

AND THE TROPHY GOES TO...

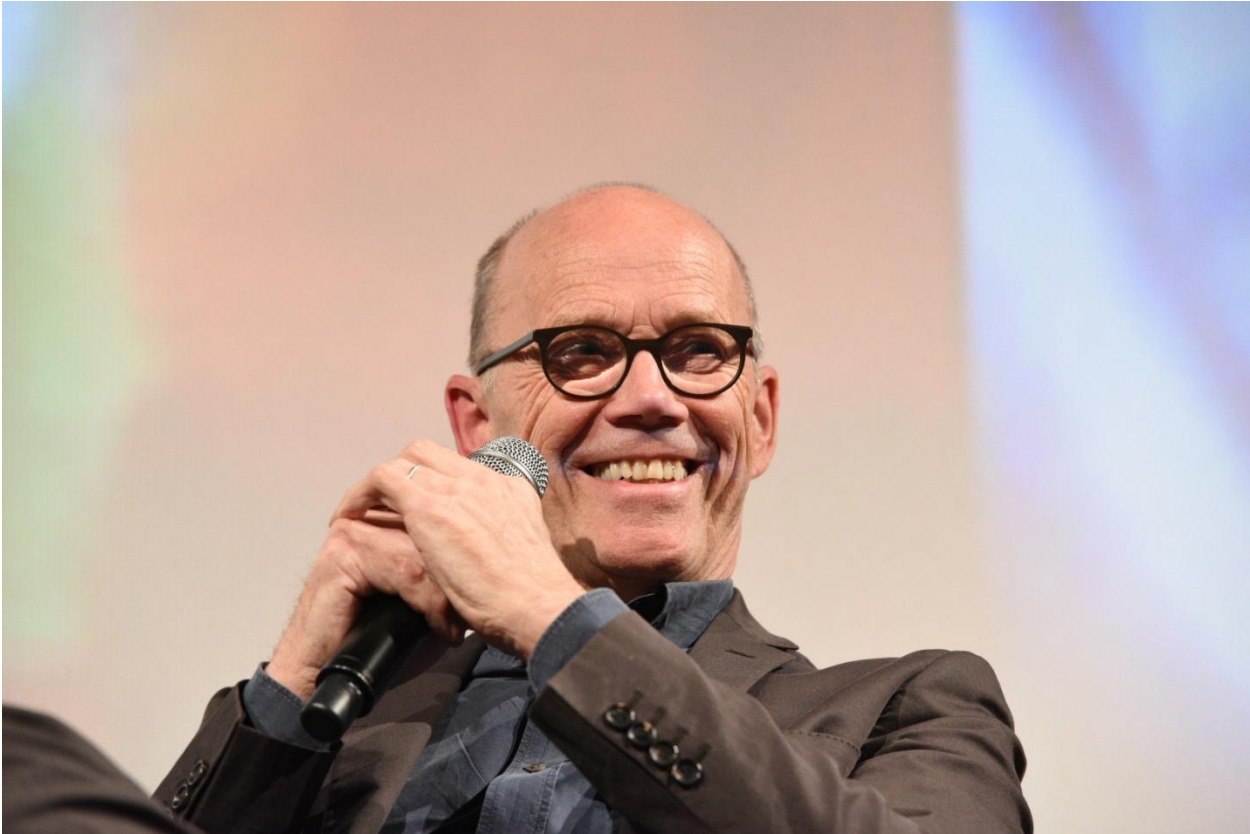
19TH INTERNATIONAL EYES & EARS AWARDS AT THE FILMTHEATER SENDLINGER TOR



Winners of the 19th International Eyes & Ears Awards

Cologne, 25.10.2017 – the film theatre at the Sendlinger Tor was filled to its final seat last night. The reason for this was the awarding of the 19th International Eyes & Ears Awards, which was attended by 400 guests to see and celebrate the best productions from the fields of ' Design', ' Digital', ' Promotion' and ' Cross-Media Campaigns'. The show was presented by Wolfram Kons and Corinna Kamphausen, CEO of Eyes & Ears of Europe.

One of the highlights of the awards show was the presentation of the Eyes & Ears Excellence Award 2017 to Prof. Erik Spiekermann, who was honoured with this prize for his typographic and life's work. "Spiekermann is far more than just a "press man", above all, he is a unique graphic designer who has worked for clients such as ZDF, WDR, Nokia and Deutsche Bahn. His work is visible to almost every visitor in Berlin when he looks at the public transport network's route map. In America, the advertising campaign for Barack Obama used one of the fonts of the German designer and typographer for the slogan "Yes, we can", said the jury. At the presentation of the Eyes & Ears Excellence Award by Prof. Manfred Becker, Spiekermann made it clear that typography is more than just an alphabet of language: typeface transports emotions.



Eyes & Ears Excellence Award Winner Prof. Erik Spiekermann



TV 2 Denmark: 'All that we share'

This year, a special prize for particularly creative and effective achievements was awarded to the channel campaign of TV 2 Denmark 'All that we share'. The jury says: "This campaign is a strategic masterpiece. The spots are about finding similarities rather than differences between people. The Viral has been shared millions of times around the world and became a connecting factor in the digital world when viewers translated it into more than thirty languages. Emotional and thought-provoking with a global impact!"



Corinna Kamphausen and Wolfram Kons

"Last night once again demonstrated the importance of awarding prizes for innovative, creative and effective productions to raise the media industry's awareness of such achievements. I was particularly pleased with the Eyes & Ears special prize, because 'All that we share' from TV 2 Denmark shows how authentic stories touch the audience", says Corinna Kamphausen, CEO of Eyes & Ears of Europe.

Prizewinners and jury statements of the 19th International Eyes & Ears Awards:

<http://eeofe.org/en/calendar/awards/2017/winners/>

Short video clip of last night: <https://vimeo.com/239805973>

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All photos of the 19th International Eyes & Ears Awards will be available soon:

<https://www.facebook.com/EEOFFE/>

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EVENT PARTNERS

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Eyes & Ears of Europe is the association for design, promotion and marketing of audiovisual media. For 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.

Further information

Eyes & Ears of Europe – association for design, promotion and marketing of audiovisual media e.V.

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