



HAVAS PARIS WISHES HAPPY NEW YEAR WITH AN ORIGINAL "2017 SHEEP STREET" CARTOON

Following the "*Bonne Année Charles*" short movie, which opened the 2016 *Festival de l'Alpe d'Huez*, PR and advertising firm Havas Paris wishes a happy new year with an original cartoon.

Paying glowing tribute to Disney's early cartoons, "*2017 Sheep Street*" is a 3" black-and-white short cartoon telling the story of a family of black sheep moving in next door to a family of white sheep.

Dreamt up and written by **Christophe Coffre**, directed by **Guillaume Ivernel** (*Ballerina*, *Les Chasseurs de dragons* etc), produced by **Jungler** and based on original music from **General Electriks**, the **2D** cartoon creatively counters current political trends while delivering a powerful underlying message.

Christophe Coffre comments: "*With unprecedented rejection of the establishment, isolationism, a surge in nationalism and xenophobia, 2017 looks like it's going to be a return to the 1930s. More than ever we believe that reaching out to other people is fundamental if we want to restore a more harmonious and peaceful world. As professionals we take pride in understanding other people's feelings on a daily basis. This is one of our cherished values that binds us together*".

Christophe adds: "*I wanted to make a simple child-like short. So I chose cartoons, which are funny and escapist. And so as to make a distinction with the 1930s, I opted for wacky electric music that sounds modern*".

2017 Sheep Street's premiere screening will take place on January 26 at the *cinema Mac-Mahon* and will be available on the web thereafter.