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Savyra Meyer-Lippold

In this studio, ideas become visible via illustration, graphic/web design, photography and a little animation.

Apart from my own projects which include children's stories, screenplays, paper sculpture and handmade shoes, I work with clients to:

- introduce a new brand
- promote an existing brand
- announce an event
- simplify what is complex
- edutain children
- make ideas visible
- empower people.



and this is how I got here

In 1988, after working in Durban ad agencies for 5 years, Learntron in Cape Town offered to trade computer training in return for graphics for their computer-based training programmes for adults. With a new focus on digital art in general, I started my own illustration studio in 1990.

Highly realistic airbrushed artwork for ad agencies still featured, also cartoons and other illustrations, hand-drawn and computer-generated and some 2D animation.

and then to cape town (2000)

A move to Cape Town in 2000 placed me amongst the biggest educational publishers in the country. Storyboards and other work came my way for film and video production companies and ad agencies.

2001: Wrote a children's book that became the TV series 'Shooz' (in development) while earning a living as an educational illustrator.

2007: An animation course led to a A Tail at the Mall, a feature film movie script.

2009: Produced a 3min stop-motion animation: Tallulah (a very small love story)

2010: Websites and new media predominated but educational illustration was still my bread and butter. Produced short film for Huis Jabes, an abused women shelter.

2011: A successful year for educational illustration work for the SA government and other African countries.

2012: Web design was a main activity, also social media for clients and educational illustration for schools.

2013: The Living my Purpose Workshop Programme by Centrepeace was a collaboration enabling ECD teachers to improve their lives. There were materials for workshops including flipcharts, study guides, a script and props for a play, and subsequent newsletters. Sadly, the founder passed away and it all came to an end.

2014-15: Greeting cards for The Calendar Company was a highlight, and sparked a private project: 'Little Wingsters' - with children's t-shirts and other merchandise. The brand is still evolving as a project, and is now in development as a TV series.

2016: Went to Kidscreen Miami - very illuminating and educational. The rest of the year was devoted significantly to honing screenwriting skills.

2017: Illustration of Mozambican government manuals took up most of the year. Attended Ottawa International Animation Festival for the first time, which was a great success and I met valuable contacts in the animation industry.

2018: Attended the NY Story Expo and the Ottawa International Animation Festival, where I pitched to a good number of producers again. Produced an 11 minute film for British company, Swala Aerospace including animation and all graphics.

2019: Finally, courtesy of the NFVF, I joined AnimationSA for the Annecy Festival in June where I connected and reconnected with my fellow filmmakers from all over South Africa and the world. Viewing the short films and the pitches by fellow SA animation companies was a highlight. Studied and refined my filmmaking skills, and received funding from the NFVF to develop my short, 'When the Glove Dies'.

Dayjob: websites for Swala Aerospace.com and Lippoldkraft.com, book illustration for UNICEF.

2020: Continuing with my freelance day-job illustrating for various clients existing and new, I am taking my screenwriting work a little further. 'When the Glove Dies' is now underway and in development. I am moving along on other stories as well, including 'Heaven's Dust' by Lisa Suhay and my full length feature film, Mutants at The Mall.

