

Interview with Elena Madrid – director of animated short film LOVELY RITA

By Steven Wilbur at Love & Hope International Film Festival, Barcelona

SW: Hi Elena, how are you?

EM: Hello Steven, I am fine, thank you. And thanks for inviting me to this interview!

SW: To somebody who hasn't seen LOVELY RITA, how would you introduce it?

EM: In LOVELY RITA the strict traffic policewoman Rita loves control and order in her workplace. That's why she has drawn up a rigid, rectangular road net, through which she directs the drivers with precise instructions. But as more and more cars find their way into her narrow network and it soon threatens to burst, Rita loses control in the net.

It's about a stubborn woman who first has to get into a hopeless situation to get rid of her rigid behaviour. When all the ropes break, Rita starts to question her previous working style and faces a fundamental decision. Thereupon she takes this difficult situation as an opportunity and from then on encounters her environment in a relaxed, easy-going and light-hearted way. This change of heart suits her very well; it makes her LOVELY. I always say, she makes the best of it.

SW: What was the biggest challenge while creating LOVELY RITA, and why?

EM: I only got fund for the pre-production and nothing for the production, which is the main part of the whole film. So the biggest challenge was to find the time to finish the film. Fortunately I got financial support thanks to a crowdfunding I started, so that I could at least cover the costs for editing and sound effects. Besides these really heavy circumstances I enjoyed a lot to work on this film. It was funny to act in front of a mirror like a traffic police lady to study the movements and poses for the animation.

SW: Can you tell us a bit about your animation style?

EM: Most of the time I work with 2D computer animation. I always strive for simplicity, clarity, humor and for the right timing.

SW: What are you hoping will be trajectory of your short film?

EM: I want that my film entertains as many viewers as possible: children, teenager, adults... And when the audience laughs at my films, this warms my heart.

SW: What do you think the future holds for short films?

EM: I think, that short films have little future in cinemas but much more on the internet. Nowadays, when everyone is in a hurry, most people want to relax and have fun in the shortest possible time. Therefore short films will have a chance to make a name for themselves online. In most cases, that's why they go online to play music or to watch short funny videos and that's a chance for short films too.

SW: Do you have some plans for a new project in the field of animation film?

EM: Yes, I am working on a storyboard for a short animation film. It is about parallel universes.

Recorded at Cinema Malda in Barcelona, September, 21st 2023