



## UN JE NE SAIS QUOI studio joins UMANIMATION group

**Bordeaux, France, 09/03/2021** – XR animation production company UMANIMATION announced today it acquired the company UN JE NE SAIS QUOI. This operation is part of UMANIMATION's desire to focus and pursue its ambitions in the production of XR interactive narrative content such as "Dordogne", the narrative video game the two companies are already collaborating on.

*"I am delighted to welcome Cédric Babouche and the UN JE NE SAIS QUOI team to the UMANIMATION group. This is a logical evolution in our shared desire to create quality interactive narrative content, and further blurring the line between animation and video games." Aymeric Castaing, president of UMANIMATION.*

Founded in 2018 by Cédric Babouche, UN JE NE SAIS QUOI is a production company that is interested in all creative and interactive media and that develops projects ranging from animation to illustration and video games.

UN JE NE SAIS QUOI will continue to exist under this name and is now a subsidiary of the UMANIMATION group.

### **Nomination**

UMANIMATION is pleased to announce the appointment of Cédric Babouche as Artistic Director of UMANIMATION. A graduate of Olivier de Serres and Emile Cohl schools, Cédric Babouche is a director and artistic director with 15 years of experience in animation. He notably directed the short film "Imago", twice awarded at the Cannes Film Festival, and "Little Houdini", a 52min TV special for France Television. Cédric has a unique style based on watercolor combined with digital tools.

Cédric Babouche also joins UMANIMATION as a partner with Aymeric Castaing. Together, they will produce future content for the company's subsidiaries.

*"Working very efficiently on our joint projects over the past 2 years has convinced me in the idea that it was time for UN JE NE SAIS QUOI to establish a lasting relationship with UMANIMATION. Beyond complementing each other, we have above all a creative philosophy that binds us together and which, we hope, will drive our projects with ambition."*, Cédric Babouche.

### **Global Top Round invests in the UMANIMATION group**

The merger of the two companies is an opportunity for UMANIMATION group to join the Global Top Round (GTR) investment program. Among one of the world leaders, this accelerator supports young studios around the world and chose to support UMANIMATION's development in the interactive content market, in particular with its game "Dordogne".

*"We are proud to have the trust and the support of a renowned investor like GTR. Their expertise and their aura are determining factors in the development and sustainability of UMANIMATION group's activities."* Aymeric Castaing, president of UMANIMATION.

*"Umanimation is a unique company working towards next-generation narrative games. This is our first diverse investment in this space and we are looking forward to creating continuous successful projects with the company. With their creatives and our business knowledge we foresee years of collaborations between us."* Pontus Mähler, Director of Global Top Round

### **About UMANIMATION**

UMANIMATION is an XR animation production company founded by Aymeric Castaing. With a team of talented storytellers, artists and designers, our aim is to define the next generation of entertainment content by producing transmedia universes that enlist different technologies and platforms. The company positions itself as a startup of the creative economy at the crossroads of culture, digital and innovation. Follow UMANIMATION on Twitter: <https://twitter.com/UMANIMATION1>

### **About Un Je Ne Sais Quoi**

UN JE NE SAIS QUOI is an artistic swissknife company developing video games, animation films and illustration projects. The studio was founded by Cannes award-winning director Cedric Babouche, an art director with 15 years experience in animation, inspired to make games he could play with his daughters, and soon assembled an international team of artists, animators and game developers. We like to think outside of the box and develop projects by connecting them to the media that suit them the most. Follow Un Je Ne Sais Quoi on Twitter: [https://twitter.com/studio\\_jnsq](https://twitter.com/studio_jnsq)

### **About GTR**

GTR is an acceleration program aimed at supporting young studios around the world by providing them with the expertise in development, publishing, and fundraising necessary for the worldwide distribution of their content and the sustainability of their activity in the long term.

GTR selects up to 10 games each year and supports them in order to achieve them.

### **Socials:**

UMANIMATION's Twitter: <https://twitter.com/UMANIMATION1>

UMANIMATION's Facebook: <https://www.facebook.com/umanimation1/>

UMANIMATION's Instagram : <https://www.instagram.com/umanimation1/>

Un Je Ne Sais Quoi's Twitter: [https://twitter.com/studio\\_jnsq](https://twitter.com/studio_jnsq)

Un Je Ne Sais Quoi's Facebook:

<https://www.facebook.com/Un-Je-Ne-Sais-Quoi-107096827583601>

Un Je Ne Sais Quoi's Instagram: [https://www.instagram.com/studio\\_unjenesaisquoi/](https://www.instagram.com/studio_unjenesaisquoi/)

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