



Press Release #1: *Creating Worlds* is the Theme of FMX 2018 | First Program Highlights | FMX 2018 Trailer *Behind the Beard* #1

For immediate publication

FMX 2018

Conference on Animation, Effects, Games and Immersive Media

April 24-27, Stuttgart, Germany

Ludwigsburg/Germany, December 14, 2017. *Creating Worlds* is the theme of FMX 2018 - Conference on Animation, Effects, Games and Immersive Media. Two top-notch speakers already confirmed their participation in FMX 2018 - **Phil Tippett** (Tippett Studio) and **David Sproxtton** (Aardman Animations). Moreover, FMX releases the first episode of the official 2018 trailer *Behind the Beard*, depicting the literally hairy adventures of **Bruno the Beaver**.

► **FMX 2018 Theme *Creating Worlds***

Creating Worlds, the central theme of FMX 2018, will look beyond the production and technological aspects of media & entertainment and explore all facets of the creative process, from the initial creative spark to the building and marketing of an intellectual property (IP). Based on the theme, the FMX 2018 program consists of presentations, workshops, masterclasses, exhibition floors and screenings centered on all aspects of Animation, VFX, Games and Immersive Media.

FMX 2018 will not only cover tracks on artistic topics such as *Concept Art*, *Sound Design* and *The Art of Animation* but also on the latest technology developments in *Lighting & Rendering*, *Real-Time* as well as state-of-the-art simulation and visualization technologies. Moreover, innovative VR, AR and 360° projects will be part of the diverse program, as well as the new tracks *Characters & Creatures* and *World Building*, business related topics such as *Managing Change*, and presentations on *Social Impact* discussing socially critical questions.

World-class and world-renowned international speakers will share their wealth of knowledge with the FMX audience, from working professionals to students. Their experience will inspire them to create new worlds, develop ideas, invent and apply technology, shape sounds, craft visual effects, design, animate, code, direct, produce, reach out, and build a legacy.

► **First Highlights of FMX 2018**

Modern effects and animation offer virtually unlimited possibilities. Nevertheless, today's artists stand on the shoulders of giants who laid the groundwork for the way virtual worlds are now created.

The idea behind the FMX track *Then & Now* - curated by **Ian Failes**, Freelance Journalist - is to have some of these giants present their pioneering effects and animation techniques, which are still incredibly valid today. **Phil Tippett** (Tippett Studio) is one of these giants in visual effects. His presentation will cover the work he has been doing in the VFX industry for the past forty years, from stop motion used in the first *Star Wars* movies to the revolutionary digital effects in *Jurassic Park*, *Starship Troopers*, and up to current projects such as his epic passion project *MAD GOD*.

Despite the extensive use of digital technologies, stop motion is more popular than ever. **David Sproxtton** (Aardman Animations) will talk about the IP building on *Shaun the Sheep* and its characteristic claymated world that has been established as a strong international brand.

Foundry is the first company to join FMX 2018 as a Main Partner. Moreover, **Golaem**, **Laubwerk**, **Mercenaries Engineering**, **Ranch Computing** and **RebusFarm** will be part of the *FMX Marketplace*, while the teams of **TRIXTER**, **MPC** and **The Mill** will have a booth at the *Recruiting Hub*.

► **FMX 2018 Trailer *Behind the Beard***

FMX 2018 will be accompanied by **Bruno the Beaver**. Bruno is starring in the official trailer series *Behind the Beard*, whose episodes will be successively released during the months before FMX 2018. For the first time in FMX history the conference not only comes along with a trailer but also with a corresponding tablet game named *Behind the Beard - Beaver your Beard*. The transmedia project *Behind the Beard* was created by students at Animationsinstitut (Director: **Noel Winzen**, **Marc Angele** | Producer: **Ela Duca** | Technical Director: **Tim Lehr**) in cooperation with the Trossingen University of Music.

In the [first trailer episode](#) Bruno is confronted with some stormy winds. Unfortunately he will experience other natural forces which will shake his world to the grounds. The trailer series *Behind the Beard* is all about everyday problems, the ones that might seem insignificant and dull at first but end up turning our world upside down. This very relatable topic is discussed through the story of Bruno, a little beaver living in a forest, and Ben, a bearded hipster.

Learn more about *Behind the Beard* [here](#).

The next *Behind the Beard* episode will be released in January 2018.

FMX 2018 ticket sales will start on Friday, January 12, 2018 on the [FMX website](#).

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► **Press Accreditation**

You can apply for your press accreditation through our ticket shop on the [FMX website](#), which will open on January 12, 2018.

► **Press Downloads**

At www.fmx.de journalists can download the [FMX 2018 logo](#) as well as the [FMX CI Guidelines](#).

► **Editor's Notes:**

FMX is funded by the [Ministry of Science, Research and the Arts](#) and the [Ministry of Economic Affairs, Labour and Housing of the State of Baden-Wuerttemberg](#), the [City of Stuttgart](#) and the [MFG](#) Film Funding, taking place in cooperation with [VES](#) Visual Effects Society, [ACM SIGGRAPH](#) and [World Building Institute](#). FMX is an event by the [Filmakademie Baden-Wuerttemberg GmbH](#), organized by the [Animationsinstitut](#), hosting the Animation Production Day 2018 ([APD](#)), a joint venture with the Stuttgart Festival of Animated Film ([ITFS](#)).

Further information at www.fmx.de