

FMX2024
CONNECTING IDEAS

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



Press Release #3 – FMX Trailer now online

For immediate publication

FMX 2024

Film & Media Exchange

On Site April 23-26, 2024

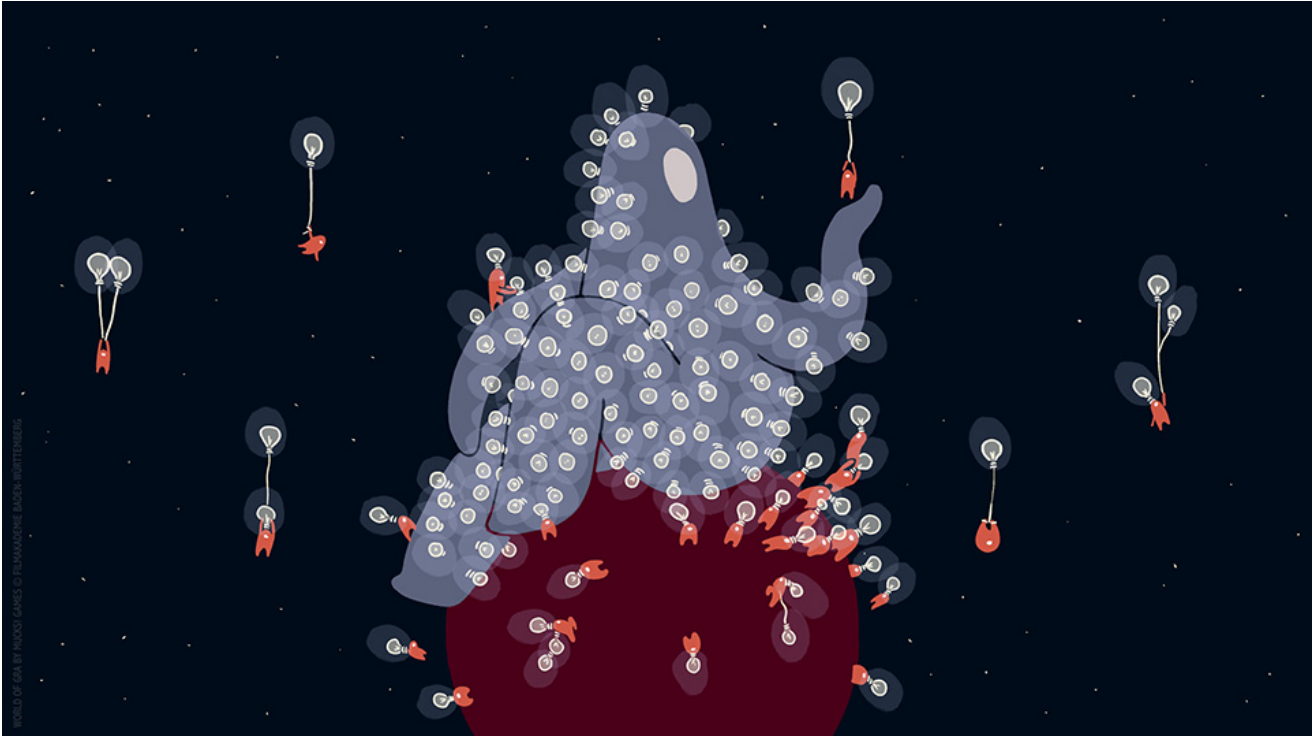
On Demand April 27 to May 31

Stuttgart/Germany, January 9, 2024. Welcome to 2024! We're over the moon to announce the release of the new **FMX trailer**. It's a perfect illustration of the FMX theme **CONNECTING IDEAS**, created by young media designers. They're part of a generation heading out to shape the future of the business – and they'll be part of the conference from **April 23 to 26**. Talent is key and sought-after, as shown in the high demand at the **FMX Forum**.

Illuminating the merit of collaboration

This year's **FMX Trailer** corresponds with the conference theme **CONNECTING IDEAS**: Tiny bulb creatures interlink with a lonely giant, illuminating the merit of collaboration. The trailer originates from **WORLD OF GRA**, a story universe created by graduates of the Animationsinstitut at the Filmakademie Baden-Württemberg.

The quest of these artists has gone beyond the conference – they're the first ones to be assigned to come up with trailers for all three events of the **Stuttgart Animated Week** in late April: **FMX**, the **International Festival of Animated Film Stuttgart** (ITFS) and the business platform **Animation Production Days** (APD).



The story of WORLD OF GRA

„The overall topic of **WORLD OF GRA** is change and how to deal with it“, says trailer producer Julius Dorsel. „It's about creatures who outgrow their world and have to move on. It's about departure and self-discovery.“ For him, the approach resonates with FMX: „We meet other young creators, make new experiences and connect, dealing with change on a collective level.“

The stories of **WORLD OF GRA** have been conceived to be suitable for any media platform. „There are innumerable possibilities“, says Dorsel. Having presented the story universe first at FMX 2023, the trailer now makes it a centerpiece

of the conference. „It’s a badge of honor to be selected to provide the trailer“, says Dorsel. „It’s a little intimidating and just wonderful that so many people are going to see our creatures on the screen.“ More about the unique WORLD OF GRA IP and the artists can be found [here](#).

FMX ticket shop to open soon

Many paths lead to the treasury of ideas that is FMX: **The Conference Pass** enables visitors to experience all of the event on site at Haus der Wirtschaft in Stuttgart plus the content being offered On Demand through May. Also available are **Day Passes, Combi Passes** including ITFS access, and **Online Passes**. Student groups (20 or more) are eligible for tickets with additional discount. Requests can be directed to tickets@fmx.de.

In line with the certification as a climate-friendly event, FMX ticket holders are eligible for discounted tickets with Deutsche Bahn (German Rail). They also can use public transport in Stuttgart free of charge.

The ticket shop will open on **January 22**.

Forum News: Marketplace, Workshops, Recruiting Hub und School Campus are filling up

The FMX Forum is off to a good start in 2024, and very well booked by now. Many longterm partners as well as FMX first-timers have already secured a booth in the Marketplace or a Workshop slot. Talent continues to be in high demand, as the steadily filling up Recruiting Hub demonstrates, and the School Campus is also gearing up. The following list includes just some of the partners that have already confirmed their participation (more to follow):

Marketplace: [Abstract](#), [Artineering](#), [CG Wire](#), [Chaos](#), [das element](#), [Fatfish](#), [Escape Technology](#), [Singarajan Studios](#), [the vfx shop](#), [VFXPICK](#).

Workshops: [vrbn](#), [VFXPICK](#), [Ynput](#).

Recruiting Hub: [Blue Zoo](#), [Electric Theatre Collective](#), [One of Us](#), [Recom Film](#), [Rotomaker](#).

School Campus: [Breda University of Applied Sciences](#), [Hamm-Lippstadt University of Applied Sciences](#), [Hochschule der Medien](#), [ifs internationale filmschule köln](#), [Technische Hochschule Ostwestfalen-Lippe – University of Applied Sciences and Arts](#).

Silver Partner: Accenture Song VFX

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organizations build their digital core, optimize their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. With 743,000 people serving clients in more than 120 countries, Accenture is a company driven by talent and innovation.

At **Accenture Song VFX**, the award-winning team of international artists take an integrated, collaborative approach from script to concept art, to screen. The team also goes beyond the final results — considering timing, cost-efficiency, and quality at every step of the way, and taking additional care with security via benchmarks like the TPN Audit.

More information [here](#).

There’s much more to come soon from all fields of film and media production, so stay tuned and come visit us at www.fmx.de!

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Press Downloads

Our logo kit is available for download [here](#).

High-resolution images for coverage purposes can be found [here](#).

If you need any other images or a higher resolution, feel free to contact us 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