

PRESSE conference
animago AWARD & CONFERENCE 2009

The animago team invites you to a press conference in Berlin on 15.09.2009 in the offices of event partner Lichtblick 4D.

Munich/Berlin, 28.09.2009 – Contributions from 40 countries around the world, ranging from Australia to the United Arab Emirates. More than 1,000 animated films, TV productions, advertisements and video games created by more than 450 participants – in 2009, the animago will again be one of the biggest and most important worldwide awards for the animation and post-production industry. The winners will be announced on 29 October in one of the world's leading film studios – Babelsberg. Highlight of the two-day animago CONFERENCE will be the presentation of all 55 nominees in 11 categories during the animago Gala. The identities of the winners are still unknown, but one thing that is for sure is that the animago AWARD is becoming increasingly international.

It is precisely this international element, from countries such as animation stronghold France, which continues to raise the standard of competition. The top-class jury, including industry experts such as Armin Pohl or Marc Gruber-Laux, whittled down this year's entries to a final shortlist of 125. Interesting to note is the higher number of longer entries compared to last year, as well as an increase in 3D-animation. In four of the 11 categories, the public will decide the winners. The host, trade journal DIGITAL PRODUCTION, will be carrying out public votings, together with its media partners, macnews (in the category 'Best Mobile Production'), Hobnox ('Best Advertising Production) and fotocommunity ('Best Virtual Photo'). The readers of DIGITAL PRODUCTION will select the winner for 'Best International Cinema Production'.

The animago AWARD has been honouring the best productions in the digital content creation (DCC) industry since 1997. The impressive exhibition documents what the best creative minds are achieving with the newest technology. Films such as 'Up', virtual worlds such as 'Second Life', video games such as 'World of Warcraft' and almost all advertisements would all not be possible without animation.

The growing importance of this still-young industry is shown by the enthusiasm of Medienboard Berlin-Brandenburg to host the event, as Medienboard Director Petra Müller explains: "Berlin-Brandenburg is the location of content. With the animago AWARD, we are very pleased that Europe's most important digital content creation competition is coming to the region. Creative minds from associated industries such as film, games, Web 2.0, visual effects, design and technology are already here – now know-how can be gathered and synergies harnessed." All the more so now that the local scene has been successfully integrated via the specialist retailer Lichtblick 4D. The creators of the successful Meet & Greet festivals in Berlin will be heavily involved in the planning of the animago CONFERENCE.


The animago AWARD and the after-show party are the link between two days of conferences – the animago CONFERENCE. Focal points during the conference on 29 and 30 October in Babelsberg will be master classes, making-ofs, demos and hands-on workshops. The organisers are currently in the process of acquiring speakers and demo artists. One thing is for sure, though: it promises to be an exciting and varied programme, which also represents Babelsberg as a media location.


Photos and further information for the media on the animago AWARD 2009 can be found at www.animago.com/presse.


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A word from our sponsors:

 “The demand on fusion artists is increasing,” says Eric Westphal, eyeon’s product manager for Europe. “This is why we’re happy to support up-and-coming artists and give the winners Generation and Fusion – an innovative production package for the furthering of their careers.”

 “MAXON is proud to sponsor the animago AWARD 2009. As the most celebrated European CG-competition, animago AWARD offers an ideal platform for 3D and compositing artists to measure themselves against each other. We want to further support this culture and we are looking forward to a great event for the film industry in historical Babelsberg,” emphasises Dirk Beichert, Marketing Director from MAXON Computer.

 “The ceremony is an impressive exhibition of the entire industry and for us a highlight every year,” states Director Armin Pohl. “We’re looking forward to what the industry will present this year and are expecting many interesting exchanges.”

 “We’re excited to be a part of the most important 2D/3D competition by sponsoring it. During this event the most creative heads in the business meet, present their ideas and prove what they are capable of. That is why animago AWARD 2009 is the ideal platform for us. The participant can not only work faster and more accurate, but they can have fun while doing it,”

Kommentar [W&D1]: Bitte prüfen!

explains Tobias Keuthen, Marketing Manager EMEA for 3Dconnexion GmbH.



“The animago AWARD has established itself as the most important platform for the German-speaking world with its 13th year. PNY and also Nvidia are happy to sponsor this year’s animago. With the new location Babelsberg, the bar has again been raised a bit. This animago will be *the* animago to remember for the participants as well as for the sponsors,” enthuses Stefan Hummel, Field Marketing Manager of PNY Technologies Quadro GmbH.



“The animago AWARD is the most important award in the German-speaking industry with evermore international influence. On one hand it is a chance to compare the industry, on the other hand – and that I find is especially important – it is the ‘bar’ and the stimulant for creatives and most of all for the newcomers: that’s what I want. Avid supports digital content creators with everything at every phase of their career,” explains Michael Dalock-Schmidt, Marketing Manager from Avid Central Europe.