

# Animasia Studio Inks Deal with China's Zero One Animation for 'Chuck Chicken – The Movie'

Published by Amzar Anizam @ 15/03/2016



Malaysia's Animasia Studio has successfully inked a deal with Zero One Animation from China for a new animated movie titled, *Chuck Chicken – The Movie* at the Hong Kong FILMART 2016. This brand new animated movie is a spinoff from the successful TV series, *Chuck Chicken* which has garnered over 300 million views, within six months of its launch on China's VOD platform, *iQIYI*.

The signing ceremony that took place at the Malaysia Pavilion was witnessed by Mr. Azmir Saifuddin Mutalib, Senior Director of Commercialisation FINAS: Mr. Elvin Law, Fujian Director of Hong Kong Trade Development Council (HKTDC): Ms. Huiqin Tang, Representative of Fujian Province Department of Commerce: and Mr. Wan Ke Feng, Representative of Fujian Provincial Administration of Press Publication, Radio, Film & Television. will further strengthen the relationship between Malaysia and China in the creative industry.

Executive Producers of the film; Edmund Chan and Raye Lee (Animasia Studio) and Helen Dong (Zero One Animation) also announced their joint collaborations in gathering

creative talents from China, Malaysia and North America to contribute to the production of the film, in addition to raising funds and securing potential investments from prominent partners in the upcoming months. The story and script development process begun in November 2015 and the pre-production work is set to commence in early June, while the CGI production targets to start in late 2016.

“We are eager to launch one of our most anticipated animated projects in our recent slate of contents, and this partnership is set to bring us a step closer in jointly producing a Blockbuster movie for an important market such as China,” said Edmund Chan, Executive Producer & Managing Director of Animasia Studio.

Helen Dong, General Manager of Zero One Animation said, “This partnership with Animasia Studio will elevate our experience in China to a different level, and we are thrilled to co-invest in this movie with a Malaysian animation company. We are very happy with the concept and script for *Chuck Chicken – The Movie* and I am confident that the investors will back us for this mega project.”

The movie is set with a budget of USD8 million and it is slated for a theatrical release in 2018.

