

12-13 June 2026 \ ZAGREB

Animation x Gamedev

CEE Workshop
ANIMATION

ANIMAFEST
ZAGREB
WORLD FESTIVAL
OF ANIMATED FILM



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**Video game art direction
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Partners

Hello Zagreb! Welcome to the first Animation x Gamedev Lab Zagreb

We are excited to meet you at the first edition of the **Animation x Gamedev Lab Zagreb**, which will take place during Animafest Zagreb on 12 - 13 June 2026. The 2-day Lab is aimed at discovering intersections and points of cross-disciplinary collaboration between animation and game industry professionals.

The event is formatted to offer concrete insight into the animation and game industry specifics through masterclasses and panels by leading experts and also providing portfolio review sessions. We hope to provide valuable information and facilitate collaboration between professionals from both sectors!

In addition, Animafest Zagreb is also for the first time hosting Video Game Art Direction Competition and you are invited to enjoy and play a showcase of selected five video games.

Last but not least, we are grateful to our co-organizers from Animafest Zagreb and Games Croatia, to be able to prepare such a rich and exciting event in Zagreb with their great collaboration and support. And of course thank you to Creative Europe - MEDIA and Croatian Audiovisual Centre - HAVC for supporting the project as well.

We wish you inspiring days in Zagreb!

Saša Bach
CEE Animation Workshop







Saša Bach,
Managing director



Maroš Brojo,
Head of programme



Pavol Buday,
Programme consultant

From 2014 she works as the festival producer at Animateka International Animated Film Festival. She worked as a festival producer for the national Festival of Slovenian Film and Stop-Trik International Film Festival. In 2016, she became president of The Elephant – Association for Film Education, an organisation dedicated to promoting animated film and educating young audiences on the topic. In 2017, she became a board member of the Slovene Animated Film Association. She has been involved with CEE Animation since 2018 and she is a member of the Board of directors and from 2022 works as the managing director of CEE Animation Workshop.

Maroš Brojo is the Executive Director of the Slovak Game Developers Association. He also served as a curator of the multimedia collection at the Slovak Design Museum. In the museum sphere, he focused on research, archiving, and the preservation of digital games – he curated the exhibitions “8Bit” and “Pirates and Pioneers,” dedicated to the history of Slovak game development in the 1980s. He has long collaborated with CEE Animation and contributes to initiatives such as AnimationHub and CEE Experience. In the past, he held the position of Program Director of the Fest Anča International Animation Festival.

After more than a decade playing games and spending way too much time reviewing them, Pavol started paying attention to individuals and teams helping them to connect and finding the correct audience and partners by organising meet-ups, public events and conferences in Slovakia, Czech Republic, Croatia and Canada (Reboot Develop, Bornholm Game Days, Fest Anca and Game Days to name a few). Pavol co-founded Slovak Game Developers Association, was instrumental in setting up a public fund in Slovakia, and is creator and curator for Game Conference Guide, your calendar tracking all relevant games industry events around the world. In his day time he helps game developers to sell more games and connect them to the right partners.

Team



Dora Bencerić,
Project manager

Dora started her festival career as a volunteer in 2017. After taking on various roles within a number of festival teams during the years, in 2021 she became the project coordinator of the Rise&Shine pitching lab for young talents, a two-part workshop taking place both online and on-site at two distinguished animation festivals: World Festival of Animated Film - Animafest Zagreb and Animateka - International Animated Film Festival. In 2023, she started collaborating with the Slovene Animated Film Association - DSAF, working on a variety of projects, ranging from workshops to industry meets. Apart from the festival circuit, Dora worked on several live-action productions, including commercials and short films.



Schedule

Friday, 12 June

10:30 – 12:30

Portfolio reviews
(for selected participants only)

13:00 – 14:00

OUTFIT7: Transforming
Game Characters
into Your Friends,
Loris Timotej Vodeb
& Vladimir Mikaelian

14:15 – 15:15

How to make video games and
animated short films by mistake,
Michael Frei, Playables

15:45 – 16:45

If Content Is King,
Then Who Are We?,
Jörg Tittel

17:00 – 18:00

Panel

Strategic Synergies Between
Animation and Game Development
Public Funding

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Animation x Gamedev Lab Zagreb
12 & 13 June 2026

Studio-galerija Klet, Ilica 73

Saturday, 13 June

09:00 – 11:00

Workshop

Seminar Creative Europe:
Development of Videogames
(for selected participants only)

11:00 – 12:00

Adapting Stories into Videogames:
Professor Baltazar,
Aleksandar Gavrilović, Gamechuck

12:15 – 13:15

Games in Showcase Presentation:
All Living Things, Goki's Dream,
The Dunkers

13:45 – 14:45

Team work in game dev studio,
Admir Elezović, Croteam

15:00 – 16:00

Panel

The Power and Potential of
Intellectual Property Between
Animation and Games

Programme & experts



OUTFIT7: Transforming Game Characters into Your Friends

by
Loris Timotej Vodeb & Vladimir Mikaelian

This lecture takes the audience inside the game animation universe of My Talking Tom, where the teams at Outfit7 have been crafting engaging experiences for millions of daily players around the world for almost two decades. Studio game animators Loris

Vodeb and Vladimir Mikaelian will explore the art of bringing beloved digital characters to life, revealing how game animation goes far beyond visual appeal and creates emotional connection from the whiteboard to the players' screens.



Loris Vodeb is a 3D Animator at Outfit7, where he led animation on the studio's latest flagship release, My Talking Tom Friends 2. Beyond production, he also teaches as a tutor and host at Animation Mentor. Loris is professionally trained across Feature, Creature, and Game Animation, and has recently expanded into Game Design as well.



Vladimir Mikaelian graduated from the Industrial University of Tyumen with a degree in Petroleum Engineering in 2005 and spent the next 15 years building a successful career in the oil and gas industry. Driven by his love for art and CGI, he later made a bold transition into professional animation. He joined Outfit7 as a Game Animator and, within a few years, advanced to the role of Studio Animation Lead.

How to Make Video Games and Animated Short Films by Mistake

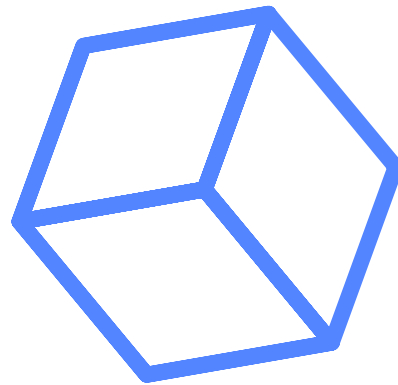
by
Michael Frei, Playables

Making animated films is hard. Making video games is probably even harder. This



Michael Frei is a Swiss animation filmmaker and game designer. His projects “Plug & Play” (2015) and “Kids” (2019) have made popular appearances in film format at festivals and as games on the internet. He co-founded Playables, a production company for peculiar projects based in Zurich, where he’s currently recovering after working on a video game called “Time Flies” (2025).

talk is about how you can make both things at the same time with ease.



If Content Is King, Then Who Are We?

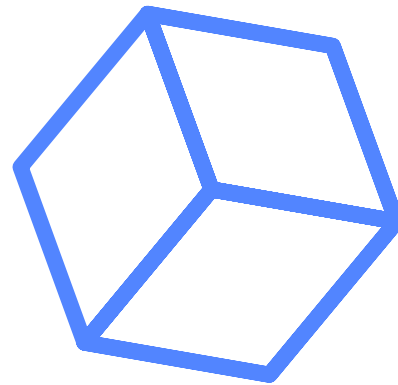
by
Jörg Tittel

In 1996, Bill Gates posted a manifesto on his company's website. It would change the value of human expression and the balance between rich and poor, big tech and everyone else. In this "mas-

terclass", Jörg Tittel talks about what it's been like building a "transmedia" career during the rise of "content" - and how to brace ourselves for the fight ahead.



Jörg Tittel studied theatre at NYU Tisch School of the Arts, and wrote for game magazines such as Next Gen, Famitsu and the Official Xbox Magazine before working as a game designer and writer at Treyarch and Activision on games such as Spider-Man 2 and Minority Report. He went on to write and direct sci-fi feature The White King starring Jonathan Pryce, and wrote Ricky Rouse Has A Gun, a Boston Globe



Graphic Novel of the Year, before writing and directing VR/PC/console game The Last Worker. His next film as producer, ambitious live-action/animation feature A Winter's Journey starring John Malkovich, is in post-production. He is now directing a game based on a beloved Hollywood IP and is about to launch a podcast with the most prestigious media brand in gaming.

Adapting Stories into Videogames: Professor Baltazar

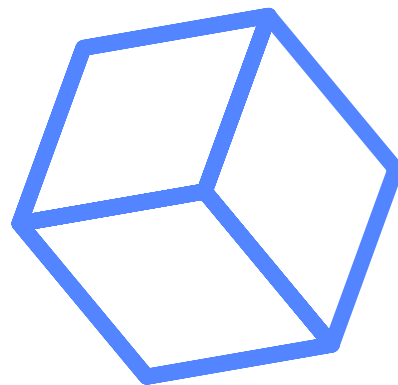
by
Aleksandar Gavrilović

How to approach the problem of creating a video game based on a favorite character known for 60 years throughout the region, to make something fun for a new audience in a new medium, and yet to respect the source material and be able to

stand the test of time as well as the original? The lecture will go through several already made “interactive episodes” and explain to the audience how the process of making this game works and why it takes so long.



Aleksandar Gavrilović is the owner of Gamechuck, a small domestic studio that produces retro games. He is the developer, writer and producer for a multitude of games in the adventure genre, including “Viktor, a Steampunk Adventure”, “All You Can Eat”, and the



upcoming project “Trip the Ark Fantastic”. From 2021 to 2025, he served as the Secretary General of the Cluster of Croatian Video Game Producers, where he represented the domestic video game industry (2025).

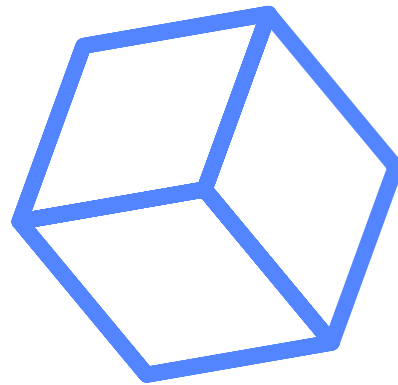
Teamwork in a Game Dev Studio

by
Admir Elezović

This lecture will provide insight into what aspiring artists don't expect when applying to work in a game development studio.



Admir Elezović has been a part of Croteam, one of the most famous and longest-running Croatian video game development studios, since its inception. With the transition to PC, his focus is on 2d\3d and handling all tasks related to the design and creation of content



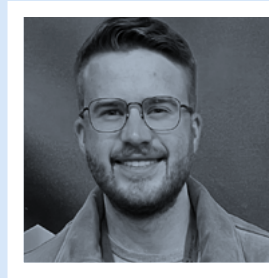
for Croteam games. He has led teams, has experience in modeling (organic\hard surface), animation and new technologies: mocap, 3d scanning, shaders and workflows. He has worked on all CT IPs in leading roles, including the Serious Sam titles and The Talos Principle.

Strategic Synergies Between Animation and Game Development Public Funding

Join us in discussion about the state of play in animation and game development public funding, as we will be discovering similarities and differences between the two mediums, as well as defining best practices. We will invite our speakers to comment on existing options, their practical experiences and insights on available funding.

Benjamin Noah Maričak is the Head of Games Croatia, the first project that brings together key stakeholders of the Croatian video game industry. He also oversees video games and new technologies at the Croatian Audiovisual Centre (HAVC). He is an expert in business and strategic development of the gaming and audiovisual industries, as well as in the integration of new technologies into creative processes. His everyday work is focused on fostering collaboration between the gaming sector and other industries. He is the author and producer of the first Korean Croatian film *Crisi*, a member of the Croatian Producers Association HRUP and is the initiator of the Blend: Film & Games conference, which blends video games and film.

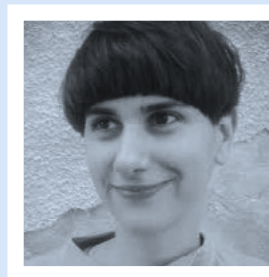
Speakers



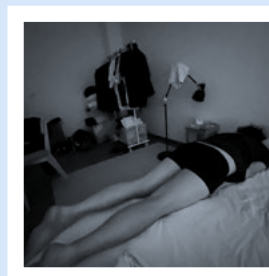
Benjamin Noah Maričak
Croatian
Audiovisual Centre
- HAVC



Martina Petrović
Creative Europe
Desk – MEDIA
Office Croatia



Vjera Matković
Ministry of Culture
and Media of the
Republic of Croatia



Michael Frei
Playables

Moderator



Maroš Brojo

Martina Petrović holds a degree in International Relations with a minor in Psychology. She began her career at the Croatian Ministry of Culture, overseeing international cultural exchange programmes and coordinating the promotion of Croatian cinema at major festivals, including Berlinale and Cannes. In 2008, she contributed to the establishment of the Croatian Audiovisual Centre and was appointed by the European Commission as Head of MEDIA Desk Croatia. Her strategic work in securing MEDIA funding and elevating the visibility of Croatian film was recognised with the inaugural Albert Kapović Award in 2010. As Head of the Creative Europe MEDIA Desk, she has curated a wide range of forward-thinking workshops and networking formats tailored to both Croatian and European professionals. Martina also offers consultancy to European audiovisual companies, including work with EWA and mentoring through a number of talent development initiatives.

Vjera Matković (Rijeka, 1979) graduated in English and Czech language and literature from the Zagreb Faculty of Humanities and Social Sciences and holds an MA in culture management and cultural policy (University of Arts in Belgrade and Université Lyon 2). She worked as a foreign language teacher, translator, assistant producer, and from 2007 to 2015 she was employed by the Hulahop production company, working on the organisation of the World Festival of Animated Film – Animafest Zagreb. As Animafest's producer, she took part at many international festivals and film and animation markets, and actively promoted and presented Croatian animated production in Europe and globally. Since 2016 she has been working as an independent producer and cultural manager, also as the executive producer of the triennial International Graphic Design and Visual Communications Exhibition ZGRAF and as an associate in the pro-

motion of Croatian AV production on the international market. Currently, she is working at the Ministry of Culture and Media Republic of Croatia at Sector for Audiovisual Activity and Encouraging Entrepreneurship in Cultural and Creative Industries.

For **Michael Frei** see p. 12 and for **Maroš Brojo** see p. 7

The Power and Potential of Intellectual Property Between Animation and Games

How do animation producers and game developers choose projects and IPs to develop? We invited experienced professionals to the table to discover what properties make a quality content for IP development in animation and games.

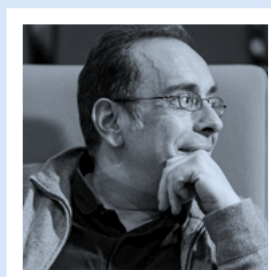
Jure Bušić is a producer in production company Jaka Produkcija, based in Zagreb. He worked as producer and executive producer on several animation, documentary and fiction films and series. His latest animation film was “The ballad of pipe and necklace” directed by Martin Babić. Film was selected on almost 100 international film festivals.

For **Admir Elezović** see p. 15 , for **Aleksandar Gavrilović** see p. 14, for **Maroš Brojo** see p. 7

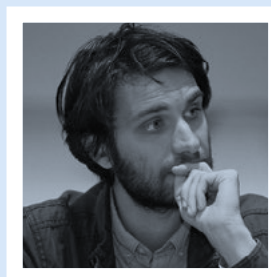
Speakers



Jure Bušić
Jaka Produkcija



Admir Elezović
Croteam



Aleksandar Gavrilović
Gamechuck

Moderator



Maroš Brojo

Tutors

Gabriel Nagypal



Gabriel Nagypal is a Senior Environment Concept Artist based in Slovakia. He has been working on games and movies for more than 8 years and had the privilege to work on titles like World of Warcraft: The War Within, Diablo Immortal, V Rising, Wonder Woman, Project LAX, and many more titles that haven't been announced yet. He specializes in designing immersive environments that range from intricate props and magical interiors to massive cinematic vistas. Over the years, he's collaborated with studios such as Karakter Design Studio, Criterion Games, EA, Envar Studio, West Studio, Moon Pillar Studio and many more.

Gabriel Alvarez



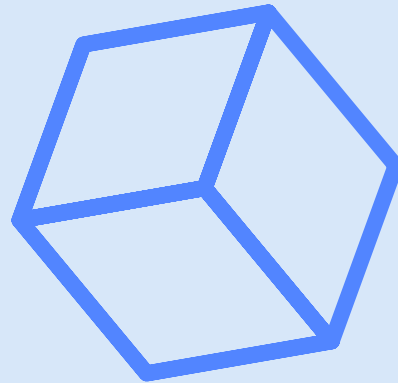
French character designer for the game and animation industry for 5 years, and anatomy teacher since 2025. Worked on "Tarzan the game", unfortunately a few cancelled projects, and right now working on "Bahubaali: The Eternal War" since last year. He likes to put an emphasis on anatomy to tell the story of each character, whatever his importance.

Seminar Creative Europe: Development of Videogames



Aleksandar Gavrilović is the owner of Gamechuck, a small domestic studio that produces retro games. He is the developer, writer and producer for a multitude of games in the adventure genre, including “Viktor, a Steampunk Adventure”, “All You Can Eat”, and the upcoming project “Trip the Ark Fantastic”. From 2021 to 2025, he served as the Secretary General of the Cluster of Croatian Video Game Producers, where he represented the domestic video game industry (2025).

In the workshop, led by Aleksandar Gavrilović, participants will gain insight into the process of application to the Creative Europe grant for videogames, the award structure, tips and tricks, and other details such as navigating the application website as well as the procedure from application to the project finish. There will be successful and unsuccessful examples shown, and participants will be able to discuss their own projects and how best to prepare them.

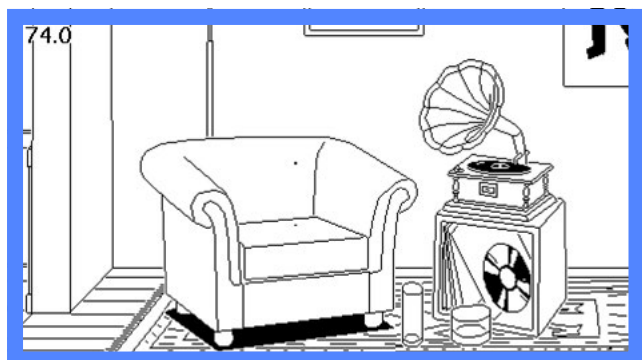




Video game art direction competition

A large, stylized blue geometric logo for ANIMA is centered on the page. The logo consists of overlapping, angular shapes that form the letters 'A', 'N', 'I', 'M', and 'A'. The background features a pattern of diagonal blue stripes.

Animafest Zagreb is proud to present the first edition of the Video Game Art Direction Competition. A showcase exhibition of five video games competing for the award for Best video game art direction is open at Studio-galerija Klet during the festival. The selection committee was formed of three members active in the industry, [Admir Elezović](#) (Croteam), [Sara Jurić](#) (Gamepires) and [Aleksandar Gavrilović](#) (Gamechuck), who reviewed 41 projects submitted for the award. The selected games will be available to play for professionals and enthusiasts alike during the festival.



Time Flies

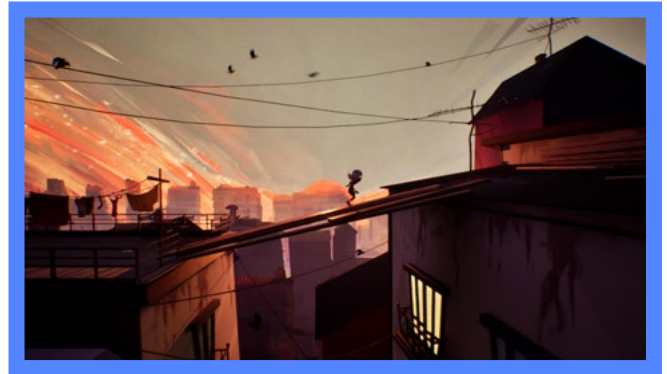
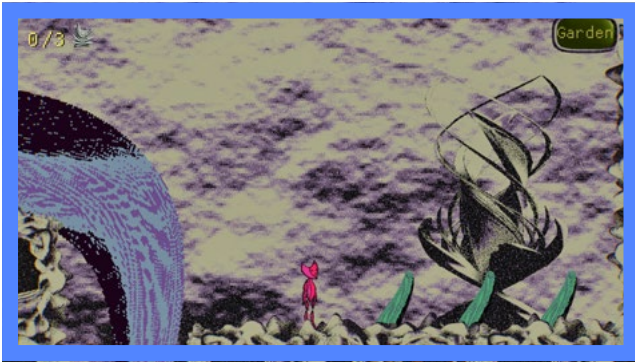
All Living Things

Game Studio: Playables
Country: Switzerland

Game Studio: MOXO
Country: Croatia

In *Time Flies*, you're a fly - your life is short and your bucket lists is long! Learn an instrument, read a book, find god, get drunk, or make someone smile. And if you don't feel like pursuing your goals, you can just relax, clean your wings, and listen to music. Make the best of the time you have left, because we're all going to die.

All Living Things is an animated art-book puzzle game inspired by *The Ripley Scroll*, a 15th-century alchemical manuscript. Solve 12 intricate visual puzzles, each reflecting a stage in the alchemical process. Select and sequence objects to create looping animations, guided by cryptic verse and symbolic imagery.



Goki's Dream

Game Studio: Studio Schlamassel
Country: Germany

Goki is always dreaming of watering plants in her garden. But this time, her fears invade the dream. In this surrealistic, narrative-driven 2D platformer, you play as Goki. You have to make decisions. Will you obey? Will you judge?

Numbra

Game Studio: Hamahiru - Digipen Bilbao
Country: Spain

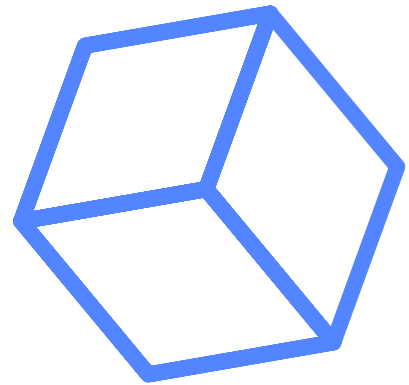
In a desolate and ominous world, a young girl faces dark creatures that lurk in every shadow. With each step, the danger grows. But there is only one rule: stay awake.



The Dunkers

Game Studio: Pet Rusa
Country: Croatia

Hand-drawn, 1 vs 1 arcade for two players. Featuring jumpshots, blocks, steals, creative dunks and loads of laughter, it's a tribute to basketball, 2D animation and graphic novels.



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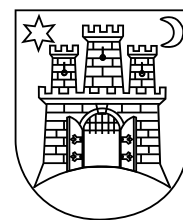


Croatian
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**Games
Croatia**



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