

# Tikitiklip Pre Columbian

**Tikitiklip Pre Columbian** was produced by Ojitos Producciones to be telecast on Television Nacional de Chile. **Tikitiklip Pre Columbian** is a children’s series of 13 episodes of animated Pre Columbian art. Each episode is related to a specific pre Columbian culture of America: it contains a video clip which incorporates Pre Columbian art animated figures and brings them alive with fun story lines, songs and original music. The episodes also has an animated presentation that tells the relationship between a daughter and her archeologist father. They talk about the specific culture that will be described in the following musical video clip. The Pre Columbian figures belong to the Museum Precolombino de Santiago de Chile. The series invites children to enjoy a journey to their ancestral traditions and know more about their cultural expressions.

**Tikitiklip Pre Columbian** was one of the PRIX JEUNESSE INTERNATIONAL 2010 finalists in the “7-11 Fiction” category.

## International experts’ opinions



Figure 1: Ines’s father purchased some figurines of the Valdivia culture.

The program employment of an animation genre where the pieces of art from pre-Colombian era is shown through music was appreciated by the international experts and particularly by the Latin-American ones: “I think it is a very good format, which combines music and stark tradition. It is important to Latin Americans to give the child contents about their history” (female expert, Colombia). “I think it is a very good example of how you can give that content in a very good way, because it

is musical, the animation is very good: colourful and interesting. I like it very much” (female expert, Colombia). The concept of using animation to showcase Colombian art and culture was perceived as an appropriate way to present a complex topic and thus could be successful with the target audience of 7-11. “I think it is a good way to disguise a heavy topic - that we don’t have to see actual children - it makes it a little bit less real, which is a good way to distance the viewer from the subject matter and explain it to them in a sort of a way that they will be able to digest it” (female expert, USA). The drawings presented were simple and the experts felt that the target audience would feel close to the concept of animation.

The experts reflected on the fact that the animation resented antique statues exhibited in museums to revitalise the myth of fertility. It offered an integrated way of combining history, traditions, museum treasures, a fictional story, and music/songs together as a form

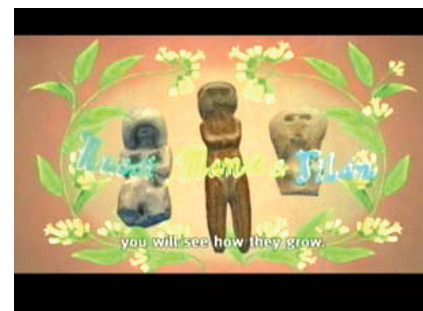


Figure 2: Three figurines, Nucci, Mane, Tilan, are said to have magic powers to make crops grow.

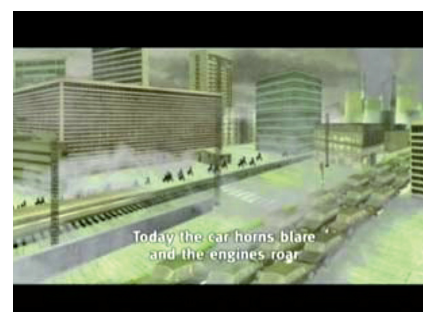


Figure 3: The figurines find that the city is contaminated by cemented skyscrapers and engines.



Figure 4: The magic figurines break out of window cabinet to save the city.

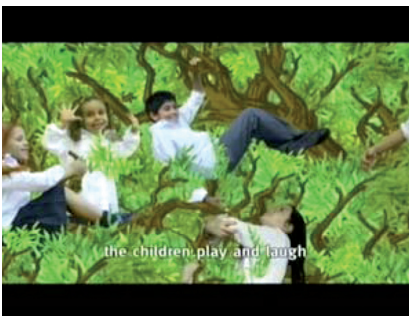


Figure 5: The city is full of green trees again and children are playing among them.



Figure 6: Llama is a figurine from the Tiwanaku culture.



Figure 7: The celestial Llama Iwayu Yakana sends her kid to be a companion of a great

of patchwork. The importance of introducing children to old traditions of pre-civilisations from Latin America was very much appreciated. “I liked the approach. I liked the way it was done. I think children like it too” (female expert, Slovenia).

Another aspect of the program that was commented on was the ability to highlight current problems in modern cities using old and prehistoric characters. In this way children can understand issues in new cities as well as appreciating the importance and relevance of history. “I think it was a nice way to have a dry subject: very old art in the museum and to bring this to life and to combine this with a very contemporary thought” (female expert, Germany). For example, the program shows three Goddesses who come from the pre-historic Colombian era and change the status of the current polluted city. “The idea was just to focus on the problem and not to say of course that pre-Columbian Goddess could save the cities in Columbia. It was a good idea to just focus on the problem” (male expert, Poland).

However, some experts felt that the program was limited in its reach since it focused only on Pre-Columbian history and thus could not be understood by people across the world. “It would not work so good in other countries because I think parents or the child have to see some of the references” (male expert, Norway). Some also felt that the program was trying to handle too many things. “The themes were really interesting, but it felt like it was juggling so much about preindustrial society and the problem of industrialism” (male expert, USA).

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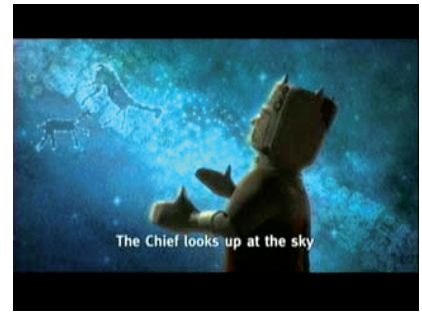


Figure 8: Although the Chief treasures the companion of the little Yakana, it goes back to her mother ultimately.



Figure 9: In the end of each episode, Ines will teach the audience the location of a Latin American country.