

# Pixar Family Colors the Big Screen

**Pixar Animation Studios uses dedication and love to animate their films**

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There was a glimmer of hope inside of me that said maybe, just maybe, “Toy Story 3” would take home the Oscar for best picture. I knew that it was hardly possible, but wouldn't it have been awesome?

“Toy Story” made history as the first computer animated feature film to win an Oscar. Wouldn't it have been nice, 15 years later, for “Toy Story 3” to be the first animated film to take home the Oscar for Best Picture?

That of course did not happen. “The King's Speech” took home the Oscar. However, Pixar need not hang their heads in shame. “Toy Story 3” left that night with two wins: Best Animated Feature Film and Best Original Song for Randy Newman's “We Belong Together.”

Oscars aside, “Toy Story 3” stands as the highest grossing film of 2010. The movie is also the highest grossing animated film of all time and the fifth highest grossing film of all time. Not too bad.

Now, 15 years after their first success, I wonder if Pixar can do any wrong.

Since 1995, Pixar has released a total of 11 feature films, all of which have been commercial successes. The 12th film, “Cars 2,” is slated for release this summer.

What is it that makes a Pixar

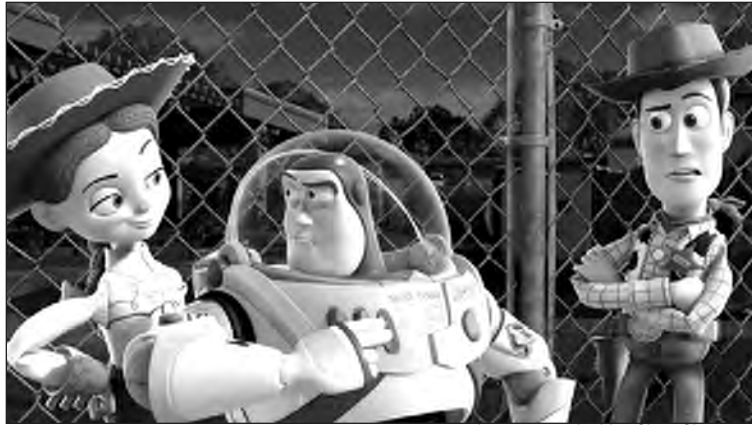


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## “Toy Story 3” makes animation history with awards and grossings

film work?

“Pixar is its people,” says John Lasseter, Pixar's co-founder, animator and chief creative officer.

The Pixar Animation Studios, located in Emeryville, California, holds all of the Pixar employees under one roof in hopes of “unplanned collaboration.”

What they learned through work on “Toy Story 2” was that the people work so well together. “The important thing is not the idea, its the people. It's how they work together, who they are, that matters more than anything else,” says Ed Catmull, President of Pixar and Disney Animation.

The animated films created by Pixar contain insane amounts of detail. There is a great amount of devotion put into making the films as close to perfect as possible.

The crew on one given film spends around two years writing the story and doing research on the film. For “A Bug's Life,” the crew made tiny cameras so

they could see how things really looked from a bug's point of view.

While working on “Cars,” Lasseter and a group of Pixar employees took a road trip down Historic Route 66. For “Ratatouille,” Brad Bird (director) and the crew working on the film went to France to study the architecture and sample the foods.

For “Toy Story 3,” Pixar set up a large pool in their foyer. They threw large “trash” into the pool, having animators run through it to help them understand how the characters would function in the dump scene.

Pixar takes pride in the detail they strive for. Many of the animators like to say, “we sand the undersides of the drawers,” as a joke about their over attention to detail.

Pixar is devoted to making great films. They don't think that using computer animation will be enough to make a great movie. Each film is artistically stunning and has a great story with heart.