

Betreff: [fmx-list] FMX 2025 / Press Release #4: The FMX Ticketshop is open - offering two new categories!  
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# FMX2025

## RHYTHM OF CHANGE

ON SITE MAY 6-9  
ON DEMAND MAY 10-JUNE 10



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**Press Release #4** | For immediate publication

## The Ticketshop is open - offering two new categories

**Stuttgart/Germany, January 28, 2025.** FMX has launched its **Ticketshop**, introducing **two new ticket categories** to allow an even more customized experience: the **BUSINESS PASS** and the **EXPERIENCE PASS**. Attractive **Early Bird options** are in place for a limited period until March 20.

Our thoughts are with those affected by the L.A. wildfires. These were accompanied by a very contemporary phenomenon: a photo on social media showed the Hollywood sign ablaze - **fake news, generated with AI**. Many speakers at FMX explore the paradigm-shifting technology; **Yvonne Muinde** will share her individual experiences as an artist.

Speaking of art: Parallel to FMX, the 32. **Stuttgart International Festival of Animated Film (ITFS)** will be focusing on the wonders of stop motion.

Then there is business: the **FMX Forum** is already well booked with some slots still available.



## The FMX Ticketshop

This year, [the FMX Ticketshop](#) offers a wider variety of tickets than ever. The procedure for **PRESS ACCREDITATION** remains the same: In the Ticketshop, media representatives who actively contribute to a publication or media outlet, can apply for it. The accreditation grants access to the On Site and On Demand program.

### Ticket Categories

**CONFERENCE PASS:** Enables to experience all of FMX On Site in Stuttgart from May 6 to 9. Also grants access to the conference content offered On Demand from May 10 to June 10.

**BUSINESS PASS (NEW!):** Our first novice is essentially a CONFERENCE PASS with two upgrades: it grants access to the new Business Lounge as well as priority access to all conference presentations.

The Business Lounge offers a space to sit, chat and enjoy coffeehouse catering. Priority access allows pass holders to enter all presentations and talks without any ado – unless the room is filled to capacity.

To ensure a quality experience, the number of BUSINESS PASSES is limited.

**COMBI PASS:** Expands the Conference Pass by adding full access to the International Festival of Animated Film Stuttgart (ITFS), taking place from May 6 to 11 (see below).

**DAY PASS:** Enables to experience FMX On Site for one day on May 6, 7, 8, or 9. Includes FMX On Demand.

**EXPERIENCE PASS (NEW!):** The newly created category for networkers allows access to the FMX exhibition area for one day on May 6, 7, 8, or 9, including the Marketplace, the Recruiting Hub and the School Campus. Not included are talks in the conference rooms On Site and On Demand.

**ONLINE PASS:** Grants access to the On Demand program from May 10 to June 10.

### Discounts

Reduced tickets are available for students, apprentices, trainees, pensioners and people with disabilities. Student groups are eligible for tickets with additional discount.

# CONFERENCE

## Putting the *i* in AI - A Practical Perspective by Yvonne Muinde

In concept and matte painting spaces, AI can act as both a disruptor and an enabler. It presents unique opportunities and challenges that raise several critical considerations, particularly around copyright, originality, and its practicality within a production workspace.



"Soul Collector", V001 (2024) © Ikweta Arts

Concept Artist and Digital Environment DMP Artist **Yvonne Muinde (Ikweta Arts)** will delve into her journey of responsibly and effectively **integrating AI tools into her workflow**. She is going to offer a glimpse into her artistic process, the specific tools she uses, and how she applies them in practical and production-ready ways.

Yvonne will highlight the cautions, strategies, and innovations she employs to ensure AI is used thoughtfully, empowering her creativity rather than detracting from it. While AI is often discussed in abstract or theoretical terms, Yvonne aims to share her **reflections, considerations, and experiences**.

**FORUM**

## Booking is in full swing

The FMX Forum is off to a good start and well booked by now. Many long-term partners as well as FMX first-timers have already secured a booth at the Marketplace, at the Recruiting Hub and at the School Campus.

Here are just some of the companies and institutions that have already confirmed their participation - more to follow soon.

**Marketplace:** [Abstract](#), [Artineering](#), [CG Wire](#), [das element](#), [RnDeep](#), [Singarajan Studios](#), [the vfx shop](#)

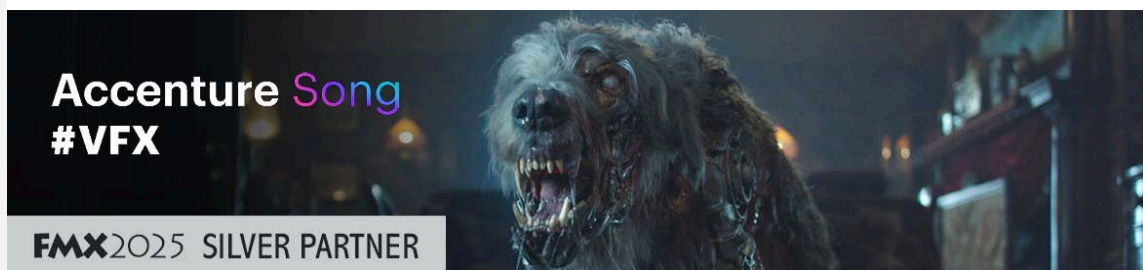
**Workshops:** [Pixar's RenderMan](#), [VFXPICK](#).

**Company Suite:** [Ynput](#)

**Recruiting Hub:** [Accenture Song](#), [BigHugFX](#), [Pixomondo](#), [Rotomaker](#), [Skydance Animation](#).

**School Campus:** [Hamm-Lippstadt University of Applied Sciences](#), [Hochschule Darmstadt University of Applied Sciences](#), [Hochschule der Medien](#), [ifs internationale filmschule köln](#), [Merz Akademie - University of Applied Art](#), [Salzburg University of Applied Sciences](#), [Technische Hochschule Ostwestfalen-Lippe - University of Applied Sciences and Arts](#), [University of Applied Sciences Upper Austria - School of Informatics, Communications and Media](#).

You can find out all about the FMX Forum [here](#).



### Silver Partner: Accenture Song VFX

At Accenture Song VFX, the award-winning team takes a collaborative approach from script to concept art, to screen. They go beyond the final results – considering timing, cost-efficiency and quality at every step of the way. In the last 5 years, they were nominated for 8 Emmy Awards.

Currently, they are nominated for two VES Awards for their work in **THE PENGUIN** (HBO) and **DUNE: PROPHECY** (HBO), which you can hear more about during FMX!

Each year, FMX welcomes a select number of [Premium Partners](#). Find more information [here](#).

# Stuttgart. But magic!

See you at ITFS 2025

## ITFS 2025 highlights Stop Motion and Swiss animation

As always, FMX will be joined in early May by the [Stuttgart International Festival of Animated Film](#) (ITFS, May 6-11) and the [Animation Production Days](#) (APD, May 6-8). All three high-profile events, each in their own way, fuel the "**Stuttgart Animated Week**" with sparkling creativity and plenty of business opportunities.

The ITFS transforms the city into a **global hub for animation** each spring, offering a platform for networking and exchange and turning Stuttgart's center into a **vibrant open-air cinema**. The 32nd edition of the festival will feature **stop motion** as its main focus, embracing the artistry of **handmade films**. Highlights include **MEMORY HOTEL** (2024) by **Heinrich Sabl**, 25 years in the making, and **Robert Morgan's** horror feature-length film **STOP MOTION** (2023).

This year's country spotlight shines on **Switzerland**, showcasing its vibrant animation scene. Swiss animator **Elie Chapuis**, known for **NO DOGS OR ITALIANS ALLOWED** (2024), returns to curate a puppet and set exhibition for his film **SAUVAGES** (CH, 2024). This exhibition, alongside screenings and industry events at the Animation Production Days (APD), underscores Switzerland's creative contributions to the animation world.

Find more information [here](#).

### 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:**

### Press contact

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



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Editorial: Bernd Haasis

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

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