

Press Release, 11th November 2016

New Business Award as part of Animation Production Day 2017

Stuttgart – ‘Trickstar Business’ is the name of the new €7,500 prize which is being awarded for the first time during Animation Production Day 2017 by the Stuttgart Festival of Animated Film (ITFS). It recognises national or international innovative and groundbreaking business models for projects or companies in the animation industry. This makes the Trickstar Business Award the world’s first animation prize to be explicitly focused on business. The prize is being sponsored by the Stuttgart Region.

Dittmar Lumpp, managing director for organisation and finances of the Film- und Medienfestival gGmbH (FMF) and co-organiser of Animation Production Day, devised the concept for the Trickstar Business Award. “I’m delighted that we have initiated this prize together with the Stuttgart Region. With numerous successful companies working in the areas of animation and visual effects as well as the Animation Festival and FMX, the region is an outstanding European location for the industry with a worldwide presence. This prize enables us to send out a clear signal and at the same time offer new incentives for the region’s strength of innovation and international connectivity.”

Professor Ulrich Wegenast, artistic director of FMF, adds: “In the rapidly changing media landscape, alongside innovative content we are also in urgent need of new concepts in the financing and distribution of such content. It is absolutely essential for the future of the industry and that is why the Trickstar Business Award is focusing exactly on this area. As the Animation Festival and FMX’s joint business platform, Animation Production Day presents the perfect context in which to award this new prize.”

And Professor Andreas Hykade, Director of the Animationsinstitut and FMX, International Conference on Animation, Effects, VR, Games and Transmedia adds: “I am convinced that the creation of the Trickstar Business award sends a powerful signal, because the award constitutes a great platform for the young and bright animation talent in the region that will thus be able to initiate exciting innovative projects.”

All projects selected for APD 2017 can put themselves forward for the Trickstar Business Award. The projects can be designed as TV series, feature films, games, mobile content or transmedia formats. Their innovation can be defined in the areas of financing, distribution, marketing or exploitation of rights. Application forms for the Trickstar Business Award will be available on the APD website from December 2016 at the following link: www.animationproductionday.de

With regards to companies, the organisers reserve the right to specifically invite companies to put themselves forward for the Trickstar Business Award.

A five-person industry jury including representatives of the Stuttgart Region and the L-Bank will shortlist three finalists on the strengths of their submitted project and application form. These finalists will have the opportunity to present their business model to the jury in the form of a short pitch during Animation Production Day. The winner will be honoured on the evening of 5th May during a prize-giving ceremony in the rotunda of the L-Bank in Stuttgart.

About Animation Production Day:

Animation Production Day (APD) is a business platform for the international animation industry. APD is taking place as part of the 24th Stuttgart Festival of Animated Film 2017 and the FMX 2017, International Conference on Animation, Effects, VR, Games and Transmedia. It is organised by the Film- & Medienfestival gGmbH and the Filmakademie Baden-Wuerttemberg. APD brings together coproduction, financing and distribution partners for animation projects in a series of one-on-one meetings and, via the APD Conference, offers focused discussions and presentations on current challenges facing the industry.

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