An initiative of

IAMA
International Academy of Media and Arts Halle

EAMprofessional 2010
EUROPEAN ANIMATION MASTERCLASS

**PRESS RELEASE**

**European Animation Masterclass at the FMX**

# EAM presents itself at the animation conference in Stuttgart for the first time

Halle (Saale)/Stuttgart, 4 May 2010 – The *European Animation Masterclass* (EAM), one of the most successful initiatives of the *International Academy of Media and Arts e.V.*, is presenting itself at the FMX in Stuttgart for the first time. The FMX is the European conference for animation, visual effects, games and interactive media and represents the central forum for European and international forward thinkers and practitioners in the animation and games industry. The FMX, which begins today, is being held in Stuttgart for the 15th time.

With its presence at the FMX the EAM aims to inform the industry of the *EAMprofessional* and *EAMgraduate programmes that are commencing shortly*. The *EAM professional is a further training programme for trade professionals and junior talent in the animation industry, with a maximum of 20 participants being schooled in the core themes of animation production* in four three-day modules - from the initial idea to project management and on to marketing. The first module begins on 27 May, with close of applications on 10 May.

The EAMgraduate is aimed at university students and graduates from the fields of animation, art, graphics, design and related disciplines. The training of the maximum 20 participants in Halle (Saale) covers a period of five months and commences in summer 2010.

The *European Animation Masterclass* is a further training programme of the *International Academy of Media and Arts e.V.* and has been held in Halle (Saale) for the past seven years. Previous EAM courses have produced animated short films that have enjoyed success at international film festivals. Most recently, two EAM graduates won prizes at the Leipzig short film festival "Kurzsüchtig": Maria Kalcheva for her EAM end-of-course film "Score", which won the junior talent prize of the Filmverband Sachsen, and Falk Schuster – EAM participant in 2008 – for his end-of-course film at Burg Giebichenstein University of Art and Design, Halle, "Laufende Geschäfte".

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