

BRIDGING THE GAP | FMX 2019

STUTTGART, GERMANY
APRIL 30 - MAY 03



Press Release #9: *Incredibles 2*, *Spies in Disguise*, *Game Design* and New Trailer *Kinky Kitchen*

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 5, 2019. By the end of this month, FMX 2019 will open its doors. And still, a lot of new confirmations can be announced - animation highlights such as *Spies in Disguise* and *Ralph Breaks the Internet*, some tech talks on *Incredibles 2* and *Spider-Man: Into the Spider-Verse* and sessions on *Commercials* and *AAA Game Design*.

Tickets for FMX 2019 are available on the [website](#). Furthermore, the official FMX 2019 App for iOS and Android is now available for [iOS](#) and [Android](#).

[Here you can apply for a FMX 2019 press accreditation.](#)

► **The Art of Animation – *Ralph Breaks the Internet*, *Spies in Disguise* & *Manou the Swift***

In the **The Art of Animation** track, Animator **Jacob Frey** and Crowd Artist **Joyce Tong** (both Walt Disney Animation Studios) will share some of the challenges they encountered when creating "Ralphzilla" for *Ralph Breaks the Internet*. Blue Sky Studios' Head of Layout **James Williams** will give an inside look into the studio's upcoming action packed, buddy comedy, *Spies in Disguise*. **Andrea Block** and **Christian Haas** (both LUXX Studios/LUXX Film) will dive into the details of their first animated full CG feature film *Manou the Swift*.

► **Stylized Lighting & Rendering – *Spider-Man*, *Incredibles 2* and Bringing Color into Play**

Curator **Christophe Hery**, Research Scientist at Facebook Reality Labs, brings together four experts for the **Stylized Lighting & Rendering** track that will discuss various technical and artistic means of achieving appeal and explore the foundation of colors as a starting point to stylization.

Bret St. Clair (Sony Pictures Imageworks) will kick off the track by exploring the look development of *Spider-Man: Into the Spider-Verse*. **Erik Smitt**, Director of Photography at Pixar Animation Studios, will explain how a stylized approach inspired by live-action cinematography came into play when creating the look of *Incredibles 2*. **Christos Obretenov**, CEO and Shading Architect at Lollipop Shaders, will discuss the development of custom shading plugins that provide non-photoreal shading & rendering in modern production renderers. Last but definitely not least, VFX Supervisor **Tarek Elaydi**, (Arctiq Circle) will survey the physics and chemistry of color, and how these interactions are represented in today's path-tracing renderers.

► **Commercials – Soccer, Friendship & Love**

In the shortest timeframe possible, a strong commercial will draw attention to products and services by bringing cutting-edge design, execution and storytelling to its moving images. The **Commercials** track at FMX 2019 presents a selection of the latest and greatest work in this field from the past year.

Adam Droy, VFX Supervisor (The Mill), will give an insight into the creation of the spot *Nike - Awaken the Phantom*. In their talk *Wonderwoman and Chester Cheetah!*, unexpected postproduction's Managing Director **Alexander Kiesel** and Head of VFX **Steffen Hacker** will show a sneak peek of their shoots in Iceland, London, Warsaw, and Cairo. The making of Penny's *Christmas Doesn't Need Much. Only Love* will be the topic of the talk by Glassworks Amsterdam's **Rüdiger Kaltenhäuser** (Director/Head of 3D) and **Darren Macpherson** (Director/VFX Supervisor & Senior 3D Artist). Piglet Lucky, star of the VES-Award-nominated commercial *Best Friend* for PETA, will stand in the limelight in a presentation by CG Artist/Associate VFX Supervisor **Emanuel Fuchs**, Animation Supervisor **Bernd Nalbach** and VFX Producer **Francesco Faranna** (all Mackevision Medien Design and alumni of Filmakademie's Animationsinstitut). **Selcuk Ergen**, Head of Effects at MPC Advertising, will present a behind the scenes look at the extensive VFX work that was involved in bringing Ridley Scott's otherworldly ideas in Hennessy's *The Seven Worlds* to life.

► **AAA Game Design – Exploring caves and open worlds**

The **AAA Game Design** track – curated by **Simon Jon Andreasen**, Head of Animation and DADIU, The National Film School of Denmark – will highlight visual designers working on recent highly successful games and show how they craft the games, and where they believe the future will take design and creativity.

Soren Lundgaard, CEO of Ghost Ship Games, will explain how his *Deep Rock Galactic* team manages to deliver hundreds of hours of procedurally generated caverns for up to four players to explore, pillage and survive through while keeping players engaged and challenged – without using multimillion dollar budgets. **Mark Estdale**, founder of OM, will share how his team works with the power of early casting, creates hundreds of hours of immersive dialogue and performances for story driven games like *Horizon Zero Dawn*. Curator **Simon Jon Andreasen**, being an experienced AAA developer himself, asked friends and colleagues from the world's leading AAA studios how they design fun evolving games, without just throwing endless upgrades at the player. In his talk *Keeping it Fresh – Designing Versatile Mechanics that Never Grow old* he will present the results of his survey.

► **Forum News: Epic Games, Creator of Unreal Engine, joins FMX as new Main Partner**

There are two major items of news regarding the FMX Forum. FMX is thrilled that **Epic Games**, the studio behind **Unreal Engine**, will be a Main Partner for 2019. Furthermore, the FMX Marketplace and Recruiting Hub are sold out.

Epic Games/Unreal Engine, Blue Zoo, GritWorld, Nodal, Oracle Cloud Infrastructure, Shotsky, SWR Wissen and **ZEISS** will have booths on the Marketplace. Workshops will be offered by **Amazon Web Services AWS, Microsoft Azure** and **Oracle Cloud Infrastructure**. Further participants of the Recruiting Hub will be **Electric Theatre Collective, The Mill, Topalsson** and **Umedia Visual Effects**.

► **FMX 2019 Games Trailer – Kinky Kitchen**

For anyone who's ever wondered what the kitchen utensils get up to when nobody is at home – the short clip trilogy **Kinky Kitchen** will reveal the juicy truth. **Kinky Kitchen** was realized by students of **Filmakademie's Animationsinstitut** and comes with a trailer and game (Animation Director, Character Design: Bea Höller | Technical Directing, Compositing, Lighting/ Shading, Game Director: Daniel Schmucker | Animation-/ VFX-Producing: Laura Messner | Concept/Design: Tao Zhang | Assistant Director, Modeling: Steffen Oberle | Rigging: Mariia Prokopenko | Sound Design: Marco Dahl). [Trailer Kinky Kitchen](#) & [Game Trailer Kinky Kitchen](#)

Kinky Kitchen is the fourth FMX 2019 trailer after **Wonderful World**, standing for VFX, **CatPlanets**, representing Animation, and **Tiefenrausch**, FMX 2019's Immersive Media trailer.

In 2019, for the first time, FMX releases four different trailers. Each of the areas named in the FMX subtitle – Animation, Effects, Games and Immersive Media – are represented with their own trailers, each of them unique in technique, style, and story.

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 the **MFG Baden-Württemberg**, taking place in cooperation with **VES Visual Effects Society** and **ACM SIGGRAPH**. FMX is an event by **Filmakademie Baden-Württemberg**, organized by **Animationsinstitut**, hosting the Animation Production Days (APD), a joint venture with Stuttgart International Festival of Animated Film (ITFS).

Further information at www.fmx.de