

The race for this year's animago AWARDS is now underway / Submission deadline is 30 June 2018

Munich, 17th April 2018. The day has finally arrived! Creatives from all over the world are once again called upon to send in their top projects in the fields of **3D ANIMATION, STILLS, VISUAL EFFECTS, VISUALIZATION and DESIGN** for consideration for an animago AWARD 2018. animago trophies in a total of **twelve categories** representing all CGI (Computer Generated Imagery) disciplines are up for grabs this year. It doesn't cost anything to submit your projects at www.animago.com and you have until **30 June 2018** to do so. The award ceremony will take place on the evening of Thursday 25 October 2018 as the highlight of the **animago AWARD & CONFERENCE (25 & 26 October 2018)** at Munich's **Gasteig Centre**.

This year will see the introduction of two new animago AWARD categories, thus bringing the total to twelve categories set out by DIGITAL PRODUCTION, the digital industry magazine that organizes the event each year:

- NEW: Best VR/AR/360°

This category will recognize technically outstanding works in the field of Virtual Reality Experience, in particular with regard to the qualities of interaction, innovation and advanced technical proficiency.

- NEW: Best Feature Film

The animago's expert jury will work together with the DIGITAL PRODUCTION editorial team to nominate three visually outstanding contemporary feature-film projects that excel due to their design, overall impression and visual effects. The prizewinner will be chosen via public vote.

Additionally to the two new ones the further categories are as follow:

- Best Young Production (This award comes with prize money contributed by DIGITAL PRODUCTION totalling €3,000.)
- Best Still (The expert jury will select the three most compelling stills and the ultimate winner is then chosen via public voting)
- Best Visual Effects
- Best Short Film
- Best Character
- Best Game Cinematic
- Best Motion Design
- Best Advertising Production
- Best Visualization
- Jury's Prize

The animago competition came into being over 20 years ago, and since that time our independent jury of experts – who are drawn from the fields of film, development,

industry and post-production – has viewed and evaluated roughly 24,000 fantastic projects submitted by digital artists from almost 90 different nations.

For years now, the broader animago gathering has served as a platform for networking and the exchange of knowledge among an audience of international industry professionals, as well as a meeting-place for general film and media enthusiasts. Indeed, the animago is where professionals meet young talent, tech experts meet creatives, users meet developers, educators meet industry representatives and recruiters meet individuals interested in new jobs and projects.

The main topics at the conference include animation, visual effects (vfx), industry visualization, product design, virtual reality & augmented reality, game design, project management, business & technology.

First sponsor partners for the animago AWARD & CONFERENCE 2018 confirmed:

Esri: The Science of Where – We build ArcGIS, the most powerful mapping software in the world. Our software is used by more than 75% of Fortune 500 companies, national and local governments, tech startups, and entertainment companies around the world, www.esri.com.

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.

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

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

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