

Klasky Csupo prides itself on its core of creativity and innovation. The creative process is a tool which can be applied in various forms on a project-by-project basis. In fact, this process is the soul of the business and is what differentiates Klasky Csupo from the competition.

The operations of a show are generally divided into two parts: writing and production. The chemistry which brings the ideas to fruition is purely a function of the creative process. It cannot be described because it is different every time!

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The standards which are set for quality animation content have been self-imposed. One gleaming criterion is that all creations weather the test of time. At a more fundamental level, one always searches for the best writing possible and cutting-edge design. This should not be misconstrued as boasting but rather, as an artist trying to create the best environment for telling a story.

International business opportunities are viewed with a great deal of optimism. Klasky Csupo is currently producing a show for the BBC. For an independent studio, the Klasky Csupo brand name has very strong international appeal. The company plans to use that valuable introduction for future overseas projects.

Technology

Technology is going to make a huge impact, most important of which is its versatility in cinematic story telling. Klasky Csupo is not looking for fancy stuff, but simply how the technology may be used as a tool to tell a story.

There is no business strategy for evaluating new technology or for its procurement. If the project or vehicle requires a certain technology to achieve a certain look, then the decision is made to buy it.