

## PRESS RELEASE

### Keewu Production/Lagardère studios and Spoof Media greenlight the production of *Area Daddy*, Digital Lab Africa's 1<sup>st</sup> edition winner

Johannesburg, 14th June, 2018

One of the winning projects of Digital Lab Africa's first edition will be co-produced by [Keewu Production/Lagardère Studios](#) (France/Sénégal) and [Spoof Media](#) (Nigeria)

With his project [Area Daddy](#), Ayodele Elegba (CEO of Spoof Media) won the first edition of the Digital Lab Africa in the transmedia category in 2016. He has since been supported and mentored by [Alexandre Rideau \(director of Keewu Production\)](#) as they work together on the concept of a humorous animation series about today's urban Africa through intergenerational conflict within a middle-class family.

In 2017 they produced a pilot episode of *Area Daddy* as part of the DLA incubation programme of Ayodele Elegba. The duo presented the pilot at the [Annecy International Animation Festival](#) and are now launching a half-season production in French and English for the web and a large African audience aged 12-25. **10 episodes of 6 minutes will thus take shape, co-produced by Keewu Production and Spoof Media.**

#### **Area Daddy web series**

The generation gap in the average African family is often due to differences of opinions and lifestyles of more traditional parents and their children faced with modernity and changing social norms. *Area Daddy* brings these issues to the screen in the form of a cartoon. *Area Daddy* tells the story of a retired military man, Col. Koko, who remains firmly rooted in the tradition and nostalgia of the ancient glories of his generation. Every day, he does his best as head of the family, a task made difficult in our time of social upheaval and technological advances.

#### **Keewu Production**

Keewu Production (Lagardère studios group) is a label created in 2012 by Alexandre Rideau. Based in Senegal, Keewu extends its activity to French-speaking countries. The identification and training of African talent is at the heart of Keewu's work, whose productions tell the continent's stories while providing the public with useful insights into contemporary issues.

#### **Spoof Media**

Created by Ayodele Elegba, Spoof Media is a Nigerian animation studio dedicated to making world class multi-media products.

## ABOUT DIGITAL LAB AFRICA

### Digital Lab Africa: the reference platform for next-gen content

Digital Lab Africa (DLA) is the 1st platform dedicated to creative content linked with innovation in Africa (francophone & anglophone). The very idea of DLA is to incubate emerging creative talent by offering them a springboard to jump-start and accelerate their projects with the support and expertise of DLA partners & ecosystem (studios, event, producers, broadcasters, distributors, experts...)

### Digital Lab Africa Call for Projects

The Digital Lab Africa call for projects targets artists, producers, designers, start-ups, students in the media and creative industries. The call is open to any individual from Sub-Saharan Africa having an innovative project in 5 categories of multimedia production: web creation/transmedia, virtual reality, video game, animation and digital music.

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