

P R E S S   K I T



on / OFF

by Nicolás P. Villarreal



**GUINNESS**  
WORLD RECORD

**2200**

MOST AWARDS WON  
BY A SHORT FILM  
MOST AWARDS WON BY  
AN ANIMATED SHORT FILM

**SHORT FILM**  
Animated Short Film

**LENGTH**  
7 Minutes

**WRITER / DIRECTOR**  
Nicolás P. Villarreal



# About ON / OFF

## Endless distractions threaten to destroy creativity

ON / OFF reflects my view of today's technology and how social media can often become, without us even noticing, a significant distraction for creative minds and discipline.

At times, it can slowly pull us away from a passion that once felt close, leading us to spend less time on what truly matters.

This short film is also my imagination of how minds like **Frida Kahlo, Da Vinci, Beethoven, and Tesla** might have interacted with today's digital world, and how they may have searched for their own balance between connection, distraction, discipline, and creation.

My favorite films are the ones that stay with me long after they end, the ones that invite me to reflect on my life, my habits, and the way I see the world.

I hope ON / OFF can do the same.

I hope it invites people to reflect on how we engage with technology and social media, and to consider the possibility of

a different future, one where we use these tools in a more conscious, creative, and meaningful way.

Most of all, I hope it brings people back to that passion they may have put on pause.

To that urge to create something that still lives quietly in the back of their minds.

Technology and social media can be powerful tools, but they can also take up more of our time, energy, and attention than we realize.

I hope this story encourages you to look at your relationship with both from a different perspective, with more awareness, more balance, and perhaps reconnect with something that once truly inspired you.

**I invite you to watch the short film  
ON / OFF on YouTube.  
Join the movement.**





# The Movement



ON/OFF is a conscious mode of living, creating, and connecting with intention. Born from the international impact of the short film and shaped by a growing human need for more meaningful connection, ON/OFF responds to a cultural reality: we are more connected than ever, yet often more distracted, overstimulated, and disconnected from ourselves.

ON/OFF MODE is not about turning everything off. It is about choosing how and when to turn on. It is about being more selective with our attention, more aware of the noise around us, and more connected to what truly matters. In this sense, ON/OFF is both a cultural idea and a daily practice: a conscious way of moving through the world.

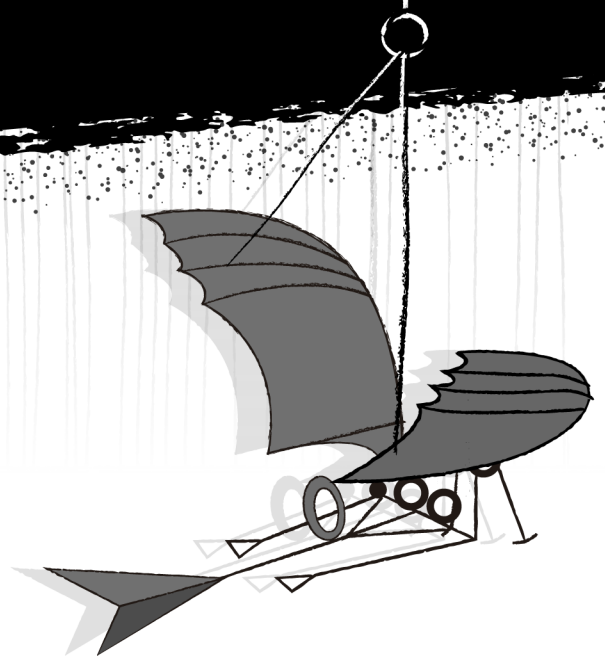
At its core, ON/OFF encourages a more present, creative, and emotionally healthy way of inhabiting everyday life. It creates space to pause, observe, feel, and reconnect with what often gets lost in constant stimulation: inner clarity, imagination, passion, human connection, and original thought.

Through visual language, editorial products, educational tools, meaningful objects, and cultural experiences, ON/OFF brings this mode to life in tangible ways. It creates opportunities to reconnect with presence, creativity, reflection, and community before disconnection, anxiety, and digital overload become the norm.

## The pillars



- 1. Conscious Pause**  
ON/OFF mode begins with pause.
- 2. Creativity, Passion & Inner Expression**  
To be ON is to stay close to what we love.
- 3. Digital with Intention**  
It is not about turning everything off, but choosing how and when to turn on.
- 4. Presence, Human Connection & Community**  
To be ON is to reconnect with ourselves and with others.
- 5. Healthy Emotional Habits**  
ON/OFF is a mode of life shaped by conscious choices.



## The Director

Nicolás P. Villarreal is an Argentine director and 2D animation artist. He has worked as an animator, character designer, sculptor, and visual development artist for major studios including **Walt Disney Studios, Sony Pictures Imageworks, Digital Domain, Amazon, Warner Bros., The Jim Henson Company, and Sega.**

He is the director of award-winning short films such as *Pasteurized*, *Nieta*, and *The House of Colors*. He is currently developing his first feature film, *The Aces*, based on his children's book. Nicolás also leads the Visual Development and Traditional Animation Department at the Academy of Art University in San Francisco.

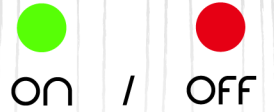
## Awards & Recognition

**Officially recognized by Guinness World Records**

ON/OFF has built an extraordinary international legacy, earning a total of 2,200 awards across film festivals around the world, with recognitions from internationally recognizable events listed in its awards logbook, including Cannes World Film Festival, Los Angeles Animation Festival, London International Film Festival, Tokyo Film Awards, and Indie Shorts Awards New York.

This unprecedented achievement led Guinness World Records to officially recognize the short film as the record holder for both the most awards won by a short film and the most awards won by an animated short film, confirming its place in history as the most awarded short film ever recorded.





A movement for presence and creativity

# Details

TITLE: ON / OFF  
DURATION: 7 minutes  
GENRE: Animation  
LANGUAGE: Spanish / English  
COUNTRY: Argentina  
RELEASE: September 2021

# Key Credits

WRITER & DIRECTOR: Nicolás P. Villarreal  
EXECUTIVE PRODUCER: Pedro C. Villarreal  
PRODUCERS: Nicolás P. Villarreal, Alessandro Squitti  
ORIGINAL MUSIC: Michael Brennan  
EDITING: Alessandro Squitti  
DESIGN & ANIMATION: Nicolás P. Villarreal  
SOUND DESIGN & MIXING: Andrew Vernon  
ANIMATIC & COMPOSITING: Nicolás P. Villarreal

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