



Press Release, January 8, 2015

Animation Production Day 2015 is expanding

Stuttgart – Animation Production Day (APD), the business platform for the international animation industry, is taking place this year in Stuttgart's L-Bank on 7 and 8 May with an expanded programme. "Producers Meet Producers" is the new section of this networking event hosted by the Stuttgart Festival of Animated Film (ITFS) and FMX, Conference on Animation, Effects, Games and Transmedia, and organised by Film- & Medienfestival gGmbH (FMF) and Filmakademie Baden-Wuerttemberg.

The goal of these new coproduction meetings is to facilitate even more animation productions between German and international partners. Financial support for APD's expansion derives from additional funding awarded by the German Federal Film Board (FFA) and the Medien- und Filmgesellschaft Baden-Württemberg (MFG), thereby strengthening the animation industry and Stuttgart's position within it.

"Producers Meet Producers" consists of one-to-one meetings in which German and international producers, animation studios and – for the first time – service companies, all in a position to join projects as co-financiers, negotiate cooperations. *"The choice of the right partners is essential in international coproductions. The meetings will create new momentum and open up fresh perspectives, which is exactly what APD aims to encourage"* explains Dittmar Lumpp, Managing Director Organisation & Finances of FMF and ITFS. *"The targeted initiation of international coproductions substantially increases the prospects of success for German producers both in the German and international markets"* adds Prof. Ulrich Wegenast, Managing Director Programme of FMF and ITFS. Prof. Andreas Hykade, Program Consultant FMX and Senior Lecturer for Animation at the Filmakademie, recognises the new section as providing a big opportunity for the expansion of Baden-Württemberg as an animation hub: *"Particularly local artists and graduates from the universities and academies will benefit from the opportunities for cooperation offered by the "Producers Meet Producers" section."*

The inspiration for the new section arose from conversations with various industry members. Jan Bonath, Head of Animation at the German Producers' Alliance, says: *"We very much welcome this new part of the programme. Germany is an interesting market for international animation producers and German producers are, in turn, very strong partners. APD provides us with the best of opportunities to turn these advantages into fruitful collaborations."* The companies in the Animation Media Cluster Region Stuttgart – including Pixomondo, M.A.R.K. 13 and Mackevision – are key partners in the realisation of complex animation productions worldwide.

About Animation Production Day:

Animation Production Day (APD) is a business platform for the international animation industry and is taking place as part of the 22nd Stuttgart Festival of Animated Film (ITFS) 2015 and FMX 2015, Conference on Animation, Effects, Games and Transmedia. It is organised by the Filmakademie Baden-Wuerttemberg and the Film- & Medienfestival gGmbH. APD brings together coproduction, financing and distribution partners for animation projects in a series of one-to-one meetings and, at the APD Conference, offers focused discussions and presentations on current challenges facing the industry. Last year around 100 participants from 13 countries entered into negotiations on 33 preselected animation projects. Information and application forms for APD 2015 are available on the website at www.animationproductionday.de

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