

For the third time, **2112 Studios** and the **Filmakademie Baden-Württemberg** announce the **AUREA Young Talent Award**. Diploma students of the **diploma year 2024 and young professionals** (graduates up to and including diploma 2019) are invited to submit their entries by Monday, January 08, 2024.

Awards are given for outstanding, innovative and high-quality IPs and concepts for mixedmedia online, digital and film projects with a high entertainment value.

IPs are sought, across genres and formats.

Entertainment is universal and versatile: from linear to interactive projects, from feature films to streaming series, from pre-school to best agers, from motion design formats to social media content, from comedy to sci-fi drama....

360 Degree Entertainment conceptually integrates content and business model. In addition to online, social, media rollouts, print media publications and strategic partnerships, potential exploitation opportunities, international scalability and innovative market access for recoupment are considered as an integral part. New IPs and brands are assessed for market viability and exploitation channels are sought for implementation. Extended Reality (XR) enables the integration of a wide variety of formats.

Concepts / documents to be submitted:

Independent IP with at least one conceptually formulated XR format and a digital second layer with reference to / possible use in Europa-Park. The IP ideally has a reference to the fictitious adventure club "Adventure Club of Europe" (MACK Brands IP: www.adventureclub.eu).

Price:

The nomination for the AUREA Young Talent Award is endowed with **3,000 euros each** and is awarded **annually to three submissions**. It is a direct grant to the nominees or winning teams and may, but does not have to be used for a specific project. All three projects/teams are invited to pitch at the Aurea Award and have the opportunity to win the **AUREA Young Talent Award**.

Submission Deadline:

Concept folders must be digitally uploaded in PDF format as one continuous file by 23:59 p.m. on January 08, 2024, to:

<https://degas.filmakademie.de/nextcloud/s/68k4ifx6FRYTEpp>

Questions:

Timon Blank (Mack One Germany): timon.blank@mackmagic.eu

Christian Müller (Animationsinstitut FABW): cmueller@filmakademie.de

Outlook:

- Further development with 2112 Studios
- Presentation to an international audience of experts as part of the annual AUREA AWARDS (www.aurea-award.com)

Submission Materials:

To apply, submit an IP / concept portfolio as a cohesive PDF with the following content by the deadline:

- Description / short synopsis of an independent IP/storyworld, ideally with reference to the fictional adventure club "Adventure Club of Europe".
- Realization concept (conceptual-content elaboration) including rough production plan for
 - at least 1 XR format
 - at least 1 digital second layer with reference / possibility of use at Europa-Park
- First draft calculation for the above-mentioned realization concept
- Target group analysis and description of exploitation possibilities
- Description of the production of a self-defined intermediate step within the first year (e.g. first script draft/first prototype/vertical slice etc.)

Consultation opportunities / Q&A sessions / feedback:

upon availability: Anna Brinkschulte (Head of Interactive Media Filmakademie BW)
dozent.abrinksc@filmakademie.de

Conditions of participation and further information :
<https://degas.filmakademie.de/nextcloud/s/5yH4LBf9WdEAsZi>

Schedule:

01.11.2023	start call
03.11.2023	info and presentation Aka-Pitch
29.11.2023	XR Day Filmakademie
08.01.2024	Deadline for 2 nd round of submissions (23:55)
10.01.2024	Announcement of the three nominations
18./19.01.2024	AUREA Award with on-site pitching and award ceremony

If necessary, further presentations afterwards