

Successful Kick-off: These were the EYES & EARS 2018

The Conference for Creatives and the 20th International Eyes & Ears Awards

This year the "EYES & EARS" took place for the first time on 23 October in Munich – an all around inspiring event for creatives until late at night



Corinna Kamphausen with host Patrick "Coach" Esume and keynote speaker Dietmar Dahmen

Munich, 25.10.2018 – "You have to stay unhappy to change something" is one of the messages in Dietmar Dahmen's keynote, which opened the first EYES & EARS at the "Haus der Bayerischen Wirtschaft" in Munich. "Disruption" and "leaving the comfort zone" were topics that were picked up repeatedly throughout the day.

Beyond that, current projects, trends and future perspectives from the fields of design, promotion and marketing of audiovisual media were presented as well as discussed by the ZDF, NDR, RTP Portugal, pilot Hamburg, Dalton Maag and DAZN among others. Patrick "Coach" Esume led through the programme: http://eeofe.org/media/programm_e_231018.pdf



Numerous participants at the first EYES & EARS 2018

The EYES & EARS 2018 included an inspiring conference and the 20th International Eyes & Ears Awards. Corinna Kamphausen, CEO of Eyes & Ears of Europe, was visibly satisfied with the premiere of the EYES & EARS 2018: "The **EYES & EARS 2018** were a firework of creative ideas with various possibilities for networking. I'm very happy that we were able to hold this event in this form for the first time in the context of MEDIENTAGE MÜNCHEN."

At the **Eyes & Ears New Talents**, selected projects by university graduates and apprentice media designers were presented and awarded. The winner of the **NEW TALENTS 2018** is **Adrian Graf**, graduate of the **Zürcher Hochschule der Künste** with his project "[A Guide to the Apocalypse](#)"



New Talents winner Adrian Graf with Corinna Kamphausen, Eyes & Ears of Europe

Various exhibitors such as the Berlin consulting and research group Goldmedia, the immersive agency for experience concepts MediaApes from Neustadt an der Weinstraße and the vbw - Vereinigung der Bayerischen Wirtschaft, Munich, were also accepted enthusiastically.



The movie theatre Sendlinger Tor, venue of the Eyes & Ears Awards

But the day wasn't over yet. In the evening, the best productions from the fields of design, digital, promotion and cross-media campaigns were shown at the International Eyes & Ears Awards Show and their creators were awarded the Eyes & Ears Awards Trophy. The show offered the unique possibility to gain an impression of current trends, innovations and new perspectives.

The movie theatre Sendlinger Tor was fully packed with approximately 400 participants. The show was hosted by Wolfram Kons and Corinna Kamphausen, CEO of Eyes & Ears of Europe.



Prize winners of the 20th International Eyes & Ears Awards

One of the highlights of the Awards Show was the presentation of the **Eyes & Ears Excellence Award 2018** to Falk Rosenthal from Gravity. He was honoured by Barbara Simon, Creative Director and Vice President of Eyes & Ears of Europe, acknowledged him for his prizewinning and innovative contributions to the art of stage screens. " For 10 years he has been bringing screens on stage to life for a great number of the biggest entertainment brands and artists worldwide, which include casting, music and award shows. He is outstanding in his field and has had ground-breaking productions with augmented reality for live shows, which in that scale have never been risked by anyone else in the business.", says Barbara Simon.



Corinna Kamphausen with Eyes & Ears Excellence Award prize winner Falk Rosenthal and Barbara Simon

"After the informative and convincing conference day, the evening with the 20th International Eyes & Ears Awards once again showed how important it is to honour innovative, creative and effective productions in order to raise the media industry's awareness of their achievements. I was particularly pleased about the broad participation from other European countries. The creatives recognize our awards as "state of the art" by now and face the European competition", says Corinna Kamphausen, CEO of Eyes & Ears of Europe.



Audience at the Eyes & Ears Awards-Show

After the Eyes & Ears Awards, the **EYES & EARS Party** took place at the **Isarpost**. With drinks, little snacks and good music the participants of the EYES & EARS were able to round out the day atmospherically – to talk about the highlights of the day, to celebrate the prize winners, to meet new as well as old contacts and to make plans for new projects.

Prize winners and jury statements of the 20th International Eyes & Ears Awards:

<https://eeofe.org/en/calendar/eyes-ears/2018/awards/winners/design/>

All pictures of the EYES & EARS 2018 on: <https://www.facebook.com/EEOFE/>

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The video clip be uploaded there shortly.

EVENT PARTNERS

vbw – Vereinigung der Bayerischen Wirtschaft, ZDF, BR Fernsehen, UMBRUCH kommunikation design, RTL, SRF, BDA Creative, DMC Design for Media and Communication, DMAX, EQAL Visual Productions, Universal Production Music, Golden Claim, Pixelschickeria, Superama, Mediaproductions Tofree, DW – Deutsche Welle, Brokendoll, Cologne Game Lab, Warner/Chappell Production Music, ANDECHSER NATUR, BLM – Bayerische Landeszentrale für neue Medien, MEDIENTAGE MÜNCHEN und die Landeshauptstadt München

MEDIA PARTNERS

MEDIEN BULLETIN

Further information about the event or individual speaker:

Eyes & Ears of Europe – Vereinigung für Design, Promotion und Marketing der audiovisuellen Medien e.V.

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Eyes & Ears of Europe is the association for design, promotion and marketing of audiovisual media. For nearly 20 years, the industry association has been the professional communication platform for all those who deal with the strategic planning, creation, realization and control of audiovisual communication.