

NEWS RELEASE

Animation Germany - Focusing on Italy

Animation Germany – Successful Launch Event at Festival International du Film d' Animation d' Annecy 2017

Annecy, June 15th, 2017

The first official Animation Germany event, “Animation Germany – Focusing on Italy”, was organized yesterday, Wednesday June 14th, at the most prominent international animated film festival, Festival International du Film d'Animation d'Annecy. Leading representatives of the animated film industry from Germany and from this year's partner country, Italy, met for discussion.

The event was kicked off by Prof. Ulrich Wegenast, artistic director of Film- & Medienfestival gGmbH and Annegret Richter, managing director of AG Animationsfilm e.V. They started off by introducing Initiative "Animation Germany", which provides professional services to sponsor international co-productions with German producers in the field of animation. Given this goal, a three-part series of events with one partner country in focus is planned each year to bring together producers from Germany and the selected partner country. Furthermore, a website (www.animationgermany.de), has been designed to provide up-to-date information on producers and studios in Germany. Beginning in September 2017, a newsletter providing all essential information on this industry for parties interested in forming international partnerships will be published regularly. The viewing of a newly produced trailer continued the event yesterday, exemplifying the range of achievements thus far accomplished by animation producers and studios in Germany.

Following the presentation of Animation Germany's objectives, Katharina Retzlaff, advisor of the Filmförderungsanstalt (German Federal Film Board) board of directors, delivered a talk on the various funding programs in Germany, particularly focusing on possibilities for international cooperation in the field of animated film. Sarah Bellinazzi from Creative Europe Media Desk in Turin then gave a presentation on possible funding opportunities within Creative Europe's program – the funding program for Europe's audiovisual and creative industries from 2014 to 2020. The first part of the event was then concluded with an detailed presentation by Gabriele Walther, executive director of Caligari Film- und Fernsehproduktions GmbH and member of the Allianz Deutscher Produzenten - Film & Fernsehen e.V. (German Producers Alliance) board of directors. She delivered a lecture on German studios and the producing scene in Germany, offering an overview of the diverse funding opportunities for German-Italian co-productions. Walther, specifically referring to the importance of funding and the realization of animated productions, pointed to the essential role that international co-productions currently play on the European market – where international competition is constantly on the rise and streaming platforms are becoming ever more significant. This was followed by a well-attended meet and greet between German and Italian producers as an initial point of contact for successful cooperation in the future.

Animation Germany has additionally hosted a breakfast get-together at the Festival International du Film d' Animation d' Annecy for German animated film producers and their colleagues from Luxemburg today, Thursday June 15th, 2017. This meeting represents a continuation of a discussion between producers from Germany and other countries that began at Cartoon Forum Toulouse in the Spring of 2014 and has resulted in several interesting opportunities for cooperation.

The next part of the Animation Germany event series is planned to take place on September 12th of this year at Cartoon Forum Toulouse 2017.



is a new label in German animation and VFX production, still in development. Animation Germany's focus lies on international activities. The newly drafted label is to bring members of the industry together and to pave the way for the realization of international co-productions in the field of animation and VFX, as well as to highlight the accomplishments of the German animation production scene abroad.

Animation Germany is an initiative of the German Producers Alliance – Film & Television e.V., Film and Media Festival gGmbH and AG Animationsfilm e.V. Tania Reichert-Faciles, executive director of Freebird Pictures GmbH & Co. KG and member of the German Producers Alliance department executive board, is responsible for leading the project's concept and execution. The events held in Annecy were made possible by approved grants from the German Federal Film Board (FFA) and from the German Films Service + Marketing GmbH and from Creative Europe's Media Desks Munich and Italy funding program.

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The German Producers Alliance – Film & Television represents the interests of producers of film, television and other audiovisual works in Germany. There are currently around 250 represented member companies in the fields of animation, documentary, cinema films, TV entertainment, TV fiction and advertisement.

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