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Press Release, 8 May 2020

## **Animation Production Days 2020 – Successful Digital Edition with around 600 Video Meetings**

**At midday today, the 14<sup>th</sup> edition of Animation Production Days (APD) – which this year took place as a purely digital event – came to an end. A total of 123 participants from 21 countries registered for the *Digital Edition* of APD. The selected animation projects and possible co-operations were discussed in around 600 individual, pre-planned video meetings. A joint venture of Stuttgart International Festival of Animated Film (ITFS) and FMX – Conference on Animation, Effects, Games and Immersive Media, APD is the most important business platform for animation in Germany.**

In early March, 50 of the submitted projects were selected to be presented at APD 2020 – *Digital Edition*. On 13 March, when the corona pandemic meant that the event in Stuttgart had to be cancelled, 160 professionals had already registered to take part.

*"For us, it was actually clear immediately that we had to try and get a digital version up and running. A major part of the preparation work had already been undertaken and, for many animation producers, APD is a key event to progress the development of their projects. Because the one-to-one meetings are at the heart of APD, we focused on making them possible in digital form"* said Marlene Wagener, Head of Animation Production Days.

123 participants from 21 countries and six different time zones took part in the digital edition. From 5–8 May, a total of around 600 video meetings were held via a specially set-up online tool.

### **Quotes from the organisers**

Dieter Krauß, Commercial Managing Director of Film- und Medienfestival gGmbH (FMF), the organisers of ITFS, was delighted with the success: *"It was a huge feat to reorganise APD as a digital event so quickly! Our heartfelt thanks go to our colleagues Marlene Wagener and Amelie Mack for this effort!"*. Prof Ulrich Wegenast, Artistic Director of FMF, added: *"I'm very pleased that Animation Production Days were so well received in their new digital form. This approach could be an opportunity for APD to develop a hybrid event format in the future."*

*"With this year's digital edition of APD, we believe we found an adequate format for a time of crisis, but we do hope that we can all meet together again in person next year. Because without personal contacts, we won't be able to produce personal films in the long run,"* said Andreas Hykade, Conference Chair of FMX.

### **The feedback from those taking part was highly positive:**

*"I never would have imagined that a digital edition with video one-to-one meetings could work as efficient as it did. However, I very much look forward to meeting again in person during an analogue edition 2021."*

Stefan Pfäffle, Deputy Head of Fiction, Acquisitions & Co-Production, KiKA, Germany

*"The e-meetings turn out to be almost as good as the face to face meetings that is the APD trademark. We had many great talks and a lot of laughs".*

Thomas Borch Nielsen, CEO & Producer, Nice Ninja, Denmark

### Trickstar Business Award

The **Trickstar Business Award** of the Stuttgart International Festival of Animated Film (ITFS), already in its fourth year in 2020, would normally be presented at an award ceremony during the APD programme. In spite of the corona pandemic, the award is also being presented this year – but online: the presentation will form part of the **Grand Award Ceremony** of the online edition of the ITFS ([onlinefestival.itfs.de/en](https://onlinefestival.itfs.de/en)) in a **free livestream** on the evening of **Sunday, 10 May at 7 pm**. The Trickstar Business Award is endowed with €7,500 and recognises ground-breaking national or international business models for projects or companies in the animation industry. The award is sponsored by the [Region Stuttgart](#) association.

### Highlights of FMX 1994–2020

In keeping with its tradition of providing a platform for outstanding personalities and projects, the **FMX – Conference on Animation, Effects, Games and Immersive Media** has launched an online series entitled **Highlights of FMX 1994–2020** to bridge the gap until the community can meet again in person.

The online series has already started and will continue on a two-weekly basis until the end of the year. The FMX is presenting highlights from talks and interviews with speakers from its 25-year history. The animation community will also have the chance to put questions to speakers themselves. The centrepiece of each show is an extended interview with the personality of the day. More at [www.fmx.de](http://www.fmx.de).

#### *About Animation Production Days:*

*[Animation Production Days](#) (APD) is a joint venture of the [Stuttgart International Festival of Animated Film](#) (ITFS) and [FMX – Conference on Animation, Effects, Games and Immersive Media](#). The joint organisers of APD are Film- und Medienfestival gGmbH and Filmakademie Baden-Württemberg. Its funding partners are the Ministry of Science, Research and Arts Baden-Württemberg, the Creative Europe MEDIA programme of the EU, the Filmförderungsanstalt (FFA) and MFG Baden-Württemberg.*

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