is currently establishing itself as one of the world's major creative hubs. We are very happy and honored to host this event and, especially, to have France as the Country of Honor, a nation that throughout history has given us an enormous number of artists who have inspired many creators in Jalisco and Mexico. We are therefore certain that this edition will be a great showcase of what is being created at Pixelatl, particularly through the presence of a country that is the cradle of animation and illustration, has major video game studios, and is an international reference in these industries."

"Commemorating means remembering together, and that is why it is so important for us to recognize and honor the mutual support we have built over the years with friends, artists, producers, and cultural leaders to strengthen the industries of both countries," insisted **José Iñesta**, founding director of Pixelatl.

"We need the celebration to resist the blows of a hostile environment, to remind one another, through lived experience, that we are not alone," reflected Iñesta.

Finally, **Roi Contreras**, founder of Guadalajara-based studio Mister Machin, said: "The artists who continue drawing, writing, making music, and animating in a world that promotes the immediate and mass production of generic content... we are the Resistance and the Heart of this industry!"
Mister Machin is the Pixelatl Festival's creative partner for the development of the artwork and communications for this edition.

Allies such as the French Institute for Latin America (IFAL) and the Embassy of France have joined this effort to celebrate and strengthen cultural and artistic exchange between the two countries.



FESTIVAL animation videogames comic 2026

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A cultural model of resistance

France has a robust comic book and animation industry that serves as a cultural pillar and a guardian of the language. This ecosystem, also supported by its schools, whose educational model has earned them recognition as among the best in the world, provides alternatives to a purely commercial model, allowing artists to develop their talent professionally.

Pixelatl is an organization dedicated to supporting Mexican artists and creators on the global stage, which is why exchange and collaboration with French artists and festivals have been part of its mission from the beginning.

Under the premise that community is a space to heal and resist, this edition of the Pixelatl Festival will take place at Ciudad Creativa Digital Guadalajara, the Universidad Tecnológica de Jalisco, the Plataforma Abierta de Innovación, Casa del Autor Zapopan, and Cine Cabañas at Museo Cabañas.

THIS IS A CALL TO RESISTANCE!

Generosity to confront hatred. Community to heal, celebration to resist, new stories to imagine a different world. And joy as a way to inspire others and bring them into this revolution we believe in.
Join us in fighting for a better future together.
You are invited to our revolution.

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Press materials can be downloaded at: https://tinyurl.com/Px-Press
More information about the 2026 activities will be published on the website: https://elfestival.mx
Social media:
· FB: Pixelatl
· IG: @pixelatl
· YouTube: @PixelatlTV
· Vimeo: pixelatl
Teaser for the 2026 edition: https://youtu.be/_dfMDyQXkaI?si=RFtKkHe07A9XeJuI

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About Pixelatl

An association dedicated to professionalizing and internationalizing Latin America's creative entertainment industry, turning it into a driving force for dignity, economic development, and reconciliation. Its initiatives include the Festival (14 editions, production of 16 short films commissioned through open calls and 14 one-minute films), Ideatoon (approximately 40 option agreements, production of 23 pilots, and 7 properties released or in production), SecuenciArte (38 comics by emerging authors published), Shortway (funding secured for the production and release of 12 independent auteur-driven shorts), and Paal (the beginning of a collection of illustrated children's books, with 3 published to date).
More information at elfestival.mx | Other initiatives at pixelatl.com

LA REVOLUCIÓN EN LA QUE CREEMOS

