
Press Release, 7 May 2022

Animation Production Days 2022: First Hybrid Edition Draws to a Positive Close

Stuttgart – Yesterday afternoon saw the conclusion of the 16th Animation Production Days (APD), the most important German business platform for newly developed animation projects. In 2022 APD, which took place exclusively online during the past two years, returned as a hybrid event combining an in-person programme with online activities. [Animation Production Days](#) is a joint venture of the [Stuttgart International Festival of Animated Film \(ITFS\)](#) and the [FMX – Film & Media Exchange](#).

This year, 35 projects were selected for APD and presented in pre-planned one-on-one meetings. Approximately a quarter of these projects were for preschool children, around half for school children up to the age of around twelve and another quarter for adolescent and/or adult audiences. A total of 150 participants from 22 countries registered for the event whose in-person programme took place in a somewhat smaller form than usual due to the Covid-19 restrictions: 110 participants were able to attend in person in Stuttgart with another 40 participants accredited for the online programme. Almost 700 pre-planned meetings between producers and potential financing and production partners took place from 4 - 6 May at the Württemberg State Museum. Representatives from the most important German and European TV broadcasters including ZDF, KiKA, WDR, SWR, Super RTL, BBC, RAI, DR, Canal+, France Télévisions and large international corporations such as Disney, WarnerMedia and Wildbrain as well as global distributors including ZDF Studios, Sola Media, Global Screen, Jetpack, Zodiak and many more sought out new material and talent at APD and gave the producers feedback on their newly developed projects.

“It’s my first time at APD and the first impression for us presenting a project is really good. The meetings are prebooked and we have the opportunity to see all the interesting broadcasters and also benefit from the network around us. That’s fantastic. People are very accessible, it’s very easy to just meet people and talk to them.”

Marieke Muselaers, Lunanime, Belgium

“It’s wonderful, meeting people again. It’s almost touching. We’ve been talking to screens for years. And here we can feel if the project connects with someone and receive immediate and real human feedback. What is particularly special about APD is that it’s three events at the same time: the ITFS, the FMX and APD. A lot of people are in town, it’s a vibrant environment. And at APD you can talk to people in a relaxed but focused atmosphere.”

Kristine Knudsen, Den siste skilling, Norway

“We have all learned to work online in the past two years. But this is obviously a people business and it’s so much more pleasant to meet people onsite here in Stuttgart and to get all the tonalities in discussions that you lose when you do online meetings. I’m very happy to be here again.”

Sebastian Debertin, KiKA, Germany

“It’s an incredible opportunity. I have already received so much feedback and professional contacts. It’s insanely helpful and very exciting.”

Emile Gignoux, Denmark

“We are delighted that we were finally able to offer the industry a platform for face-to-face meetings and exchanges once again. It was noticeable how much everyone had missed that and how valuable it is.”

Marlene Wagener, Head of Animation Production Days

“We are very pleased that animation projects for adult audiences are increasingly being negotiated at Animation Production Days. The general developments and series projects such as “Undone” on Amazon Video and “The House” on Netflix demonstrate that there is a market for high-quality animated films for cineastes and animation fans!”

Prof. Ulrich Wegenast, Artistic Managing Director of ITFS and Dieter Krauß, Commercial Managing Director of ITFS

“In 2022, Animation Production Days created an ideal format for the current time with its hybrid approach – and it worked out very well. Congratulations for the implementation and the success!”

Mario Mueller, FMX Project Manager

Conference & Networking

An integral part of the programme was once again the APD conference which took place on 4 May in the L-Bank’s rotunda in Stuttgart and which was streamed live for all online participants. Topics included new financing and distribution strategies for European animated films, the potential of new technologies for animation production and how to improve the social and environmental sustainability of the industry. Trends in content and structural changes were also addressed and these discussions continued on an individual level in the complementary networking events.

Trickstar Professional Awards Ceremony

The conference was followed by the Trickstar Professional Awards Gala of the Stuttgart International Festival of Animated Film where the ITFS awards business-relevant prizes such as the German Animation Screenplay Award. This year, two screenplay prizes were presented: the award for best screenplay went to “Dino Mite / Minus Three and the Lost City” (screenwriters: Armin Prediger and Andreas Völlinger; production: Holger Weiss and Dominique Schuchmann, M.A.R.K.13 - COM, Stuttgart and Björn Magsig and Sandra Schießl, TRIKK 17, Hamburg). The prize for the script with the greatest international market potential was won by “Little Miss Santa” (screenwriter: Jasmina Kallay; production: Lilian Klages, Dreamin’ Dolphin Film, Munich). The Animated Games Award Germany went to “Minute of Islands” (developer: Studio Fizbin, Ludwigsburg/Berlin; publisher: Mixtvision Mediengesellschaft, Munich) while a Special Mention was awarded to “Lacuna” (developer: DigiTales Interactive; publisher: Assemble Entertainment). The Trickstar Business Award was won by the business model for Yullbe GO (Mack NeXT, Rust).

As part of the cooperation with CARTOON, European Association of Animation, two German producers will again have the chance to pitch their series projects in September at the CARTOON Forum in Toulouse. The projects “Tiger & Bear” (Wolkenlenker) and “Dino Fino” (German Film Partners) were selected for the first two places on the list.

An overview of all the selected projects can be found on the APD website at the following link:
www.animationproductiondays.de/en/projects-2022

An overview of the participating companies can be found here:
www.animationproductiondays.de/en/participants-2022

Pictures:

APD22_pic01: Almost 700 pre-planned meetings between producers and potential financing and production partners took place at this year's APD.
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APD_pic02: The conference took place on site at the L-Bank in Stuttgart on 4 May and was streamed live for online participants.
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About Animation Production Days:

[Animation Production Days](#) (APD) is a joint venture of the [Stuttgart International Festival of Animated Film](#) (ITFS) and the [FMX – Film & Media Exchange](#). All three events take place simultaneously. The joint organisers of APD are the Film- und Medienfestival gGmbH and the Filmakademie Baden-Württemberg GmbH. Its funding partners are the Baden-Württemberg Ministry of Science, Research and the Arts, the MFG Film Funding Baden-Württemberg, the German Federal Film Board (FFA) and the Stuttgart Region Economic Development Corporation (WRS).

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