For immediate publication

FMX 2018
Conference on Animation, Effects, Games and Immersive Media
April 24-27, Stuttgart, Germany

Ludwigsburg/Germany, January 18, 2018. In line with the FMX 2018 theme Creating Worlds the FMX curators have developed several new tracks. Moreover, numerous renowned companies and institutions have already registered for the Marketplace, the Recruiting Hub and the School Campus. Ticket sales for FMX 2018 just started. In addition, a new adventure of Bruno the Beaver, hero of Behind the Beard, the official FMX 2018 trailer series, can be experienced.

Application for press accreditation is now possible - please apply here.

► New tracks at FMX 2018

The curators of FMX 2018 have shaped numerous new tracks to present the continuous developments and novelties in the areas of animation, visual effects, games and immersive media, and to discuss new approaches in research and technology as well as social impact. A first selection of the new tracks is presented below.

Creatures & Characters
Every year, fantastical creatures and characters come to life on the screen. They appear alive and look entirely realistic. The Creatures & Characters track puts a spotlight on some of these creations and how they were brought to digital life by employing increasingly complex visual effects and animation techniques.

Simulation
The tiniest details make virtual images truly come to life. Creating and manipulating the supposedly random behavior of organic structures, the elements, and their interaction with one another, is the focus of the Simulation track. Masters in the field will present the latest and greatest developments that look so real, it’s out of this world.

AR Platforms
As Virtual Reality has arrived in the mass consumer markets, Augmented Reality is just in reach of advancing as the next innovative tool for blending real and virtual worlds. This track will take a closer look at the latest Augmented Reality platforms from major corporations and what to expect from them in the future. These platforms clearly have the potential to build a solid foundation for the creation of next generation Augmented Reality experiences. The track AR Platforms is curated by Prof. Volker Helzle, Head of Research & Development at the Animationsinstitut at Filmakademie Baden-Württemberg. Find more about his work here.

Creating 3D Assets from Real World Imagery
3D reconstruction of real world objects and environments, static and dynamic, in order to create assets for creative production has received tremendous attention over the last decade. Creative industries eagerly adopted suitable solutions derived from research and developed ways to integrate the algorithms into their tools and professional workflows. A vibrant start-up scenery constantly provides news ideas to enter these markets. The track Creating 3D Assets from Real World Imagery is curated by Prof. Aljosa Smolic, SFI Research Professor of Creative Technologies at Trinity College Dublin. Find out more about his work here.

► More Partner Confirmations at the FMX Forum

AMD and InstaLOD just secured their spots at the Marketplace, while Pixar’s RenderMan will host several Workshops at FMX 2018. Moreover, Framestore, Rodeo FX and Recom have registered for the Recruiting Hub. At the School Campus, aspiring students will be able to meet representatives of the School of Visual Arts MFA Computer Arts, National Film and Television School, Hamm-Lippstadt University of Applied Sciences, ifs internationale filmschule köln, University of Applied Sciences Upper Austria and Lucerne University of Applied Sciences and Arts.

► FMX 2018 Trailer Behind the Beard, Episode #2 “Snow”

Bruno the Beaver is thrown into a new adventure. Winter is not quite over yet – in episode #2 “Snow” of the official FMX 2018 trailer series Behind the Beard, Bruno has to face another natural force in shape of a huge snowdrift. But as with so many other things it always depends on the viewer's perspective … Learn more about Behind the Beard here.

The next Behind the Beard episode will be released in January 2018.

► Ticket Sales Start

Ticket sales for FMX 2018 just started. Tickets are available in the online ticket shop at www.fmx.de. Early Bird rates are available until March 15, 2018.

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Press Accreditation

You can apply for your press accreditation through our ticket shop on the FMX website.

Press Downloads

At www.fmx.de journalists can download the FMX 2018 logo as well as the FMX CI Guidelines.

Editor’s Notes:

FMX is funded by the Ministry of Science, Research and the Arts and the Ministry of Economic Affairs, Labour and Housing of the State of Baden-Wuerttemberg, the City of Stuttgart and the MFG Film Funding, taking place in cooperation with VES Visual Effects Society, ACM SIGGRAPH and World Building Institute. FMX is an event by the Filmakademie Baden-Wuerttemberg GmbH, organized by the Animationsinstitut, hosting the Animation Production Day 2018 (APD), a joint venture with the Stuttgart Festival of Animated Film (ITFS).

Further information at www.fmx.de