

**FMX2021**  
REIMAGINE TOMORROW

ONLINE  
MAY 04 - 06  
WWW.FMX.DE

**Press Release #1 – FMX 2021 hosts first online conference with globally available live content**

For immediate publication

**FMX 2021**

Conference on Animation, Effects, Games and Immersive Media

**Online, May 4-6, 2021**

**Ludwigsburg/Germany, December 4, 2020.** – In 2021, **FMX - Conference on Animation, Effects, Games and Immersive Media** will host its first online edition, offering an entirely virtual conference program dedicated to the central theme **"ReImagine Tomorrow"**. Taking place from **May 4-6, 2021**, FMX will offer a digital experience featuring presentations and live sessions available to a global community. Following the conference, the content will be available to the audience through video on demand.

► **Live Experience in Virtual Times**

Over three conference days, FMX will invite exceptional media creators to share their insights with an audience of professionals and students on a virtual event platform. To make sure that the community will have room for personal exchange, live Q&A will complement all presentations.

FMX aims to enhance the virtual conference experience by extending the program schedule, running from morning to late at night. By doing so, live sessions will be available during local daytimes to almost anyone, no matter where in the world they live. This will give the global audience ample opportunity to connect and interact live during FMX.

Following FMX, presentation recordings will be made available to ticket holders through video on demand, until July 2021.

► **A Conference ReImagined**

With its central theme **"ReImagine Tomorrow"**, FMX 2021 reflects on how work in the industry has been disrupted in unprecedented ways. While remote and virtual workflows are adopted around the globe, visions for the entertainment of the future are giving way to questions about the future of entertainment. With every aspect of education, production and distribution affected, we are all being challenged to reinvent ourselves. FMX 2021 will look into these new experiences with presentations and discussions on how to adjust our processes and priorities, as we reimagine tomorrow.

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► **Press Downloads**

On [www.fmx.de](http://www.fmx.de), journalists can download the [FMX 2021 logo](#) as well as the [FMX CI Guidelines](#).

► **Editor's Notes:**

FMX is an event by [Filmakademie Baden-Wuerttemberg GmbH](#), organized by [Animationsinstitut](#) and funded by the [Ministry of Science, Research and Arts](#) and the [Ministry of Economic Affairs, Labour and Housing](#) of the State of Baden-Württemberg, the [City of Stuttgart](#) and [MFG Baden-Wuerttemberg](#). Together with the [Stuttgart International Festival of Animated Film \(ITFS\)](#), FMX organizes the [Animation Production Days \(APD\)](#).

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