

**FMX2023**  
**EVOLVING**

ON SITE APRIL 25-27  
ONLINE APRIL 28  
WWW.FMX.DE

## Press Release #6: Sustainability, THE LAST OF US, THOR and many more

For immediate publication

### FMX 2023

Film & Media Exchange

**Stuttgart: April 25-27, 2023**

**Online: April 28, 2023**

**Stuttgart, March 30, 2023.** Sustainability can also be innovative. FMX, which takes place from April 25 to 28, shows this behind the scenes, where preparations to organize a climate-friendly event are well under way, but also in terms of content: New confirmations include a panel on sustainability aspects in an industry with large energy consumption, but also a talk on the highly acclaimed indie game **ENDLING - EXTINCTION IS FOREVER**. In addition, there will be sessions on the VFX of the HBO series **THE LAST OF US**, new camera techniques for **THOR: LOVE AND THUNDER** and challenges in the realization of the animated film **PUSS IN BOOTS: THE LAST WISH**, as well as insights into the Netflix show **ENTERGALACTIC**. Meanwhile **HÖLDERLIN'S ECHO VR** demonstrates how literature can also be experienced in virtual reality. On top of Masterclasses by **Ed Hooks** and **Craig Caldwell**, new Forum additions complement the event lineup, including confirmations by the two Silver Partners Autodesk and BACKSTAGE.



### Sustainability behind the scenes of FMX

Less than four weeks before FMX 2023, – certified as climate-friendly by the **KSS Klimaschutzstiftung Baden-Württemberg** –kicks off, it has initiated many steps to reduce its own carbon footprint. Specific changes in the area of resources include, for example, reducing decorations and promotional displays. European speakers will travel by train as far as possible in order to reduce emissions. When booking travel for international speakers, CO2 offset will help compensate for the emissions incurred. Further measures regarding energy & water supply, accommodation, catering, purchasing, event marketing & public relations are available for reading [here](#).

### Confirmations for FMX 2023

#### **ON SITE** EVOLVING panel on sustainability and energy consumption

The panel "Evolving Research & Technology for a Minimized Footprint" with **Volker Helzle** (Animationsinstitut, Filmakademie Baden-Württemberg), **Michael McKenna** (Final Pixel), **Prof. Jan Adamczyk** (Hochschule der Medien) and **Ben Kent** (Foundry) will focus on technological advances that make sustainable media productions possible and necessary – also in view of increased computing power on the one hand and rising energy costs on the other. In this context, more and more production companies have published reports on environmental protection and sustainability

plans. This raises a number of questions: How will the issue of sustainability become part of the training of the next generation of media professionals? What requirements are placed on VFX service providers and animation studios, and are they comprehensible? Along with salary and equality, is sustainability a criteria that should be considered when choosing an employer? The panel includes short input presentations and invites exchange with the FMX audience.

**ON SITE** **Philipp Nägelsbach talks ENDLING – EXTINCTION IS FOREVER, a game about climate change**

The award-winning game **ENDLING – EXTINCTION IS FOREVER** succeeds in bringing awareness to social and ecological issues caused by humanity's impact on the environment. The player experiences these issues from the perspective of the last mother fox on Earth, who needs to find food and a safe place for her little cubs. Producer **Philipp Nägelsbach** will talk about the game's approach to treat real world issues in an effective and emotional way.

**ON SITE** **Espen Nordahl (Storm Studios) shares VFX insights into THE LAST OF US**

Storm Studios was the longest running creative partner for VFX on HBO's **THE LAST OF US**, from early pre-production all the way to final delivery of over 150 VFX shots. Storm helped to define some of the most important and challenging creative aspects of the show including close-up CG infected, cordyceps, CG stunt doubles, and the infamous infected kissing scene. VFX Supervisor **Espen Nordahl** will dig into the design process, working with the source material from the game and his obsession with grounding VFX work in plate photography, even when it's full CG.

**ON SITE** **Carlo van de Roer (Satellite Lab) talks about the lighting set-up for THOR: LOVE AND THUNDER**

Satellite Lab's PlateLight is a system for simultaneously filming separate lighting set-ups on-set, to be combined in post for control over live action lighting. **Carlo van de Roer's** talk allows the FMX audience to discover how this film-making approach was used in the making of **THOR: LOVE AND THUNDER** for the 'Moon of Shame' and 'Final Battle' sequences, providing control of the position and movement of the sun and interactive lighting. Satellite Lab will present an inside look at their work developing in-camera based looks and filmmaking approaches.

**ON SITE** **Immersive literary adaptations HÖLDERLIN'S ECHO VR and SHAKESVR**

**Hannes Rall's HÖLDERLIN'S ECHO VR** explores the life and work of the famous German poet Friedrich Hölderlin through an animated serious game in VR, created in collaboration with the University of Tübingen (Prof. Susanne Marschall, co-writer/director), Stuttgart Media University (Prof. Stefan Radicke) and the Hölderlinturm Museum Tübingen. Rall has been working with renowned partners on animated VR literary adaptations since 2016: His previous projects include **SHAKESVR** and **PERICLES** with the Shakespeare Institute in Stratford-upon-Avon. Together with **Prof. Susanne Marschall**, Hannes Rall will provide insights into the creative and technological development and production processes of the projects thereby also addressing the specific challenges that arise from the transformation of literature into animation and gaming.

**ON SITE** **Mark Edwards (DreamWorks Animation) sheds light on PUSS IN BOOTS: THE LAST WISH**

DreamWorks Animation VFX Supervisor **Mark Edwards** will break down the iconic **PUSS IN BOOTS: THE LAST WISH** scene introducing the Wolf character. FMX visitors can learn what inspired key moments of the sequence, hear why adding Easter eggs and callbacks was important to the story, and deep dive into how the vision of a contemporary fairy tale was realized. From initial modeling design choices to final compositing filters, discover how the painterly world of **PUSS IN BOOTS: THE LAST WISH** came to life.

**ON SITE** **DNEG Animation Creative Team on the Look and Style of ENTERGALACTIC**

**DNEG** Animation's creative team behind Netflix' animated musical **ENTERGALACTIC** explains how they achieved the project's incredibly stylized look. Costume Modeller, **Natasha Kanolik** will delve into what it took to create fashion designer Virgil Abloh's designs in CG while Animation Director, **Kapil Sharma**, will speak to how his team created an animation style that was reflective of the show.

**ON SITE** **Masterclasses by Ed Hooks and Craig Caldwell**

With **Ed Hooks'** Masterclasses, FMX attendees can learn both the basics and the essentials: Ed Hooks' two-part Masterclass "Acting for Animators" is aimed at 2D and 3D professionals who want to narrate believable characters, and **Craig Caldwell's** "Breaking the Story Formula" gives participants the practical know-how to recognize the rules of a "good story" - and to break with them successfully.

## Forum News

New additions to the different parts of the FMX Forum are as follows:

**Recruiting Hub:** [Mack Animation](#), [Milk VFX](#), [Wētā FX](#).

**Marketplace:** [Chaos](#), [HP](#), [Manus](#), [Singarajan VFX](#), [Synk](#), [3D Connexion](#).

**Workshops:** [Avid](#), [Escape Technology](#), [VFX PICK STUDIO](#).

## Silver Partner

With Autodesk and BACKSTAGE , there are two new Silver Partners on board of FMX.

**Autodesk** is a leading software provider for 3D design, construction, planning and entertainment worldwide. Find more information [here](#).

**BACKSTAGE** is a leading service provider in the field of exhibition and event technology. Find more information [here](#).

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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 are unable to locate the image you are looking for, please contact us via: [press@fmx.de](mailto: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 [Filmakademie Baden-Wuerttemberg](#), hosting the [Animation Production Days \(APD\)](#), a joint venture with the [Stuttgart International Festival of Animated Film \(ITFS\)](#).

Further information at [www.fmx.de](http://www.fmx.de)