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Animation Production Day's 10th Edition Ends on a High Note

Stuttgart — The 10th edition of Animation Production Day, Germany's most important co-production and financing market for animation projects, came to a close last night in Stuttgart. Over the past two days, more than 140 participants from 18 countries held over 600 discussions about co-production and financing opportunities for new animation projects in Stuttgart's L-Bank, marking this anniversary edition as APD's largest to date. APD is hosted by the International Festival of Animated Film Stuttgart (ITFS) and the FMX Conference on Animation, Effects, Games and Transmedia.

39 new projects representing a total production budget of 150 million euro were presented at this year's edition. The event's financial component was strongly represented by KiKA, SWR, BR, ZDF, Super RTL, Amazon Deutschland, Turner, Disney, Viacom, Canal+, France Television, WDR mediagroup, Koch Films, Sola Media, m4e, Nelvana, Technicolor, DHX and Saban Brands among others.

"The APD has grown and increased its international reach, which makes us very happy. The increase in participant number and in partnerships with international events such as MIPJunior and the Cartoon Forum indicate that the event continues to consolidate its position as the most important German animation industry event, thus helping foster the German industry's international competitiveness." said Dittmar Lump, ITFS Managing Director, Organisation and Finances.

"This edition brought in a good mix of major players and young talent, of German and international producers, and of creative and industry experts, which underscores the APD's unique character" adds Prof. Andreas Hykade, Director of the Animation Institute of the Filmakademie Baden-Württemberg and FMX. "It's also important that the event gives a platform to projects that are in early stages of conception, such that their development can unfold in the best way possible."

"APD naturally benefits from the synergies between FMX and the Stuttgart Festival of Animated Film" says Prof. Ulrich Wegenast, ITFS Programme Manager. "The attraction lies precisely in the fact that, in addition to the APD's concentrated atmosphere, there are two other large and internationally renowned industry events taking place in parallel."

The APD Conference, which took place Thursday afternoon in the Haus der Wirtschaft, focused on the challenges and opportunities encountered by animation producers today. Speakers included Emmy award winning screenwriter Eric Shaw, John Hardman (Vice President of Development and Production, Saban Brands), Art Director Nick Cross, as well as Emmy award winner Patricia Hidalgo and Sarah Fell from Turner EMEA, Chrystel Poncet from Canal+, Nelvana's Nina Koch and Stefanie Fischer from WDR mediagroup. The conference's AnimaDoc portion attracted much interest. This special segment relating to the growing field of animated documentaries was organised by Documentary Campus together with APD. The 5-country collaboration "Another Day

of Life”, animated MDR documentary “Die Weite suchen” and the “Old Folks’ Tales” multimedia project from Spanish production firm Piaggiodematei were presented within this initiative.

To close the conference, the “Animated Quintet” made up of film critics and producers took selected animation films under the microscope. Controversial and entertaining, veteran journalists Rocío Ayuso (El País) and Daniel Kothenschulte (Frankfurter Rundschau), Dr. Rolf Giesen and producer Tony Loeser (CEO MotionWorks) and Gabriele M. Walther (CEO Caligari Film) examined the films’ technical and artistic quality, budgets, and potential successes and failures of European animated films.

Winners of the “wild card” Cartoon Forum competition were also announced on Friday, as part of the cooperation with CARTOON. Participating representatives from German broadcasters selected the three German production projects which they regarded as having the most international market potential. Congratulations to “Mouse Mansion” by Zooper Film, Studio Hamburg DOCLIGHTS’ “Zac and Zoé – A Wild Mission”, and “Magic Maggy” by WunderWerk! These projects automatically qualify for the upcoming Cartoon Forum, which will take place in Toulouse in September.

About Animation Production Day:

Animation Production Day (APD) is a business platform for the international animation industry. APD takes place as part of the 23rd Stuttgart Festival of Animated Film (ITFS) 2016 and the FMX 2016 Conference on Animation, Effects, Games and Transmedia. It is organised by the Filmakademie Baden-Wuerttemberg and the Film- & Medienfestival gGmbH. APD brings together co-production, financing, and distribution partners for animation projects in a series of one-on-one meetings and offers focused discussions and presentations on current challenges facing the industry via the APD Conference.

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