# FMX – Film & Media Exchange 2025

# **VERY SHORT** (please adjust to the platforms you use):

FMX – Film & Media Exchange 2025

"Any sufficiently advanced technology is indistinguishable from magic" – this finding by scientist and author Arthur C. Clarke aptly describes what FMX is all about. From May 6 to 9, around 250 international magicians join Europe's leading conference on VFX, animation and digital media to present their latest projects, discuss current technological developments and address pressing questions.

See you at FMX 2025 On Site in Stuttgart May 6-9 or On Demand May 10-June 10!

#FMX2025 #conference #vfx #animation #ai #stuttgart

More about FMX – Film & Media Exchange: → https://fmx.de/en/program/program-2025/schedule



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## Medium (1500 characters including spaces)

FMX 2025 – Film & Media Exchange

In a time of change, FMX offers insights and inspiration

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This year's FMX theme RHYTHM OF CHANGE addresses the transition media creators are currently going through, offering insights and inspiration on how to navigate obstacles and shape opportunities. Artificial Intelligence experts from all over the globe are going to share first-hand explorations and practical experiences with paradigm-shifting tools.

There will be presentations on feature films and episodic productions ranging from major blockbusters to artistic animations. On three exhibition floors, market-leading companies and startups present creative solutions and cutting-edge tools, top-notch studios scout talent, and media schools present their projects and curricula.

FMX offers around 3,500 professionals and students attending the conference numerous networking opportunities. The conference also presents the high level of expertise of the Stuttgart media region. The program will comprise about 200 sessions – most of them being indistinguishable from magic.

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FMX is organized by the Filmakademie Baden-Wuerttemberg. It 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.

## Long (2800 characters including spaces)

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#### The latest on Artificial Intelligence

Among them are the concept and digital environment artist Yvonne Muinde (Nairobi, Kenya) raising questions on copyright, originality, and practicality. The artist and technologist Martin Nebelong (Copenhagen, Denmark) will explain how he has reclaimed some of the creative control that was lost with the idea of text prompts as a means to an end with Gen AI.

Shelley Page (London) is bringing her program of today's finest animated shorts to the conference – no better sweets than "Shelley's Eye Candy"! There will be presentations on feature films and episodic productions ranging from major blockbusters to artistic animations.

### Superhero misfits and winged women

Ian Failes, editor-in-chief of "befores & afters" magazine and longtime FMX curator, has come up with four exceptional treats: He has invited visual effects supervisors Jake Morrison ("Thunderbolts\*") and Stefen Fangmeier (25 years of "The Perfect Storm"), Nuke co-inventor Jonathan Egstad and make-up effects artist Begoña Fernández Martín ("Damsel", "The Witcher", "Willow"), The Witcher ive on stage at FMX using make-up effects and prosthetics.

A VFX crew from Pixomondo (Stuttgart) will talk about the 2<sup>nd</sup> season of the fiery spectacle "House of the Dragon", Important Looking Pirates (Stockholm) about the series "Ronja, the Robber's Daughter", for which they turned a woman into a giant bird.

Cutting-edge tools and networking opportunities

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