

## **Bala**

### **Animation Director – Big Animation**

Balasubramanian or Bala as he is commonly called was born in 1974 in Thanjavur, Tamilnadu which is considered as one of the birthplaces of Indian art. The environment certainly influenced his passion for art at an early age. Bala pursued sketching, painting, sculpting and equipped himself academically with a bachelor degree in fine arts from the Government College of Arts and Crafts at Kumbakonam. His artistic inclinations helped him to become an outstanding student and win many awards during his days in college.

Bala's first professional assignment was with Nest Animation Pvt. Ltd., which was the first 2D animation studio in Chennai. Here, he got an opportunity to work on several advertisement films as an Animator. His early reputation in the domain of animation resulted in an offer from 'Millitoons', a sister concern of 'Millimages', France. Here, he worked on numerous 2D television animation series and shows. One of the shows 'Pablo the Little Red Fox' got a BAFTA award for the best animated TV series.

The domain of 3D sparked an interest in Bala which made him to pursue it intensely at Chandamama Animation Studio, where he worked on his first 3D music video 'single-handedly'. This effort was recognized by the then CEO of Jadooworks, Mr. Ashish S.K who took him into his team and put him on an reputed international project for Wild Brain Animation Studio. Bala was also deputed to San Francisco (USA) for the same assignment.

His expertise won him a promotion as an Animation In-charge leading a team. The contribution of the animation team under the supervision of Bala went on to successfully execute the acclaimed television series "Higgly Town Heros" of Walt Disney. Bala continued the good work on various other projects which won many laurels most noted being the BAF awards for the ad-films of 'All-Out Musquito Repellant' in 2004 and 'Veneta Cucine Kitchen' in 2006.

Bala translated an idea from concept to screen and made a short animated film called 'THE BAD EGG'. This went on to win the outstanding film award at DIGICON 6+2 Tokyo, Japan in 2006 and World Gold Medal at New York Festivals in 2007.

Not a person to rest on laurels, Bala is presently directing the animation for 3D television series "Little Krishna" at BIG Animation, Pune.