

# FMX2025

## RHYTHM OF CHANGE

ON SITE MAY 6-9

ON DEMAND MAY 10-JUNE 10



**FILMAKADEMIE**  
BADEN - WÜRTTEMBERG



**animationsinstitut**

**Press Release #3** | For immediate publication

## New program confirmations including "Ronja"- the FMX Boards are online

**Stuttgart/Germany, December 12, 2024.** Intriguing topics and illustrious speakers are part of the FMX DNA - here are the **latest program confirmations**.

The Stockholm-based studio **Important Looking Pirates** will share at FMX how they created the VFX for "**Ronja, the Robber's Daughter**", a serial adaptation of the children's book by famed Swedish author **Astrid Lindgren**.

The artist and technologist **Martin Nebelong** is going to address the elephant that's been in the room for a while now: **Artificial Intelligence**. He will show strategies on how to deal with it well.



## Ronja: A brave little heroine

Torbjörn Olsson, Production VFX supervisor, and Martin Hernblad, VFX supervisor, who represents Important Looking Pirates (ILP), share the experience of bringing "**Ronja, the Robber's Daughter**" to the 12 episode spectacular on Netflix.

From strapping an iPhone on to a face, short actors in rubber suits, to high end, world class, **feathered, talking CG creatures in the snow**. Over the course of 2.5 years the VFX challenges came in a wide variety of shapes and sizes.

This presentation will give the audience a **unique perspective** on how the visual effects came to be developed and designed - and most importantly how they were taken from words on a page to a dazzling streaming adventure.



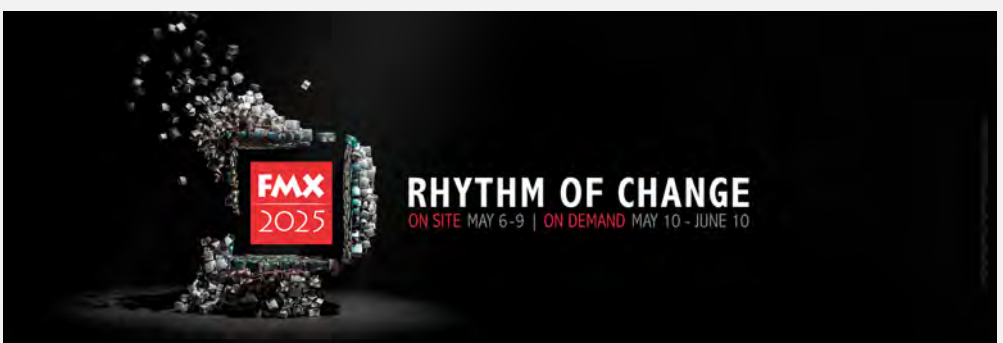
What is real, what is not? Imagery by Martin Nebelong. © Martin Nebelong

## Creativity in an age of Generative AI

How can **human creativity and Generative AI** supplement each other in the most meaningful way? Is text prompts really the answer or is there another way?

In his presentation, Martin Nebelong will take us on a tour of his creative journey as an artist, and his explorations of the best ways to combine human creativity and Generative AI. Over the last few years he has made a name for himself as someone who explores **the cutting edge of art and technology**. Always with an open mind, and with a knack for finding new and interesting ways to tell stories through images.

With the idea that brushstrokes, 3D sculpting, video and animation should be used as a basis for AI assisted workflows, Martin has managed to **reclaim some of the creative control** that we lost with the idea of text prompts as a means to an end with Gen AI.



## The FMX Forum is open for bookings

**Companies and film schools** are invited to be part of the next edition of the Film & Media Exchange. Companies can showcase technical developments at the **Marketplace**, find talented and competent staff at the **Recruiting Hub**, and show the FMX audience how to use tools to their full potential in **Workshops**.

At the **School Campus**, FMX's education fair, faculties from all over the world showcase their curricula and projects. Prospective students can gather first-hand information from faculty staff, alumni, and students.

## The FMX Boards are online

FMX has published the **Boards of 2025** [on the FMX website](#). The board members are instrumental in supporting FMX through their program recommendations, insights into trends, and deep understanding of the conference.



animation  
production days  
may 6-8/2025



## Animation Production Days – call for projects

Producers and creators of newly developed animation projects can submit them now for the 19th **Animation Production Days**. The co-production and financing market is a joint venture of FMX and ITFS and part of the Stuttgart Animated Week, taking place **May 6-8, 2025**.

The APD also offer a **Talent Program** for newcomers as well as a **Co-Producer Program** for production companies and studios who are looking for animation projects to collaborate on.

**Deadline for project submissions is February 4.**

Find [more information here](#).



The FMX team. Photo: David Schäfer

Sometimes we feel like a crew in space, the final frontier. These are the voyages of the starship FMX. Its **continuing mission**: to explore new animation, to seek out new VFX and new interactive media, to boldly go where no one has gone before.

The FMX team wishes you a peaceful holiday break - see you on the other side!

The 29th edition of **FMX** will take place May 6 to 9, 2025.

### Press Area

In our [Press Area](#) you will find all current information on FMX, press releases, our logo kit and our CI guide.

**If you have any questions or need anything, please don't hesitate to get in touch:**

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Keep in touch on [www.fmx.de](http://www.fmx.de)!



FMX is funded by the [Ministry of Science, Research and Arts](#) and the [Ministry of Economic Affairs, Labour and Tourism](#) of the State of Baden-Wuerttemberg, the [City of Stuttgart](#), and [MFG Baden-Wuerttemberg](#). FMX is organized by the [Filmakademie Baden-Wuerttemberg](#), hosting the Animation Production Days (APD), a joint venture with the Stuttgart International Festival of Animated Film (ITFS).

Editorial: Bernd Haasis

For technical questions and further information, please [contact us](#).

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