

# FMX – Film & Media Exchange 2025:

## Informations for the media

You will find all about FMX in our [Press Area](#), the password for press images is **FMX2025Press**.

Get your [Press Accreditation here](#) (scroll to the bottom of the ticket shop).

FMX Conference Chair **Dr Jan Pinkava** is available for interviews, as is FMX Project Manager **Mario Mueller**.

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

FMX – Film & Media Exchange 2025

“Any sufficiently advanced technology is indistinguishable from magic” – Arthur C. Clarke’s finding aptly describes what FMX is all about. From May 6 to 9, international magicians join Europe’s leading conference on VFX, Animation and Digital Media to share insights on projects like “The Last of Us”, “Flow”, “Andor”, “Sinners” or “Arcane”. Addressing this year’s FMX theme RHYTHM OF CHANGE, many speakers will offer insights on the paradigm shift through Artificial Intelligence and how to navigate it.

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>



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

FMX 2025 – Film & Media Exchange

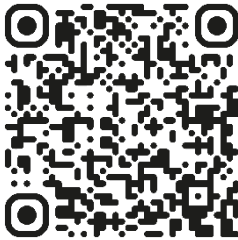
“Any sufficiently advanced technology is indistinguishable from magic” – this finding by scientist and author Arthur C. Clarke aptly describes what FMX is all about. From May 6 to 9, around 250 international magicians join Europe’s leading conference on VFX, animation and digital media to present their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

This year's FMX theme RHYTHM OF CHANGE deals with the transformation of the industry through artificial intelligence and other factors in more than a dozen sessions. There will be presentations on projects like "The Last of Us", "Flow", "Andor", "Sinners" or "Arcane", the program comprises about 200 sessions – most of them being indistinguishable from magic.

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## LONG (2750 characters including spaces)

FMX 2025 – Film & Media Exchange

In a time of change, FMX offers insights and inspiration

"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.

A lot of presentations will revolve around this year's theme [RHYTHM OF CHANGE](#), addressing the transition the creative industries are currently going through. Influential managers in entertainment are going to discuss the topic. There will be numerous sessions on the impact of Artificial Intelligence.

A panel of experts including Kevin Baillie (Head of Creative, Eyeline Studios powered by Netflix) will discuss ["The Artificial Elephant in the Room"](#), the new industry reality with AI-powered tools as well as cloud-based pipelines - and how VFX houses can turn disruption into opportunity. The state of the industry has always been an important FMX topic, this year the VFX manager Dave Gougé will have a conversation with the investor [David Li](#). To name just two of a huge variety of sessions.

There will be VFX deep-dives into the second seasons of the critically acclaimed series ["The Last of Us"](#) and ["Andor: A Star Wars Story"](#), as well as into feature films like Marvel's ["Thunderbolts\\*"](#) and Ryan Coogler's ["Sinners"](#) – all of them merely days after their respective world premieres. The cinematographer [Ashley Barron](#), ["Severance"](#), ["Captain America: Brave New World"](#) are also present at FMX, the fiery spectacle "House of the Dragon" and [much more](#).

Animating quadrupeds in ["Flow"](#) is on the menu, stop-motion in ["Wallace & Gromit: Vengeance most Foul"](#), ["Arcane 2"](#), ["Vaiana 2"](#), ["Secret Level"](#) and ["Win or Lose"](#) - plus several testimonials of young

artists who managed to establish themselves as “independents” like the pair who went viral with the 2013 FMX Trailer [“Rollin’ Safari”](#) or the broad-based illustrator and animator [Raman Djafari](#).

**Shelley Page** (London) is bringing her program of **today’s finest animated shorts** to the conference – no better sweets than “Shelley’s Eye Candy”! **Ron Diamond** (Los Angeles) will present The 23rd Annual Animation Show of Shows presenting **14 award-winning films** - an incredible retrospective as well as a peek at a new generation of filmmakers.

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"), ~~as~~ who will transform a volunteer live on stage at FMX using make-up effects and prosthetics.

An important focus of FMX is [The Power of Collaboration](#) with topics such as the economic environment, working conditions and equality in the creative industry [economic environment](#), [working conditions](#) and [equity](#) in the creative industries.

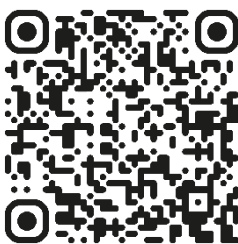
On three exhibition floors, market-leading companies and start-ups present creative solutions and cutting-edge tools, top-notch studios scout talent, and media schools present their projects and curricula.

FMX offers numerous networking opportunities to the speakers and to around 3,500 attendees, professionals and students alike. The conference also presents the high level of expertise of the Stuttgart media region.

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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.

