An initiative of

IAMA
International Academy of Media and Arts Halle

# EAMprofessional 2010

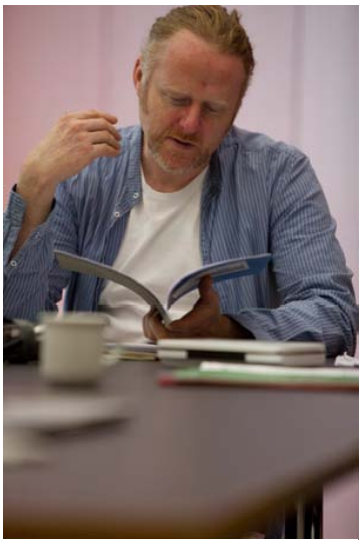
**EUROPEAN ANIMATION MASTERCLASS**

27 to 30 May 2010 in Halle (Saale), Germany

## Halle is about animation

### Successful launch for new Masterclass EAMprofessional

Ten talents, five lecturers, four days, one mission: from the idea to the script. That was the first of four stages of the EAMprofessional 2010, held in Halle (Saale) from 27 to 30 May. The new training programme of the International Academy of Media and Arts (IAMA) has proved itself to be a successful interface with the media business. Well-known experts and creative professionals of the animation industry reveal specific aspects involved in the production of animated films. The goal is to make the Masterclass participants and their projects fit for the highly competitive market.



Script expert John Chambers

All participants in the initial "When Ideas Become a Script" module began with a project in development with varying budgets. The range of formats included feature films for children and families, TV productions and mobile applications. Lecturer Armin Völckers (Germany): "I have been inspired by all of the projects. We were able to work on them intensively and develop the scripts professionally. Both participants and lecturers received an enormous amount of new input this weekend."

This was also evident to the supporters of the EAMprofessional. A representative of the MEDIA EU support programme for the European audiovisual industry travelled from Brussels especially to familiarise herself with the new Masterclass.

Avid listeners: Kolja Saksida (Slovenia) and Marcin Wasilewski (Poland)

In group sessions and individual coaching sessions the scripts of the participants were honed and perfected. The lecturers – internationally-acclaimed producers, directors and screenwriters – presented basics and inside knowledge, together with case studies, enlivened with a wealth of dramaturgy and a large helping of humour. For example, lecturer John Chambers (Ireland) waxed lyrical on the marvellous ability of the scriptwriter to be able to put in a successful day's work whilst remaining at home in pyjamas. However, serious themes were also discussed, such as the problem of determining the right moment for the decisive pitch.

MEDIA A programme of the European Union

Mitteldeutsche Medienförderung MDM

MSA Medienanstalt Sachsen-Anhalt

BAVARIA FILM

An initiative of

IAMA
International Academy of Media and Arts Halle

# EAMprofessional 2010

## EUROPEAN ANIMATION MASTERCLASS

27 to 30 May 2010 in Halle (Saale), Germany

The workshop participants from Poland, Slovenia, Finland, Romania and Germany included young professionals with start-up companies and proven employees of established production companies such as MotionWorks (Germany) and Osmo Production Oy (Finland). Arriving with high expectations, their work was equally ambitious.

In addition to the regimented workshop programme, evening sessions also saw presentations prepared for the respective following days. Participant Saskia Bender: "I came to Halle with a basic concept and am now taking a real project back with me, one that I can ready for marketing. The coaching was more than helpful to me. One major benefit of the Masterclass is that the lecturers provide valuable tips for working successfully in the trade, as well as supplying contacts."

Participants and lecturers in the first module of the EAMprofessional 2010: "When Ideas Become a Script"

This compliment also goes to director and screenwriter Jesper Møller (Denmark). He is already familiar with the EAM and the city of Halle and would like to return to Halle as a lecturer at the European Animation Masterclass. As co-director at MotionWorks with Tony Loeser he was responsible for the animated feature film "Mullewapp", which conquered the cinemas from Saxony-Anhalt in 2009.

Other lecturers and participants are in agreement: "We would love to come back." The second EAMprofessional workshop takes place in September 2010 and focuses upon core aspects of production planning and production management of animated film productions.

"The summary can already be stated as mission accomplished," says the delighted programme director, Mike Riemenschneider. "With the EAMprofessional we are expanding our established programme at the interface between media training and the media industry. The first module has been a complete success. Once again, we were able to demonstrate: Halle is about animation.“

**Contact: International Academy of Media and Arts**
**Mansfelder Straße 56, 06108 Halle (Saale)**
**Tel: +49 345 4780 808 - Fax: +49 345 4780 888**
**eamprofessional@iama-halle.de**

MEDIA A programme of the European Union
Mitteldeutsche Medienförderung MDM
MSA Medienanstalt Sachsen-Anhalt
BAVARIA FILM