



ANIMATED COM AWARD 2014 – Special award

Cooperation with Mercedes-Benz

At the 21st Festival of Animated Film Stuttgart 2014 a Special Award is offered by the Daimler AG for the third time in series within the Animated Com Award which awarding the standard of excellence in the field of animated advertising, spatial communication and technology.

Special Award: "Future needs derivation – Individual mobility"

This time the Special Award: "Future needs derivation – Individual mobility" is offered by the Daimler AG. Imagination and creativity have no limits. All interested national and international filmmakers – students from film and animation schools as well as young companies – are invited to **animate mobility as well as history and stories of the individual mobility** in a personal and innovative way. The passion for automobile should be visualised and sustainable solutions for individual needs expressed in a playful manner. All techniques ranging from 3D computer animation to 2D cel animation and Stop Motion are accepted. The maximum length of the films mustn't exceed 5 minutes

*"The future needs derivation" according to the philosopher Odo Marquard. This means important developments always had a progenitor: to create the automobile it was not necessary to reinvent the wheel. But will it still be a wheel in the future? The wish for **individual mobility** is as old as humanity: to get to any place at any point of time. New concepts of mobility have to combine the different means of transportation and mobility devices – whether that may be individual or community means of transport, property or external us, whether it is by land, sea and air – to accommodate the increasing need for individuality. Individual mobility and automobile will be closely linked in the future.*

Usage rights

The jury for this competition features international experts and will award two further nominees alongside the award winner (2,500 euros). The award for the winner and the two nominees is respectively a cash prize of 1,000 euros. The film applicant agrees that the non-exclusive usage rights of the submission to the Special Award: "future needs derivation – individual mobility" are allocated to the PR and promotional purposes from the term of twelve months from April 28, 2014.

Submission Deadline: January 15, 2014.

The **entry form** and a copy of your film (DVD or Quicktime file) must be submitted together to the Film and Medienfestival gGmbH by the deadline. Please read the **regulations** carefully before completing the registration form.

More information on the entry conditions and prizes can be found here: www.ifs.de.

The **award ceremony** will take place at the Mercedes-Benz Museum on April 25, 2014.

Contact for enquiries regarding the Animated Com Award-Submissions:

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