

Industry Insider Interview: LazyTown Producer Björn 'Bússi' Sigurðsson

Filed under: [Uncategorized](#) — [Leave a comment](#)

November 13, 2013



Bússi Sigurðsson is at the producing helm of one of TV's premiere brands – LazyTown. He oversees several hundred dedicated production staff members, ensuring that thousands of moving parts somehow come together to create the hyper-kinetic series.

Where does your core responsibility lie in producing a show for kids?

"Making sure that we remain true to the core concept of bettering the lives of children. A show like LazyTown has a special responsibility. We're an entertainment property for sure, but we're more than that. We've asked parents to believe in us as a safe, responsible partner in helping to educate their kids about healthy choices. That's something that every one of us feels, from the show's creator to the newest employees who join us. It's a personal mission for all of us."



How do you balance the needs of budget and schedule with the creative content of the show?

“It’s not easy. If we had our preference, we’d probably like to take a few weeks to create every episode. They’re simply that complicated, on a production level. We have established a certain look and feel that audiences have come to expect, and we don’t want to lower our standards, regardless of budgetary and schedule restraints. We have a first-rate team who can come up with a solution to any problem that arises, and often the most creative answers come when we’re in a pinch and we need a way to reach the goal line. We love big ideas, we love telling larger-than-life stories – but we also want to be good partners with Turner, bearing in mind that this is, after all, a business.”



What is your proudest achievement in the entertainment industry?

“Lazytown is the top – it is hands-down the premiere project of my professional life. I’m really proud of being a part of this fantastic show with such a great message. And the team is the best I’ve worked with.”



There are so many platforms that present kids’ TV shows – laptops, Ipads, etc. Do you take these things into consideration when producing a show?

“Yes we do – especially here in Iceland, where we’re all pretty mad for new technology. But agood

story is still the key. The show has elements that can be tailored to different platform needs, but it's not our main concern. That said, we are always trying to think ahead, to anticipate where the entertainment industry is headed. We produce live theater shows, apps, music CDs, talking books, and many others. LazyTown is a brand that really lends itself to multiple platforms. But again, without a good story, well told, we'd be lost. We place enormous emphasis on our story development – and we have gone nearly fifty drafts of some scripts, in an effort to make sure they are just right.”



You work on shows that are seen all around the world. Does that ever seem incredible to you, or is it all just part of the industry now?

“It’s something that a kid growing up in Iceland would never really imagine. This is a small market, and despite the fact that there are world-class production facilities and exceptionally-trained professionals, LazyTown’s penetration into the global market has exceeded anything I could have imagined.”



What are your biggest surprises about producing a globally-viewed show?

“Having such an active fan base in all age groups. Our fans are incredibly loyal, they start online forums about the show, they are in contact with us here, they incorporate our healthy message into their own lives. It’s hard to imagine another show that both kids and parents willingly accept into their homes on this level.”



Do you get many chances to exhale and say, "That's a perfect show," or do you always feel that there's something else that needs to be done?

"We haven't done the perfect show yet and not sure we ever will. You can always do better, there's almost always another detail, another edit, another special effect you wish you could have time for. Part of being a producer of a show like this is learning that, at some point, I have to make the call to send the product out the door. We have partners and obligations, and in order to continue to keep making these shows, we will always honor our commitments."



A favorite kids' show from your childhood?

"Felix the Cat" really early on but then "Tom & Jerry." I still love them!"