

WEIRD MARKET

INTERNATIONAL ANIMATION, VIDEO GAMES AND NEW MEDIA MARKET
17TH EDITION - VALENCIA - SPAIN - SEP 30th / OCT 5th - 2025

CHECK OUT THE VENUES, ADMISSION REQUIREMENTS, AND MORE INFORMATION AT [WEIRDMARKET.ES](https://weirdmarket.es)

THURSDAY 2ND

- 10:00 - 14:00 RECRUITMENT
- 17:00 - 18:15 SCREENING: INTERNATIONAL 1
- 18:00 - 20:00 VIDEO GAMES MEET UP - AEVI
- 18:30 - 19:45 SCREENING: INTERNATIONAL 2
- 20:00 - 21:15 SCREENING: INTERNATIONAL 3

FRIDAY 3RD

- 09:30 - 09:50 OPENING
- 09:50 - 10:15 IP'S PRESENTATION (I)
- 10:20 - 10:50 ROUND TABLE: INTERNATIONALIZATION OF XR IN ANIMATION AND VIDEO GAMES
ACTIVITY FUNDED BY THE MINISTRY OF CULTURE
- 10:55 - 11:30 IP CASE STUDY: SESAME WORKSHOP. WITH VERA VERBA (SESAME WORKSHOP)
- 11:35 - 11:45 SHOWROOM PRESENTATIONS - I
- 11:50 - 12:35 SCREENING: WEIRD TALENT
- 12:55 - 13:30 IP CASE STUDY: CULT OF THE LAMB. WITH CARLES DALMAU
ACTIVITY FUNDED BY THE MINISTRY OF CULTURE
- 13:35 - 14:10 CASE STUDY: BEST FIENDS IP. WITH AUGUSTO SCHILLACI (REEL FX)
- 14:15 - 14:25 SHOWROOM PRESENTATIONS - II
- 14:30 - 16:10 LUNCH BREAK
- 16:10 - 16:30 IP'S PRESENTATION (II)
- 16:35 - 16:55 IP AND TECHNOLOGY: PROTOTYPING TRANSMEDIA PROJECTS.
WITH GERVASIO CANDA (OJO RARO) AND AGUSTINA ISIDORI (INDEPENDENT DIRECTOR)
- 17:00 - 17:25 COOPERATIVISM IN ANIMATION AND VIDEO GAMES. WITH AMAYA DELGADO (COCETA)
ACTIVITY FUNDED BY THE MINISTRY OF CULTURE

- 17:30 - 17:40 **PRESENTATION: MAIA - IBERO-AMERICAN ANIMATION MARKET.
WITH CATARINA TIMAS AND NUNO BEATO (APPA, PORTUGUESE ANIMATION PRODUCERS ASSOCIATION)**
- 17:45 - 18:55 **WFEST SCREENING: NATIONAL SHORT FILMS**
- 19:15 - 19:35 **MULTISECTORAL EVENTS AND HOW TO NAVIGATE THEM: SXSW, VENICE VR, IMMERSIVE CANNES.
WITH MARCIN J. SOBCZAK (FREELANCE)**
- 19:40 - 20:15 **DIBOOS HONORARY AWARD**
- 20:20 - 21:45 **BEERWORKING**

SATURDAY 4TH

- 09:45 - 10:05 **IP'S PRESENTATION (III)**
- 10:10 - 10:45 **IP CASE STUDY: REVIVING CLASSIC IPS: NINJA GAIDEN
WITH RAUL VIVAR AND MARIO HUERTAS (THE GAME KITCHEN)
ACTIVITY FUNDED BY THE MINISTRY OF CULTURE**
- 10:50 - 11:20 **IP AND TECHNOLOGY: THE ODD BIRDS SHOW. WITH ARVID TAPPERT (ASTERIA FILM CO)**
- 11:25 - 12:05 **SCREENING: VIDEO GAME CINEMATIC WORKS & GAME TRAILERS COMPETITION.
IN COLLABORATION WITH THE ANNECY INTERNATIONAL ANIMATION FILM FESTIVAL**
- 12:25 - 13:15 **IP CASE STUDY: DOODLES.
WITH DOTTI SINNOTT (DOODLES / GOLDEN WOLF) AND SIMON WHITEBURY (TAKE YOUR MEDICINE)**
- 13:20 - 13:40 **FROM COMIC BOOK TO SCREEN: EL CUERPO DE CRISTO.
WITH IVAN MIÑAMBRES (UNIKO) AND CHELO LOUREIRO (ABANO PRODUCCIONES)**
- 13:45 - 14:30 **WEIRD TALENT SCREENING: EUROPEAN SHORT FILMS**
- 14:30 - 16:10 **LUNCH BREAK**
- 16:10 - 16:30 **IP'S PRESENTATION (IV)**
- 16:35 - 17:00 **IP CASE STUDY: POCOYÓ. WITH GUILLERMO GARCÍA CARSI (ANIMAJ)**
- 17:05 - 17:15 **PRESENTATION OF THE FAN NETWORK.
WITH ROCIO BENAVENT AND SERGIO RODRÍGUEZ VALDUNCIEL (RED FAN)**
- 17:20 - 18:00 **BASTARD FORMATS: ABSURDA BASURA**
- 18:00 - 18:30 **WTF! SCREENING**
- 19:00 - 20:00 **ANNOUNCEMENT OF WINNERS**
- 20:00 - 21:30 **BEER & NETWORKING**

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