



## ANIMATED COM AWARD 2012 – Special Award

### In Collaboration with Mercedes-Benz Classic

Within the framework of the Animated Com Award of the 2012 International Festival of Animated Film Stuttgart, which awards excellence in the areas of animated advertising, spatial communication and technology, and a special award by the Daimler AG has been launched, celebrating the 60<sup>th</sup> anniversary of the Mercedes-Benz SL-series.

### Special Award “Mercedes-Benz Classic: 60 Years of the SL”

Filmmakers, film and animation school students, and start-ups are to visualize the Mercedes-Benz SL sports car in an innovative way. The call for submissions is open to national and international applicants and it addresses universities and schools of design alike. Students and filmmakers should playfully illustrate and bring forth the fascination of the timeless automobile and its individual form of mobility. The specific reference to the SL series makes other facets such as sportiness, sophistication, and innovation possible. That is, it emphasizes the inherent duality between athletic and aesthetic traits. Animation presents itself as an ideal medium for this project's scope as it doesn't set any visual nor conceptual barriers. Every method from 3-D-computer animation to 2-D-animation and stop motion are allowed. The call for submissions draws direct reference to the Mercedes-Benz SL but offers enough creative leeway for the exploration of imagination and personal visions.

### Subject Matter

The Mercedes-Benz 300 SL was the super car of the 1950s. The legend begins 60 years ago with the 1952 Mercedes-Benz 300 SL racing sports car (W 194), the first post-World War II newly constructed racing car by Mercedes-Benz and at the same time, the first vehicle with the SL designation. Through its aesthetic form and superior road performance, the dream car quickly became an icon and continues to shape automobile culture even today. In 2012, the SL will continue to perpetuate fascination.

### Right of Use

The competition jury panel, on which international experts sit, will announce two further nominations, in addition to the awardee (2,500 euros). The awardee and the two nominees will be offered a sum of 1000 euros each. By submitting a film, filmmakers declare their agreement to grant Daimler AG the non-exclusive usage rights of the submission to the Special Award “Mercedes-Benz Classic: 60 Years of the SL” for PR and promotional purposes for the term of 12 months from 15.05.2012. Exclusive rights are thereby granted to the Daimler AG for online usage for the contract period.

### **Submission Deadline is February 15, 2012.**

The **entry form** along with a copy of your film (DVD) with a maximum duration of 5 minutes must be submitted to the Film- und Medienfestival gGmbH by the deadline.

More information on the entry conditions and prizes can be found in the festival regulations.

Please carefully read the **regulations** before completing the entry form.

You'll find the entry form and the regulations on our homepage [www.ifs.de](http://www.ifs.de).

The **award ceremony** will most likely take place at the Mercedes-Benz Museum on May 11, 2012.