



Abel Goldfarb

"**Ian, a moving story**" animated short film, for MundoLoco CGI Animation Studios.

Director

SCREENSHOTS

IAN, a moving story

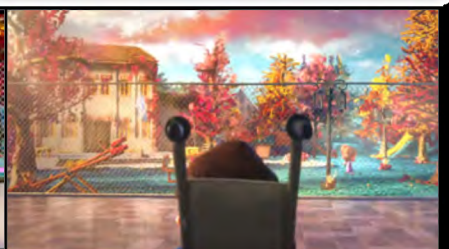
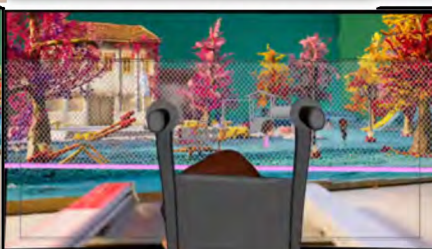
This short film was made with a combination of 3D animation and Stop Motion techniques. It uses real stage models made with recyclable material and the latest generation of digital technology. Tells the story of Ian, a child with disability struggling to be accepted.

Because the film does not include dialogue, its animation truly focuses on the character's expressions and succeeds in showing the children's feelings. This decision makes the film inclusive, as the message of love in the film can be universally





BACKSTAGE
IAN, a moving story









Abel Goldfarb

Mattel's Justice League "Christmas adventure" Ad campaign / content.

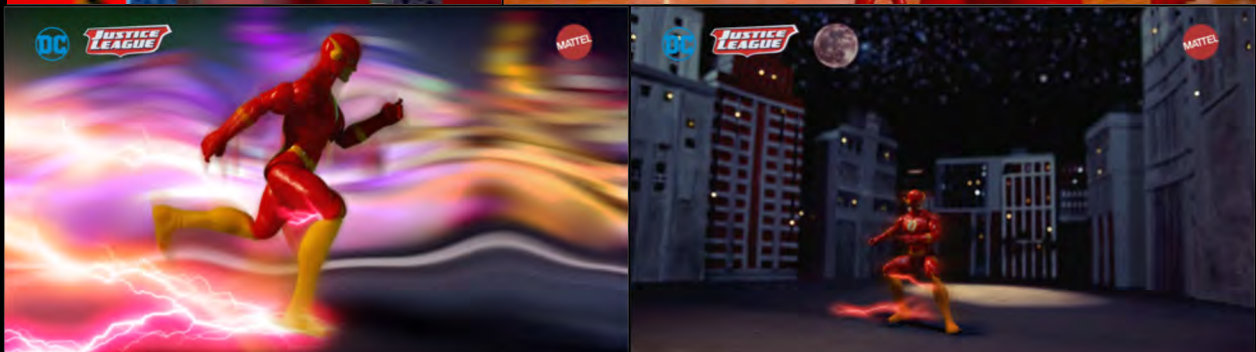
Director

SCREENSHOTS

MATTEL Justice League

This television campaign for Mattel's action figures of the DC Comics franchise was produced by Warner Media (former Turner Latin-America).

The campaign consisted of 4 different animated tv spots one piece for each character, Superman, Aquaman, Flash and Wonder Woman. The action figures under the Christmas tree become alive and jump to their home towns to respond an emergency call. This piece was fully animated in Stop motion respecting the motion range of the real toys. For the production we build six Stop Motion sets of 50ft² in the correspondent location for each character. I was the Director of the entire project.





BACKSTAGE
MATTEL Justice League





Abel Goldfarb
"METEGOL" ('Underdogs' in US) animated feature film, for MundoLoco CGI
Editing Supervisor

SCREENSHOTS
METEGOL / UNDERDOGS

As Editing supervisor of this movie I was in charge of plan, coordinate, oversee, and review every step of the assembly of the film. Since the first inspirational pieces to secure the funds, preproduction and animatics to the final cut and promotional pieces.

In this production I even got to be trusted with the complete creation and development of several sequences by my own, a sign of trust that I deeply appreciate.



SCREENSHOTS
METEGOL / UNDERDOGS



Artista color 3D: Gamel Almar
Motion graphics: Abel Goldfarb
Artista: Sebastián Domínguez
Director general: Daniela Drepaquirkin Arceaga
Andrea Simmans

Edición

Supervisor: Abel Goldfarb
Productora: Carla Daniela Vivanco Rivet
2ª Asistente: María Victoria Yrrea
Asistente: Daniel Poyas
Virginia Vallés
Luciana Digiglio
Mecánico: Nicolás Sebastián Nani Sordo

Layout 3D

METEGOL/UNDERDOGS

Premios / Awards

1- *ACADEMY OF MOTION PICTURE ARTS and SCIENCES of ARGENTINA (Argentina)*

WINNER BEST SCREENPLAY - ADAPTED

WINNER BEST ORIGINAL SCORE

WINNER BEST SOUND

NOMINEE BEST FILM

2- *ARGENTINEAN FILM CRITICS ASSOCIATION AWARDS (Argentina)*

WINNER BEST SOUND

NOMINEE BEST DIRECTOR (Juan José Campanella)

NOMINEE BEST FILM

NOMINEE BEST SCREENPLAY - ADAPTED

NOMINEE BEST ORIGINAL SCORE

3- *GOYA AWARDS (Spain)*

WINNER BEST ANIMATION FILM

4- *NEW YORK INTERNATIONAL CHILDREN'S FILM FESTIVAL (United States)*

WINNER GRAND PRIZE FEATURE FILM

5- *THE PLATINO AWARDS FOR IEROAMERICAN CINEMA*

WINNER BEST ANIMATION FILM

WINNER BEST ORIGINAL SCORE



Abel Goldfarb

"**Mini Beat Power Rockers**" animated TV series, for MundoLoco CGI and Discovery Kids channel

Editing Supervisor

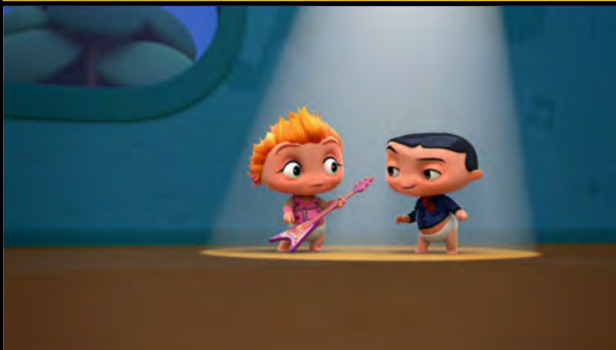
SCREENSHOTS

Mini Beat Power Rockers

As Editing supervisor of this series I made the selling pilot finding the general rhythm, made the opening sequence and the general overlook. I had a great team of editors and assistants, and there were several directors working on the series, but I had to made the final cut on all the episodes in order to to ensure



SCREENSHOTS
Mini Beat Power Rockers





Editing Supervisor **ABEL GOLDFARB**
 Animatic Editor **LUCÍA ARENES**
 Assitant Editors **MILENA SZAPIRO**

Original Song By **HECTOR DENGIS**
EDUARDO CRISCUOLO
 Sound Design & Pre-Mix **DANIELA VIEGENER**
 Final Mix **JOSÉ LUIS DÍAZ**

Incidental Music & Song Production **PABLO BORGHI**
 Lyrics Adaptation & Singing Direction **PETER MACFARLANE**

Opening Song Music & Lyrics **JARED FABER**
JACOB JEFFRIES

Singers **CLARA DARAY**
ALEJANDRO JUSTINIANO



DK
 discovery kids™

MUNDOCOJ
 ANIMATED STUDIOS





Abel Goldfarb

Unilever **"Promo Mundial"** immersive experience Ad, Animated in VR
as part of Unilever the FIFA world cup 2018 campaign.

Director

SCREENSHOTS

Unilever “Promo Mundial”

The promo was a multi-brand experience made in Argentina right before the first round of the FIFA world cup. For the experience there were cabins specially built for this inside Shopping malls and supermarkets. This cabins were sound and light proof, the audience step in one at the time. Inside there were several floor to ceiling screens, a surrounding sound system and a software that tracks and follows your face movements in a 180 degrees angle to give you freedom to look around without googles, and really feel inside the soccer field.

The **EXPERIENCE** starts with the room totally dark. Then the sound of a crowd in the stadium begins to enter, at the same time that a light appears far in front of us. The sounds increase and we realize that we are inside the tunnel that takes the players to the playing field. Then two teams of players run across to our side. We recognize the t-shirts, as soon as we get to the field of play we realize that it is a match of the Argentine team in a stadium and historical moment and you are entering to the game with the players just before the game starts:- First world cup Uruguay 1930,- Final game of Mexico world cup 1986 were Argentina become the champion, and- a hypothetical end of the championship that is about to start in Russia 2018.

I was the Director, responsible for creating the story and animated content for this experience.



Promotional poster for the campaign's

3D Model of the cabin for the experience



SCREENSHOTS
Unilever "Promo Mundial"

Uruguay 1930



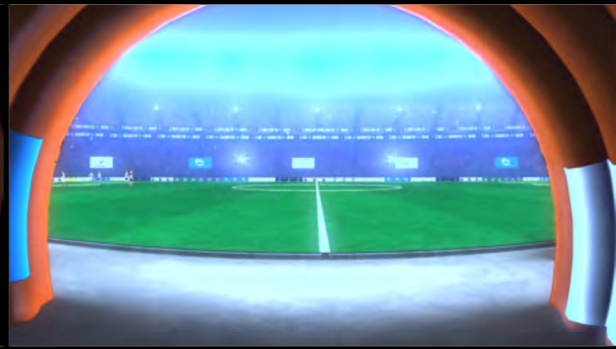
SCREENSHOTS
Unilever “Promo Mundial”



SCREENSHOTS
Unilever "Promo Mundial"

Mexico 1986

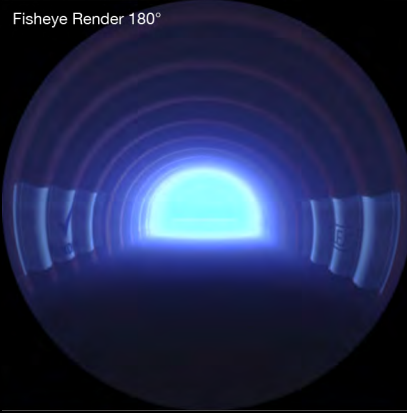
Fisheye Render 180°



SCREENSHOTS
Unilever "Promo Mundial"

Rusia 2018

Fisheye Render 180°



Fisheye Render 180°



Fisheye Render 180°





Abel Goldfarb

Web branded series **"Desde el asiento de atrás"** produced for Peugeot Argentina, and Radio Metro 95.1 with Argentinian comedian Pablo Fabregas

Director

SCREENSHOTS

“Desde el asiento de atrás”

(From the back sit)

This web branded content was a series of monologues written and performed by the Argentinian prominent comedian Pablo Fabregas. Each episode consisted in a short monologue about awkward situations that usually happened on a car, and were shot inside a brand new Peugeot 207



SCREENSHOTS

“Desde el asiento de atrás”

(From the back sit)





Abel Goldfarb

Pepsi "**Sábados de Verano**" Ad campaign, videos and motion graphics animation

Director

SCREENSHOTS

Pepsi Sábados de verano

“Sábados de Verano” was an activation, social media and TV campaign branded for the latino community in the US. From the animation studio in Argentina I was directing and coordinating six different teams in six states of the US that were covering the local activation. And generating the Motion graphics, designs, cuts and animations for different needs of the campaign.

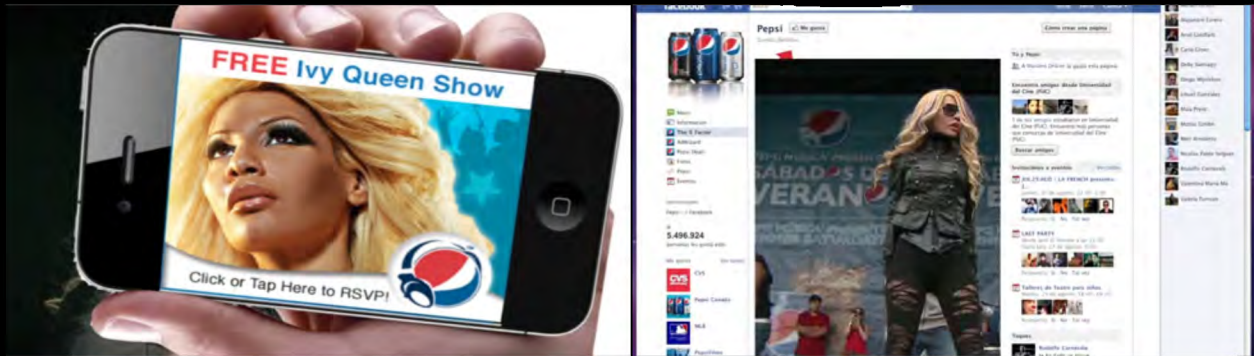


SCREENSHOTS

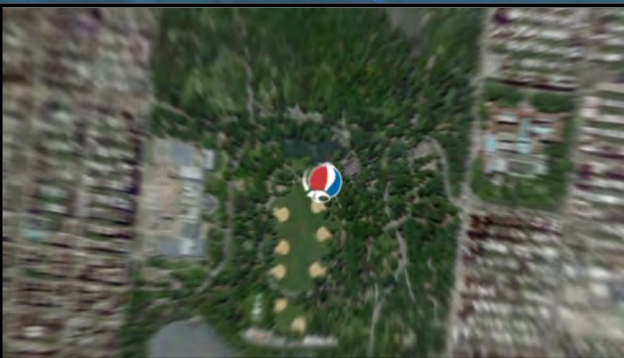
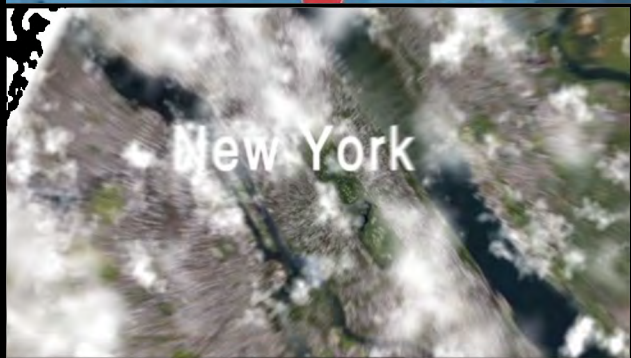
Pepsi Sábados de verano



SCREENSHOTS
Pepsi Sábados de verano



A SUMMER-LONG
ENGAGEMENT
WITH THE LATINO COMMUNITY



LA NACION

Abel Goldfarb

“Musica en la redaccion” (Music in the newsroom) Series of shows and music videos for La Nacion, Argentina’s 2nd larger newspaper.

Co-Director

SCREENSHOTS

“Musica en la redacción / ZAZ”

“Musica en la redaccion” (Translated: Music in the newsroom) Was a series of shows and music videos of some of the biggest artists in Latin America performing in the middle of the newsroom of La Nacion, the 2nd larger newspaper of Argentina. The fresh and original format produce an instant connection with the young audience. That success encourage the newspaper, usually considered among the conservator ones, to expand into a cable tv news channel.

For the French artist “ZAZ” we also produce a special show in coloration with the non-profit “Red Solidaria” were we take part of the show to an outdoor dinner with people in need at ‘Plaza de Mayo’,



SCREENSHOTS

“Musica en la redacción / ZAZ”



The Show at the newsroom

SCREENSHOTS

“Musica en la redacción / ZAZ”

The Dinner and Interview.



SCREENSHOTS

“Musica en la redacción / Cafetacva”





Abel Goldfarb

Disney's "**Soy Luna**" Official merchandizing campaign for the brand Zippy Toys.

Director

SCREENSHOTS "Soy Luna"

I was the Director of the TV ad that was part of the official merchandizing campaign of Disney's hit TV show "Soy Luna".
Licensed for the toy company Zippy Toys

