Animated Com Award: The Winners 2016

Competition for Applied Animation in the Field of Advertising, Spatial Communication and Technology

Press Release

Stuttgart, 29.04.2016 – The prize-giving gala for the Animated Com Award of the 23rd Stuttgart Festival of Animated Film took place at the Mercedes-Benz Museum on Friday evening. The winners of the Animated Com Award are:

Grand Prix:

Coca-Cola: Man and Dog
(Psyop/Coca Cola Company, USA 2015)

The jury has found that:
In the computer-animated world of today, this spot is a rare piece. While it was inspired by traditional animation and drawn by hand, it plays with new depth and dimensions. This has resulted in a small piece of art, combining the techniques and styles of several generations of animated film. A simple story – a man walks his dog – thus makes a shift in perspective possible which can change the world.

Advertising – International:

Loteria: Night Shift
(Passion Pictures/ Loterias y Apuestas del Estado, GB 2015)

The jury statement:
It's great cinema: "El Gordo", the world's biggest lottery – an eagerly anticipated event with 46 million participants, taking place before Christmas every year. The story, the characters, the set-up as well as the whole craftsmanship of the animation have resulted in a wonderful way to tell a modern-day Christmas story. With values we all associate with our day and age, and which we all benefit from: the joy of sharing. Advertising should always be this moving.

Category Technology:

Assassin's Creed: Syndicate
(Digic Pictures/Ubisoft, Hungary 2015)

A dialogue straight from the jury meeting:
What a Moloch… Such dark characters… *Oh no, the poor horses…* But they're just animations… *But that fellow over there, he's real!…* No!… *Not real, for real?…* No, he's also animated… *But these guys, they're real!…* Noooo!… *Really?…* It's all animation, and that's the reality! And because it all looks so incredibly realistic, it has really deserved the award in the technology category.

Special Awards – "Future needs derivation – communication and networking in a digital world" by the Mercedes-Benz Museum

Dummy: No Way Out
(Directors: Eun-sung Kim, Doo-hee Lee, Jaebeom Park, South Korea 2015)

Lapp Connected Award by U. I. Lapp GmbH

Head On
(Director: Lior Ben Horin, Israel 2011)

The Animated Com Award has been presenting prizes in its various competition categories since 2011. This year, two special awards have been added: ***"Future needs derivation – communication and networking in a digital world"*** by the Mercedes-Benz Museum, as well as the ***"Lapp Connected Award"*** by U. I. Lapp GmbH. In addition, prizes honouring entries from the German-speaking region will be awarded for the first time in the Spotlight Animated Com category. This is owed to the successful continuation of the collaboration with the Spotlight-Festival für Bewegtbildkommunikation, which was established in 2015. The Spotlight Animated Com awards ceremony takes place on April 30, 2016 at Staatsgalerie Stuttgart.

"I am really glad", says Dittmar Lumpp, Managing Director, Organisation & Finances of the Stuttgart Festival of Animated Film, "that we have succeeded in establishing applied animation as part of the festival over the years. As a result, it was also possible to call the advertising industry's attention to the potential that animation has." Ulrich Wegenast, the festival's Managing Director, Programme adds: "Through intensified cooperation with the Spotlight Festival, we intend to create an even stronger interlink between the fields of moving image communication and animation, resulting in a unique event format for the advertising industry."

The prize sponsors of the Animated Com Award 2016 are the Mercedes-Benz Museum, the U. I. Lapp GmbH, Mack Media GmbH, and the Animation Media Cluster Region Stuttgart. Partner of the event are netzwerk P production, Hansgrohe, Ilg-Außenwerbung, and KlickPiloten.

The Jury of the Animated Com Award consists of renowned experts from the animation and advertising industries: Martin Feyock (German Producers Alliance, Munich) Thomas Hundt (Managing Director, Jangled Nerves, Stuttgart), Matthias Oden (Deputy Editor-in-Chief, W&V), Dominique Schuchmann (CEO, M.A.R.K. 13, Stuttgart), and Mate Steinforth (Sehnsucht, Berlin).

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The Internationale Trickfilm-Festival Stuttgart – Festival of Animated Film (ITFS), April 26 – May 1, 2016 was founded in 1982 and is one of the largest and most important festivals of animated film worldwide. More than 60,000 EUR in prize money are awarded in nine competition categories. The festival collaborates closely with its new partner spotlight-Festival für Bewegtbildkommunikation as well as with the FMX. As Europe's most influential specialist conference on animation, effects, games and transmedia, FMX organises the business platform Animation Production Day together with the Stuttgart Festival of Animated Film.