



14th International Eyes & Ears Awards 2012

Media Release

Cologne, 23 August 2012 – On 25 October 2012, Eyes & Ears of Europe will confer the 14th International Eyes & Ears Awards at the MEDIENTAGE MÜNCHEN. This year, a total of 414 productions were submitted to the competition. In all, 245 firms from twelve different countries were involved: Great Britain, Denmark, Sweden, Finland, the Netherlands, France, Spain, Bulgaria, Russia, Switzerland, Austria and Germany.

The 14th International Eyes & Ears Awards will be conferred in the areas of 'TV/Film/Media Design', 'Audio Design & Composition', 'Interactive Design, Promotion & Branding' and 'Promotion/Advertising/Image'. "I am especially happy that this year, we will be presenting awards in the fields of apps and social media for the first time. In a digital world, this was long overdue", says Corinna Kamphausen, CEO of Eyes & Ears of Europe. "All industry insiders and the interested public are warmly invited to attend the awards show on 25 October 2012 during MEDIENTAGE MÜNCHEN. At the show, the year's finest productions will be presented in a compact and entertaining manner", explains Kamphausen.

INTERNATIONAL EYES & EARS AWARDS SHOW 2012

Thursday, 25 October 2012

7 pm until approx. 10 pm (Doors open 6:30 pm)

Neue Messe München (ICM), Hall 01

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 Deutsche Welle in Berlin, '**TV/Film/Media Design**' at Bruce Dunlop & Associates in London, '**Audio Design & Composition**' at ARTE in Strasbourg, '**Interactive Design, Promotion & Branding**' at Zürcher Hochschule der Künste. On 6 & 7 September 2012, the **European Council for the Design, Promotion & Marketing of Audio-Visual Media** convenes at Schweizer Radio und Fernsehen in Zurich in order to select the 14th International Eyes & Ears Awards winners from amongst the groups of finalists.

In addition, on 25 October 2012 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.

The highlight of the event will be the **International Eyes & Ears Excellence Award**. The most recent winner of this prize for outstanding contributions to the design and reflection of audiovisual communication was 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 2012 are Bayerisches Fernsehen, TOF Intermedia, SRF – Schweizer Radio und Fernsehen, DW – Deutsche Welle, BDA – Bruce Dunlop & Associates, 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