Press Release #12 - *From Indie to IP, Then & Now, VR Space* **and FMX Get-Together**

For immediate publication

FMX 2019
Conference on Animation, Effects, Games and Immersive Media
April 30 - May 3, 2019, Stuttgart/Germany, Haus der Wirtschaft

Ludwigsburg/Germany, April 26, 2019. Preparations at the FMX venues are in full swing. Over 270 speakers will shape the FMX Conference and Forum program with more than 280 presentations, workshops, masterclasses and screenings, filling up four days dedicated to animation, effects, games and immersive media. Tthere are still plenty of highlights that can be announced – among them the tracks *From Indie to IP*, *Then & Now*, *Expanded Realities* & *Deep Learning* (both taking place in the new FMX venue Hospitalhof), the *VR Space*, and the new FMX Get-Together.

The full FMX 2019 program can be found on the **FMX website** and in the **FMX App**, available for **iOS** and **Android**. **Tickets** for FMX 2019 can still be purchased online in the **Ticket Shop**.

Here you can apply for a **FMX 2019 press accreditation***.*

► *From Indie to IP* **- How to create and protect Intellectual Properties**

Many world-renowned Intellectual Properties (IP) started as simple ideas in the heads of young, independent artists who then developed them into highly commercial projects and story-worlds. **Bobby Chiu** (Imaginism Studios), Emmy award-winning producer of *Niko and the Sword of Light*, will kick-off the track *From Indie to IP*, which is curated by actor and acting trainer **Ed Hooks**. **Bobby Chiu** will present strategies that helped to quickly bring Niko's story to the top of the app store charts in its category in over 30 countries and from there, eventually winning the Emmy for Outstanding Children's Animated Programming.

The panelists **Ed Hooks**, **Bobby Chiu**, **Andreas Hykade** (Animator and FMX Conference Chair) and **Jakob Schuh** (Director) will shine a light on the challenges they have encountered while creating and protecting their own intellectual properties. The debate on stage will be followed by an open mic discussion that will give the audience the opportunity to share their own stories and struggles surrounding their IPs.

► *Then & Now* **- Digital Evolution**

In the *Then & Now* track, creators who have pushed the boundaries for many years will bridge the gap between the past and the present by revealing how their revolutionary work has paved the way for modern-day CG characters, virtual worlds and even the resurgence of 'old-school' effects techniques. In his presentation, Animation Supervisor **Hal Hickel** (Industrial Light & Magic) will talk about the path of his career in VFX and Animation, discuss the evolution of technology, and share missteps and lucky breaks along the way. **Matt Aitken** (Visual Effects Supervisor, Weta Digital) was the second artist to join Weta Digital when it was formed in 1993. In his talk, he will describe how Weta's commitment to evolving technology and techniques throughout the company's history has enabled them to create some of film's most memorable CG characters, from Gollum and Kong to Marvel's super-villain Thanos. **John Gaeta** (Senior Vice President Creative Strategy at Magic Leap) and **Kim Libreri** (CTO, Epic Games) will trace the path from *The Matrix*, and from even beforehand, to look at what is happening now and into the future in the realm of storytelling, entertainment and human experience.

► *Deep Learning* **and** *Expanded Realities* **at Hospitalhof**

Two very special tracks will be hosted at the Hospitalhof this year, just around the corner of the FMX venue. On Tuesday, the Hospitalhof will be the showground for the *Deep Learning: Highlights of Siggraph* track. Deep learning pioneer Andrew Glassner and other experts will talk about basic concepts, great ideas, and the overall language of deep learning in the field of computer graphics. On Wednesday, the *Expanding Realities* track will immerse the audience in some of the most exciting recent creative, narrative and technical achievements in the XR arena.

► *VR Space* **- VR Experiences and Installations on site**

The *VR Space* offers the audience the opportunity to try out VR applications and to experience VR cinema screenings. Selected projects from the *Expanded Realities* track as well as projects from various universities represented on the School Campus will be available, including the VR documentary *Home after War*, VR experiences from ARTE and the creators of National Geographic VR productions as well as a one-on-one audience at the Natural History Museum with natural history broadcaster Sir David Attenborough.

► *IP Space* **- Ideas and Experiences**

FMX is an event by Filmakademie Baden-Württemberg and organized by Animationsinstitut, which will be on site with the *IP Space*. The *IP Space* allows its visitors to watch animated films and ideas, try out VR experiences and installations, participate in live demos and inform themselves about studying at Animationsinstitut. They can discover the Venice Film Festival-nominated VR film *MindPalace*, the mixed media installation *Sherpa*, the VR game *River* and the Quill production *Fussel*. Various projects, including *SAUCE* and *VPET*, will be presented by the Research and Development department of Animationsinstitut.

► FMX Get-Together – A Place to meet the FMX Community

The newly established **FMX Get-Together** gives the community the opportunity to meet and network. The Get-Together takes place daily on the FMX Square right in front of Haus der Wirtschaft: Tuesday (18:00-19:30) powered by Shotgun, Wednesday (18:00-19:30) powered by Epic Games – Unreal Engine, Thursday (18:00-19:30) powered by Weta Digital, and Friday (17:00-19:30) powered by Unity.

► FMX 2019 Trailer - Behind the scenes

To round off the series of FMX 2019 trailers - the FMX 2019 Games trailer *Kinky Kitchen*, *Wonderful World*, standing for VFX, *CatPlanets*, representing Animation, and the Immersive Media trailer *Tiefenrausch* - the trailer teams give a *look behind the scenes*.

Tickets for FMX 2019 are available in the online ticket shop on www.fmx.de.

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► Press Accreditation

You can apply for a Press Accreditation via press@fmx.de or our ticket shop on www.fmx.de.

► Press Downloads

On www.fmx.de, journalists can download the FMX 2019 logo as well as the FMX CI Guidelines.

► Editor's Notes:

FMX is funded by the Ministry of Science, Research and Arts and the Ministry of Economic Affairs, Labour and Housing of the State of Baden-Württemberg, the City of Stuttgart and MFG Baden-Württemberg, taking place in cooperation with the VES Visual Effects Society and ACM SIGGRAPH, supported by the Animation Media Cluster Region Stuttgart (AMCRS), Autodesk, Backstage, Epic Games/Unreal Engine, Foundry, Mackevision and ScanlineVFX. FMX is an event by Filmakademie Baden-Württemberg GmbH, organized by Animationsinstitut, hosting the Animation Production Days (APD), a joint venture with the Stuttgart International Festival of Animated Film (ITFS).

Further information at **www.fmx.de**