

ITFS
MAY 03–08, 2022



ITFS is hybrid for the first time in 2022 – Funding of the ITFS VR Hub by the Kulturstiftung des Bundes (German Federal Cultural Foundation)

Press release, Stuttgart, January 27, 2022

The **29th Stuttgart International Festival of Animated Film (May 03-08, 2022)** is planned as a hybrid event. The Festival team benefits from the successful online-only Festivals of the past two pandemic years in combining the return of ITFS to the cinemas and Schlossplatz in Stuttgart in 2022 with further professionalised online programmes.

The online programmes complement the Festival's core – personal encounters between visitors, filmmakers and professionals from the fields of film, architecture, art, design, music, science and games, to meet like-minded people, discover and exchange information about current trends and tendencies, experience and provide impetus, and get to know personalities and animation history and stories from all over the world.

*"The hybrid format of the Festival of Animated Film makes it possible," says **Dieter Krauß, Commercial Managing Director of ITFS**, "to do justice to the national and international significance of the ITFS and to address further target groups, so that every animation fan worldwide can participate." **Ulrich Wegenast, Artistic Managing Director of ITFS**, adds: "A key element of the hybrid concept and an innovative and creative opportunity for encounters is the ITFS VR Hub – a digital multi-user experience where visitors can meet and interact virtually in avatar form at numerous locations. As an equivalent Festival venue, the ITFS VR Hub will also host numerous streaming events, workshops, and presentations. The innovative and still experimental character of the VR Hub has the potential to provide an example for similar applications on the market in its further technical and structural development".*

The ITFS VR Hub is being developed together with American XR designer and architect **Allison Crank** and Swiss VR expert **Christophe Merkle** in Mozilla Hubs. In the process, the organiser of ITFS, Film- und Medienfestival gGmbH, benefits from the VR experiences already implemented for **Raumwelten – Platform for Scenography, Architecture and Media 2020 and 2021** (with agency Lightshape, among others) and from the prototype development at **ITFS 2021**. With graphical, thematic, and functional adaptations, the application will also be used as a virtual event and meeting format for **Raumwelten 2022**. The project "**ITFS & Raumwelten VR Hub**" is developed as part of "**dive in. Programme for Digital Interactions**" of the **Kulturstiftung des Bundes (German Federal Cultural Foundation)** with funding by the **Federal Government Commissioner for Culture and the Media (BKM)** through the **NEUSTART KULTUR** programme.

<https://www.itfs.de/en/>

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About the ITFS: The Stuttgart International Festival of Animated Film (ITFS) was founded in 1982 and is one of the world's biggest and most important festivals for animated films. In several categories of competitions more than Euro 70,000 prize money will be awarded. The FMX - Film and Media Exchange, Europe's largest professional conference for animation, effects, games and immersive media takes place parallel to the ITFS. Together, ITFS and FMX organise the business platform Animation Production Days, the only coproduction and financing market in Germany specialized in animation projects.

CREATED BY

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