

FMX2024
CONNECTING IDEAS

ON SITE APRIL 23-26
ON DEMAND APRIL 27-MAY 31



Press Release #7 – The program is online - including tracks on the Metaverse, Inclusion, and THE CREATOR

For immediate publication

FMX 2024

Film & Media Exchange

On Site April 23 to 26, 2024

On Demand April 27 to May 31

Stuttgart/Germany, March 07, 2024. Less than 50 days to go until FMX 2024, the program has been taking shape and is now online. One spectacular new confirmation: **Marc Petit** has curated a track on the Metaverse with **Neal Stephenson**, who coined the term and predicted the "Metaverse" 30 years ago in his visionary novel "Snow Crash".

We're happy to announce a presentation on **THE CREATOR**, a science-fiction drama that carries a lot of food for thought. At FMX, the Visual Effects Supervisors **Charmaine Chan & Amanda Johnston Batt** from **Industrial Light & Magic** will speak about their extraordinary effects work.

Diversity, equity and inclusion also play an important part at the conference thanks to **Jinko Gotoh** and **Julie Ann Crommett**. The Vice President and Board Member of Women In Animation (WIA), have once again curated a track aimed at empowering and advocating people of underrepresented gender identities in the art, technology, production, and business of animation.

Last not least we're putting a focus on **Expanded Reality (XR): Volker Helzle**, Head of Research and Development at Animationsinstitut, has curated a program presenting five pan-European projects about Virtual Reality (VR), Augmented Reality (AR) and the tools of tomorrow to create them - including Artificial Intelligence (AI).

If you haven't had the chance to participate in our joint **press conference** with **ITFS** (Stuttgart International Festival of Animated Film) and **APD** (Animation Production Days), you can watch some recordings. The statement of FMX Conference Chair **Jan Pinakva** on this year's theme **CONNECTING IDEAS** is available [here](#), a program overview by FMX Project Manager **Mario Mueller** [here](#). For watching the whole press conference, please click [here](#). If you'd like to experience the FMX atmosphere on site, you can get your press accreditation at the [FMX ticketshop](#).

Latest Confirmations for FMX 2024

IMMERSIVE WEB & SPATIAL COMPUTING: Developing Open Standards for the Metaverse, curated by **Marc Petit** of the Metaverse Standards Forum

This track explores the integration of open standards in the 3D internet. Discussions feature Europe's user-centric metaverse approach, AI in storytelling and gaming, and web browsers' role in 3D. Speakers include **Neal Stephenson**, **Patrick Cozzi** (Cesium), **Anne Bajart** (European Commission), and experts from Google, ThatOpenCompany, W3C, and the Academy Software Foundation, curated by **Marc Petit** of the Metaverse Standards Forum.



THE CREATOR depicts a future of vanishing boundaries between humans and androids. Copyright: Disney+/ILM

VFX FOR FEATURES: A look behind the scenes of THE CREATOR

ILM's **Charmaine Chan** (VFX Supervisor) and **Amanda Johnstone-Batt** (CG Supervisor) break down the pre-production, shooting, and post VFX for Gareth Edwards' **THE CREATOR**. From early concepts and designs to virtual production, and the unique way Edwards approached shooting and finalizing visuals, the team will showcase that process and how VFX became an integral partner in every step.

THE POWER OF COLLABORATION: Global Inclusion, Community, and Connection,
curated by **Julie Ann Crommett** (Collective Moxie, WIA) and **Jinko Gotoh** (Producer, WIA)

In order to connect ideas globally, we have to build an industry where we all belong. This track builds on last year's inclusion and sustainability theme asking each of us to commit to connection and community. How do we recognize our shared humanity while celebrating our uniqueness? The sessions will explore different aspects of storytelling and ask us what we can do to drive greater empathy and connection, understanding that it's necessary for our shared success. Attendees will leave this track with new ideas and tangible actions to immediately impact their organizations, communities, technology, and creative work.

Izumi Yoshida will speak about making her award-winning short film *THE BRIDGE*, that deals with social complexities and healing after a war. Coincidentally, her team was all female.

Julie Ann Crommett is going to host a panel on LGBTQ+ representation in VFX and Animation with **Bret Parker** (director, *PETE*), **Charmaine Chan** (*THE CREATOR*, ILM), **Nosipho Maketo-van den Bragt** (Chocolate Tribe) and **Michaela Olsen** (Mighty Oak). They will discuss how LGBTQ+ identities intersect in their life, creative work, geographies, and companies. Audience members can take away a better understanding of the opportunities for LGBTQ+ people and stories within our industry.

Studio leaders **Michaela Olsen** (Mighty Oak) and **Noriko Matsumoto** (Dwarf Studios) will use the FMX stage for an in-depth conversation about representation and inclusion in Stop Motion. They will share how they built their companies and talk about tangible actions of how to drive inclusion within stop motion and where there are opportunities to learn from each other globally.



EXPANDING REALITIES: EU XR track - presenting a unique line-up of XR Innovation Actions during opening day

Join us for an exclusive showcase featuring insightful presentations, followed by a panel discussion bringing together five projects funded by the European Commission - PANEURAMA, MAX-R, EMIL, XRECO and TRANSMIXR.

We'll discuss and provide valuable insights into the collaborative efforts shaping the future of XR and the transformative potential all these projects hold across diverse technologies and industries. Experience first-hand what these particular projects are working on and immerse yourself in their live demos at FMX, located in the foyer of Bertha-Benz-Saal throughout the entire opening day.

Forum News: School Campus is fully booked - more Confirmations coming in

The last slot has been filled in the School Campus, promising a fine gathering of national and international media schools showing their exciting projects. The Marketplace will amass a great mix of big players and start-ups from all over the world, and looks to be fully booked soon as well. The Recruiting Hub is steadily filling up with studios looking for talent. More bookings for our popular workshop slots, where companies show our audience how to use their latest products, keep coming in. Here are our latest confirmations:

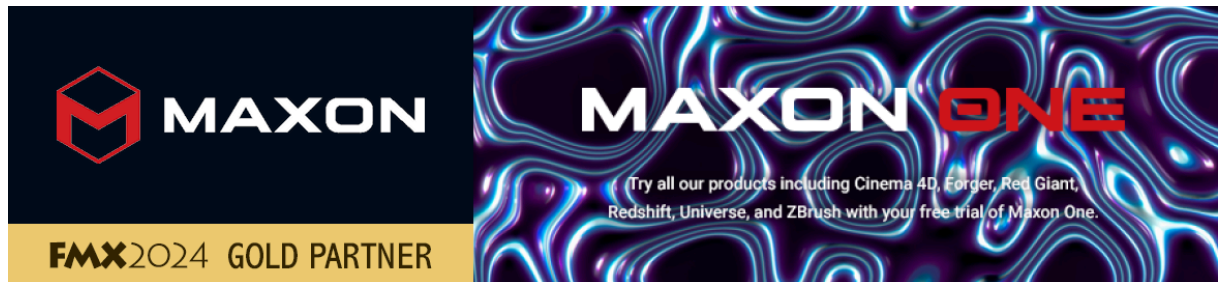
Marketplace: [3D Connexion](#), [Optitrack](#), [ThePack](#), [Xencelabs](#), [Rigsters](#).

Workshops: Pixar's RenderMan, Prism, Select VFX Studio.

Recruiting Hub: Dassault Systèmes 3DExcite, Ghost VFX, Ingenuity Studios, Skydance.

School Campus: Arts University Bournemouth, Luleå University of Technology, Mediadesign Hochschule für Design und Informatik - University of Applied Sciences, Merz Akademie - University of Applied Art, Design and Media, Vancouver Animation School.

At the School Campus, you will also find **ACCESS:VFX**, a global non-profit organisation focused on driving inclusion and diversity in the VFX, animation and gaming industries - as well as the popular bookstore **Breakpoint Books**.



Gold Partner: Maxon

Maxon makes powerful software solutions for content creators working in 2D and 3D design, motion graphics, VFX, visualization and games. Maxon's product portfolio includes the **Cinema 4D suite** of 3D modeling, simulation and animation technology, the **Forger** mobile sculpting app, the diverse **Red Giant** lineup of revolutionary editing, motion design and filmmaking tools, the leading-edge, blazingly fast **Redshift** renderer and **ZBrush**, the industry-standard digital sculpting and painting solution.

More Information on Maxon [here](#).

More Information on FMX under www.fmx.de.

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Press Downloads

In our **Press Section** you will find all current **Press Releases**, **Press Fotos** of confirmed events, our **Logo Kit** and our **CI Guide**. If you have any questions, please get in touch via press@fmx.de.

Editor's Notes:

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**, taking place in cooperation with **ACM Siggraph**. 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).

More information at www.fmx.de