Pedro Tosín

Oruga

“ I saw an opportunity to pioneer digital animation in Colombia. ”

COUNTRY	Colombia
INDUSTRY	Consumer
EMPLOYEES	21
YEAR SELECTED	2010
PARTNER	Diego Diaz del Castillo
WEBSITE	www.oruga.com.co

COMPANY SNAPSHOT

Could the next Pixar come from Colombia? It’s possible if you enter the imagination of Pedro and Diego, the entrepreneurs behind Oruga, a daring digital animation studio from Colombia. Leaders of the country’s growing animation community, Oruga is known for its creative, high-quality, and internationally-tested designs. The company typically completes projects for ad campaigns and architectural visualizations, but going forward, it is positioning itself as a service provider and content developer for TV and film. The young, quirky, and idealistic entrepreneurs are working with other studios in Colombia to build a country-wide pool of talent that is capable of taking on major international projects and put Colombia on the map for digital animation.