

animago AWARD & CONFERENCE on 7-8 September 2017

- **33 projects from all over the world nominated for animago AWARDS in eleven categories**
- **International VFX experts set to meet at the animago CONFERENCE in Munich**

Munich, 11 August 2017: In today's world, visual effects and digital editing form part of almost every film, advertisement, interactive production, computer game and virtual reality production. Indeed, the work of digital artists is required in a wide variety of industries over and above film, games and advertising. In fact, digital production continues to play an increasingly key role in a number of other industries ranging from architecture and automobile manufacturing to medicine.

At the **animago AWARD & CONFERENCE** on 7-8 September 2017, VFX experts from all over the world will gather in Munich for two full days focusing on 3D animation, stills, visual effects (VFX), visualizations and design. More than 1,000 participants are expected to attend the events in the Gasteig Cultural Center in Munich.

The highlight of the two days will no doubt be the presentation of the **animago AWARDS** on Thursday evening (7 September). Chosen in a total of eleven categories from out of almost 1,000 submissions received from 58 countries, the 33 final nominees represent projects created in Canada, USA, China, Taiwan, Ecuador, Costa Rica, Spain, France and Germany. Since the animago competition launched over 20 years ago, our independent jury of experts drawn from the fields of film, development and post-production has viewed and judged over 22,000 works sent in by digital artists from over 80 different nations.

Among the renowned VFX professionals who will speak at this year's **animago CONFERENCE** are those artists responsible for the post-production and visual effects for films such as "Piper", "Cloud Atlas", "Independence Day: Resurgence", "The Incredibles", "Finding Nemo", "Pinocchio", "Anne Frank" as well as advertising productions by Adidas, Volkswagen and RedBull. The animago is considered one of the industry's most important international networking platforms.

In addition to that, the Gasteig will also host the animago EXHIBITION, an event open to the public where companies active in the industry will present their products, technologies and services.

Press Contact:

Dr. Kathrin Steinbrenner
SteinbrennerMüller Kommunikation
T: +49 (0) 30-47372191
E: ks@steinbrennermueller.de

Project Management:

Jana Freund
DETAIL Business Information GmbH
T: +49 (0) 89-89817340
E: jana.freund@animago.com
www.animago.com

Sponsor partners for the animago AWARD & CONFERENCE 2017:

Autodesk: A global leader and provider of 3D design, planning and entertainment software, www.autodesk.de.

Avid: Avid delivers the industry's most open, innovative and comprehensive media platform connecting content creation with collaboration, asset protection, distribution and consumption, www.avid.com.

Black Magic Design: Blackmagic is one of the world's leading innovators and manufacturers of creative video technology. It designs and manufactures digital movie cameras and develops video editing software for compositing and other effects, www.blackmagicdesign.com

Chaos Group: Chaos Group is a worldwide leader in computer graphics. We create the technology that helps artists and designers create photoreal imagery and animation for design, television, and feature films. Our physically-based rendering and simulation software is used daily by top design studios, architectural firms, advertising agencies, and visual effects companies around the globe. Our research and development in cloud rendering, material scanning, and virtual reality is shaping the future of creative storytelling and digital design, www.chaosgroup.com.

Dell EMC: Dell EMC is a part of Dell Inc., enables organizations to transform their data center using industry-leading converged infrastructure, servers, storage and data protection technologies. This provides a trusted foundation for businesses to transform IT, through the creation of a hybrid cloud, and transform their business through the creation of cloud-native applications and big data solutions, www.delltechnologies.com.

Esri: Esri is the world's leading software manufacturer of geo information systems (GIS). This technology uses in large part 3D, graphic data processing, visualization, animation and other multimedia resources, www.esri.com.

Maxon Computer: Manufacturer of high-end 3D modelling, animation and rendering software. Their Cinema 4D and BodyPaint 3D programmes have received multiple awards, www.maxon.net.

NEC Display Solutions Europe: This globally active company currently holds the leading position in the "Display Market" and offers efficient and productive "Total Display Solutions", www.nec-display-solutions.com.

PNY Technologies: Market-leading manufacturer of high-end IT products that provide state-of-the-art solutions from NVIDIA® QUADRO® and TESLA™ for designers, engineers and scientists, www.pny.eu.

Quantum: Quantum workflow storage solutions provide the performance and reliability needed to meet extreme production and delivery deadlines, www.quantum.com

Vogelsänger: Photo, Film, Multimedia, Event, Consulting – five elements include five specific services: In any combination plus inspiring each other. www.vogelsaenger.de.

Wacom: Leading manufacturer of pen tablets, interactive pen displays and digital interface solutions, www.wacom.com.

All events will be supported by the **Bavarian State Ministry for Economics and Media, Energy and Technology** and by the **Team of Excellence Culture Creative Industries City of Munich**.

animago is organised by the special-interest German-language magazine known as DIGITAL PRODUCTION, www.digitalproduction.com. DIGITAL PRODUCTION is published by DETAIL Business Information GmbH, www.detail-business.de/en/.

More information: www.animago.com/en
Press area: www.animago.com/en/press/
Conference tickets: www.animago.com/en/tickets/

[Facebook](#) | [YouTube](#) | [Twitter](#) | [Instagram](#) – animagoAWARD; #animago2017