

Amonge Sinxoto on bringing imagination to life

 By [Karabo Ledwaba](#)

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Amonge Sinxoto, 21, is a trailblazing social entrepreneur and activist making waves in the world of TV animation and publishing. Currently in France, she is pitching her 2D TV animated series, *My big world* which is an adaptation of her children's book, *My big name*.



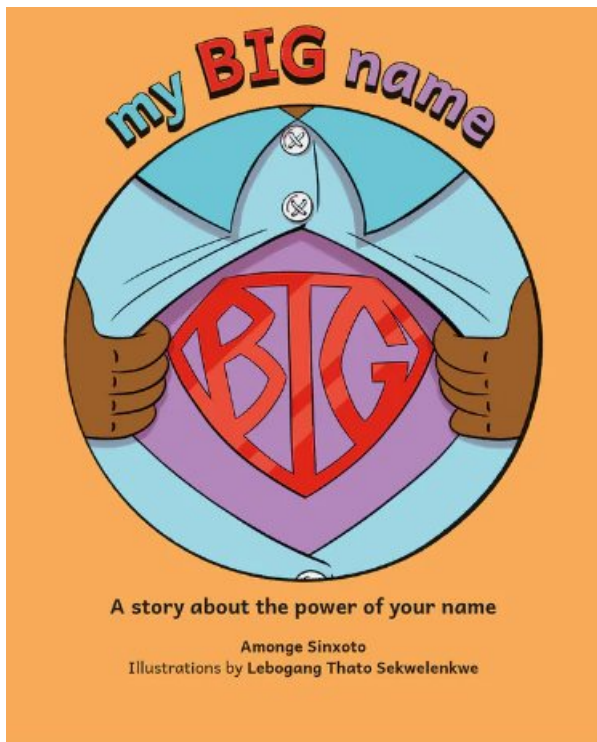
Amonge Sinxoto. Source: Supplied.

📌 Tell me about your book and project.

Last year I published my first children's book with New Africa Books, called *My Big Name*. It is a story about Isenguye coming to understand the mojo in her big name! We are now developing this story into a 2D animated series that encourages kids to explore and embrace the different parts of their identity.

📌 What inspired it?

The sentiment of connecting people to their identity has been a common thread in all of my work (non-profit, activism, literature ect.) and so this project is just an extension of my passion for identity centred leadership.



▣ ***How long has the book and TV show been in production?***

We have been developing the story over the past eight months. We are still in early development and are currently looking for creative partners, distributors and private investment.

▣ ***What challenges have you faced?***

What has been challenging is navigating a space that for the longest time has been a white male dominated industry. But luckily we have come in at a time where there are a lot more opportunities in the industry for us to tell our stories.

▣ ***What impact do you hope it will have, especially on young people?***

I hope that young people engaging with this content see themselves. I hope they see their joy and laughter. I hope they see the mistakes and solutions of the characters as encouragement to ask questions and learn about themselves and the people around them.

▣ ***Do you have any advice for young people who want to go into publishing their own book and developing a show?***

Just do it! I know it's super cliché but the first step is getting all your ideas out of your head and on to the paper. Once you've done that, it's a lot of refining and reviewing. It won't be perfect at first but the only way it gets there is to start.

▣ ***What do you hope to achieve in France? Why France?***

Annecy Film Festival is the largest animation festival in the world. I hope that we get our story out there. Get people excited about our message and characters. I hope to also connect with other creatives on the continent who can make this vision come alive.

ABOUT KARABO LEDWABA

Karabo Ledwaba is a Marketing and Media Editor at Bizcommunity and award-winning journalist. Before joining the publication she worked at Sowetan as a content producer and reporter. She was also responsible for the leadership page at SMag, Sowetan's lifestyle magazine. Contact her at karabo@bizcommunity.com

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