



Press release #1

Four days of massive program at fmx/09 from May 05-08, 2009

**Stuttgart/Ludwigsburg, December 2008. fmx/09 – 14<sup>th</sup> international conference on animation, effects, games and digital media is the largest and most significant conference on computer-generated images in Europe. Characterized by a predominantly international participation, a professional-to-student ratio of 2 to 1 and English as official language FMX offers just the right atmosphere for exchange between colleagues and encourages international networking between the United States, Asia and Europe. Its a first-rate event in a relaxed environment and takes place in Stuttgart, Germany from May 05<sup>th</sup> through the 8<sup>th</sup> – a popular and inspirational must- see event for people in the industry. Online information on fmx/09 will now be updated regularly.**

#### **FMX – European bridgehead for the overseas animation industry**

Since 1994, FMX has been a platform for discussing and furthering the development of digital entertainment. Its personal history has evolved with the scene: Only a few years back, mostly European participants informed themselves about trends in the U.S. Today, FMX is the central European event in a globally operating industry, hosting Americans and Asians as they explore happenings on the old continent. The three pillars of FMX ensure that professionals from all relevant fields come away satisfied:

The broad spectrum of presentations in **fmx/conference** examines recent technical and creative developments in animation, visual effects, games and postproduction. Centers of focus will be on immersive design, transmedia storytelling, world- building, new stereoscopic applications and games technologies for previs and realtime production.

In **fmx/forum** hard- and software companies in DCC show their latest innovations and products. For new talents and established companies alike, the substantial recruiting activities and international film and animation school presentations have proven extremely attractive.

In 2009, many renowned partners will contribute to our program with individual series and some of our **fmx/events**. One of our highlights will once again be the business platform Animation Production Day (APD) for artists, distributors and investors, paralleling FMX and the Stuttgart Festival of Animated Film (ITFS) in its 4<sup>th</sup> year.

#### **Side by side: fmx/09 and the Stuttgart Festival of Animated Film (ITFS)**

Animation squared: for the first time, fmx/09 will take place May 05-08, sharing the exact same week as the 16<sup>th</sup> Stuttgart Festival of Animated Film from May 05-10, 2009. Passionate visitors of both events can now benefit and enjoy the best from both sides of animation film, hopping between one of the most significant festivals in the world and the primary conference in Europe.

#### **Expert support: the advisory and program board of fmx/09**

FMX's top-notch program can only be achieved through international teamwork. Organized by the Institute of Animation at Filmakademie Baden-Wuerttemberg, FMX can rely upon advice and proactive

support by many industry experts. The fmx/09 advisory board includes trusted partners and consultants who conceive and curate specialized series for fmx/conference. fmx/09 is happy to welcome:

#### **Advisory Board**

Matt Aitken (Weta Digital) / Michael Coldewey (Trixter) Elizabeth M. Daley (USC School of Cinematic Arts) Paul Debevec (USC Institute for Creative Technologies) / Glenn Entis / Parag Havaldar (Sony Pictures Imageworks) / Ed Hooks / Henry LaBounta (Electronic Arts) / Don Levy (Sony Pictures) / Andy Lomas (Framestore CFC) / Terrence Masson / David Sproxtton (Aardman Animations)

#### **Program Board**

Alex McDowell / Christophe Héry (ILM) / Eric Riewer (Gobelins, l'école de l'image) / Eric Roth (Visual Effects Society) / Inga von Staden (Filmakademie Baden- Wuerttemberg) / Katja Koepl (Stuttgart Media University) / Kevin Geiger (Animation Options LLC) / Oliver Deussen (Universität Konstanz) / Peter Plantec / Sebastian Sylwan (Autodesk)

fmx/09 is an event by Filmakademie Baden-Wuerttemberg in cooperation with VES – Visual Effects Society, AIAS Academy of Interactive Arts and ACM Siggraph. fmx/09 is funded by the Ministry of State Baden-Wuerttemberg, Ministry of Economic Affairs Baden-Wuerttemberg, MFG Baden-Wuerttemberg Public Film Fund, MFG Baden- Wuerttemberg Public Innovation Agency for Information Technology and Media and the FFA German Federal Film Board. fmx/09 is organized by the Institute of Animation, Visual Effects and Digital Postproduction of Filmakademie Baden-Wuerttemberg and NX Publishing.

More information at [www.fmx.de](http://www.fmx.de)

Please reserve fmx/09 in your calendars. If you're interested in photos or further info, please contact us.

Press Relations: Nicola Steller

Phone: +49-7156-350616, email: [nicola.steller@fmx.de](mailto:nicola.steller@fmx.de)

Journalists can download photographic impressions of fmx/08 and logos in our press section.

user name: fmxpress / password: xxl008

Cds with catalog photos and the fmx/08 trailer are available on request.

Please find the fmx/09 logo attached to this email.

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Nicola Steller  
Press Relations  
tel +49-7156-350616  
fax +49-7156-350627  
Stuttgarter Straße 32  
71254 Ditzingen  
Germany

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Stuttgart, Haus der Wirtschaft, Germany

[www.fmx.de](http://www.fmx.de)  
[www.animationsinstitut.de](http://www.animationsinstitut.de)  
[www.filmakademie.de](http://www.filmakademie.de)