FMX2017

Press Release #2: The conference program shines with one Academy Award winner and five nominees
For immediate publication

FMX 2017
International Conference on Animation, Effects, VR, Games and Transmedia
May 2-5, Stuttgart, Germany

Ludwigsburg/Germany, February 27th. The FMX 2017 program, which takes place under the slogan "Beyond the Screen" (cf. press release #1), is boosted by one freshly minted Academy Award winner as well as five further Academy Award nominees. Their glamorous presence is topped off with the following program highlights below.

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▶ *Academy Award winners and nominees at FMX*

FMX is proud to showcase two presentations on the just-announced Academy Award winner *Piper* at FMX: **Krzysztof Rost** (Pixar) illuminates just how the sand in *Piper* was simulated and **Eric Smitt** elaborates on Lighting & Rendering. In addition, two of the filmmakers, who received Academy Award nominations in the same "Short Film: Animated" category, have announced their coming: **Robert Valley**, who is known for his music video work and scooped the Annie Award a few weeks back with his latest coup *Pear Cider and Cigarettes*, as well as **Theodore Ushev**, who vows animation audiences around the globe with *Blind Vaysha.* Also on the FMX red carpet: *Moana*, a nominee for best animated feature film as well as *Kubo and the Two Strings*, which was also nominated in the visual effects category. A case study on the Academy Award nominee *Doctor Strange* by **Florian Gellinger** (RiseFX) complements the ranks of festive contributions.

▶ *Animation*

Robert Valley (cf. above) leads the prominent set of independent film creatives in the "Animation Wild & Strange" track curated by Prof. **Andreas Hykade** (Filmakademie Baden-Wuerttemberg). Moreover, prolific BAFTA winner**Jonathan Hodgson** comes to FMX to share insights into his unique visual style. "Animation Wild & Strange" also continues to bring the people to the table that make independent animation accessible to the public: **Igor Prassel**, Animateka's Festival Director for ten years, and **Jeannette Bonds**, who has launched the successful Glas Animation Festival for independent animation in San Francisco.

▶ *Art - Effects*

Patrick Hanenberger (The Neuland) once again curates a series of talks on Concept Art. He assembles experts such as **Christian Alzmann** (Industrial Light & Magic), who has created art and characters for outstanding productions including *Star Trek Into Darkness* or *Star Wars: The Force Awakens*, or **Oliver Scholl**, who defined the visual look of comic adaptations such as the *upcoming Spider-Man: Homecoming* or science fiction classics, including *A.I.*, *Godzilla* or *Independence Day*.

▶ *Effects*

Mike Seymour curates the "Digital Humans Forum" with talks by **Hao Li** (Pinscreen Inc. Founder and Director of the Vision and Graphics Lab at the USC Institute for Creative Technologies) and **Kiran Bhat**. Bhat just won the Scientific and Technical Academy Award for his work at Industrial Light & Magic and now deals with the conversion of selfies into expressive 3D avatars at Loom.ai.

▶ *VR*

Brent Strong curates the "Location-Based Entertainment" set of presentations. **Dean Orion** illuminates the program of SPACES Inc., an independent start-up founded by VR veterans. **Steve Tatham** (Universal Japan) whose work as Creative Director contributes to the record-breaking attendance at "Wizarding World of Harry Potter," also joins the FMX ride. Moreover, **Trevor Bryant** explains how Virsix creates immersive spaces for arcades and entertainment centers.

▶ *Games*

Brett Ineson (Animatrik) and **Greg Mitchell** (Epic Games) shed light on the cinematics of *Gears of War 4*, a multi-player third-person shooter, which achieves its convincing cinematics, among others, through the use of motion capture.

▶ *Technology*

In addition to the before-mentioned insights into the realization of *Piper*, the track on "Water & Sand" simulation features **Fabian Nowak** (MPC), who worked on the science fiction film *Passengers*.