



13th International Eyes & Ears Awards 2011

Media Release

Cologne, 09.08.2011 – On 20 October 2011, Eyes & Ears of Europe, the branch association for Design, Promotion and Marketing of Audiovisual Media, will confer the 13th International Eyes & Ears Awards at the **MEDIENTAGE MÜNCHEN**. This year, a total of 490 productions were submitted for the 33 open categories of the 13th International Eyes & Ears Awards. In all, 293 firms from 21 different countries were involved: Great Britain, Norway, Denmark, Sweden, Finland, the Ukraine, the Netherlands, Belgium, France, Spain, Hungary, Bulgaria, Turkey, the USA, South Africa, Indonesia, Qatar, the United Arab Emirates, Switzerland, Austria and Germany.

The 13th International Eyes & Ears Awards will be conferred in 33 categories in the areas of 'TV/Film/Media Design', 'Audio Design & Composition', 'Interactive Design, Promotion & Branding' and 'Promotion/Advertising/Image'. "The International Eyes & Ears Awards Show will present the year's finest productions in a compact manner. The award-winning submissions have benchmark character for the industry and demonstrate new perspectives for design, promotion and marketing of audiovisual media", says Wout Nierhoff, CEO of Eyes & Ears of Europe.

INTERNATIONAL EYES & EARS AWARDS SHOW 2011

Thursday, 20 October 2011

7:00 pm until around 10:00 pm (Doors open 6.30 pm)

Neue Messe München (ICM), Hall 01

Separate registration is required: awards@eeofe.org

The finalists are chosen by the Eyes & Ears of Europe pre-selection committees. The following working groups meet for pre-selection: '**Promotion/Advertising/Image**' at DW-TV in Berlin, '**Interactive Design, Promotion & Branding**' at ZHdK – Zürcher Hochschule der Künste, '**Audio Design & Composition**' at ARTE in Strasbourg, '**TV/Film/Media Design**' at Red Bull Media House in Salzburg. On 8 & 9 September 2011, the **European Council for the Design, Promotion & Marketing of Audio-Visual Media** convenes at SRF in Zurich in order to select the 13th International Eyes & Ears Awards winners from amongst the groups of finalists.

In addition, on 20 October 2011 at the **MEDIENTAGE MÜNCHEN**, Eyes & Ears of Europe will present its three special achievement awards for **CREATION, INNOVATION & EFFECTIVENESS**. These special prizes honour outstanding overall achievements. Furthermore, companies who have submitted and qualified as finalists a minimum of 10 times in the competition will be honoured with the Eyes & Ears Special Prize **DECATHLON**.

The highlight of the event will be the **International Eyes & Ears Excellence Award**. Last year, this prize for outstanding contributions to the design and reflection of audiovisual communication was awarded to the Swiss photographer Michel Comte. Former laureates of the Eyes & Ears Excellence Award are Florian Wieder, Yello – Dieter Meier and Boris Blank, Robert Wilson, Manfred Becker, Peter Weibel, Anton Corbijn, Peter Lamont, Hermann Vaske, Sky Du Mont, Martin Lambie-Nairn, Roman Kuhn and Oliviero Toscani.

Partners of the International Eyes & Ears Awards 2011 are Bayerisches Fernsehen, CRAXX Medienproduktion, SRF – Schweizer Radio und Fernsehen, DW-TV, RTL CREATION, Red Bull Media House, ARTE, ZHdK – Zürcher Hochschule der Künste, BLM – Bayerische Landeszentrale für neue Medien and MEDIENTAGE MÜNCHEN.

For further information please contact:

Eyes & Ears of Europe –

Association for the Design, Promotion and Marketing of Audiovisual Media e.V.

Isabel Krischer

Communications/PR

Mozartstr. 3-5, D-50674 Cologne

Tel.: +49 (221) 606057-13

Fax: +49 (221) 606057-11

eMail: isabel.krischer@eeofe.org

Website: www.eeofe.org