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## Par builds a Kidrobot pic

By **MICHAEL FLEMING**

Paramount Pictures has made a deal with Wildbrain to turn its Kidrobot branded collectible character creations into a series of feature films that will be a mix of animation and live action.

The films will be generated through Par's Nickelodeon Movies family label and produced by Scott Aversano, who made an overall producing deal with the studio after ankling his post as head of the Nick and MTV Films labels.

Kidrobot prexy-founder Paul Budnitz will be an executive producer along with Wildbrain head of creative Bob Higgins and prexy-CEO Charles Rivkin.

The limited edition vinyl figures are designed by Budnitz, and then

painted by a group of graffiti and graphic artists and musicians. The figures, along with an apparel line, are sold in high-end stores, including Kidrobot stores in New York, L.A., San Francisco and Miami.

Aversano saw a complete collection of the characters and got the film idea while he was running Nickelodeon, and will spearhead the project as producer. The creatures come with no linear storyline, so the plan is to draft a writer for pen a story about ordinary kids who are transported into the edgy world populated by the Kidrobot creatures.

Wildbrain, which acquired the company from Budnitz, is the producer of the Nick Jr. series "Yo Gabba Gabba!," and "Higglytown Heroes" for the Disney Channel, and a prolific maker of commercials.

