



Baden-Württemberg

STAATSMINISTERIUM
PRESSESTELLE DER LANDESREGIERUNG

PRESS RELEASE

September 17, 2008

Nr.230/2008

19th Cartoon Forum in Ludwigsburg

Minister for the Media Prof. Dr. Wolfgang Reinhart: film land Baden-Württemberg is a center of excellence for animation media

“It is a great honor for the film and media location Baden-Württemberg that the Cartoon Forum is happening here, the most important European exchange for animated film producers, television companies and film investors.” The Minister for the Media of Baden-Württemberg, Prof. Dr. Wolfgang Reinhart said on the occasion of the Cartoon Forum, which is being held from September 16 through 19, 2008 in Ludwigsburg. “In the past few years, Baden-Württemberg has developed into a center of excellence for animation, visual effects and digital postproduction”, the Minister was pointing out.

The Cartoon Forum is the meeting place for producers of animated films, service providers and members of the media to discuss co productions, financing and distribution of animated films. As Minister Reinhart explained, it offers excellent opportunities for presentation and networking and thus serves as a platform for members of the European industry. The Forum alternates every year between European cities, in its 19 years of existence, this is the second time that it convenes in Germany. The State Ministry and the Media and Film Company Baden-Württemberg (MFG) fund this year's Cartoon Forum with a total of 350,000 euro. “The future activities of animation media as interface between film, software and technology are of increasing importance not only in film production. This is the driving force for new media in general. Because of the previous positioning, Baden-Württemberg stands a great chance of getting to the top nationwide”, Reinhart emphasized with reference to the Film Academy in Ludwigsburg with its re-

nowned Institute for Animation and highly qualified companies for animation, visual effects and postproduction which have become established in Baden-Württemberg. Moreover, the two most important German events of the industry, the International Cartoon Festival and the fmx are being held every year in Baden-Württemberg. "We foresee excellent growth potential for animation media since our local industry is by tradition technologically based with creative and artistic competence. This is why I want to give an even higher profile to the local animation industry. Currently, a working group is looking into new concepts for our film policies, and supporting animation media will play an important role", announced the Minister for the Media.

Minister Prof. Reinhart expressed himself convinced that the some 750 representatives from the industry from all over Europe would appreciate the creative atmosphere of the city of Ludwigsburg. "I wish the best of success to all guests of the Cartoon Forum in the presentation of their projects, in profitable discussions and interesting contacts."