



14. Internationale Eyes & Ears Awards 2012

Medienmitteilung

Cologne, 30.10.2012 – This past Thursday, 25 October 2012, Eyes & Ears of Europe celebrated the winners of the International Eyes & Ears Awards 2012. For the 14th time, Eyes & Ears of Europe, the Association for Design, Promotion and Marketing of Audiovisual Media, held the Eyes & Ears Awards show during MEDIENTAGE MUNICH.

This year, the Eyes & Ears Awards were presented with an innovative design package by the Cologne media production firm **TOF Intermedia**. Moreover, the concept of the event was restructured in order to guarantee a more compact flow. The event was accompanied by music from the **Munich Saxophone Department**. "I am delighted that the reorganized schedule and the musical accompaniment by the Munich Saxophone Department were received very well by the audience. Additionally, the winners were presented in an aesthetically outstanding framework with the design package by TOF Intermedia", said Corinna Kamphausen, CEO of Eyes & Ears of Europe.

Eyes & Ears was pleased to welcome renowned German journalist and TV presenter Wolfram Kons as host of the awards show. Kons' moderation of the event together with Corinna Kamphausen was amusing and entertaining. "Spending Picasso's birthday with so many creative eyes and ears – ingenious!", Kons said of the event. **For images of the 14th Eyes & Ears Awards, visit [Eyes & Ears of Europe's Facebook Page](#).**

The highlight of the evening was the **Eyes & Ears Excellence Award 2012**. With this award, the association recognizes outstanding contributions to design in audiovisual communication. This year's winner of the Eyes & Ears Excellence Award is Prof. Volker Weicker, a freelance director for live entertainment, show and sports. In his laudation, Prof. Manfred Becker, Honorary Chairman of Eyes & Ears of Europe said: "Volker Weicker watches closely, senses drama and immediately translates this into images. He is the calming influence on set. Working with him is direct, motivating and pleasant. He has developed entirely new productions. Effective and innovative directing – straight to the point." Prior to Weicker, the most recent Eyes & Ears Excellence Award went to Swiss photographer Michel Comte. Previous winners include 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.

The special prize CREATION for outstanding creative achievements was awarded twice this year: to the brand communications agency Lambie-Nairn for the ITV Text Santa campaign and to Sky Germany for the Sky Krimi label. The special prize EFFECTIVENESS was awarded to the DMAX 'Abschaltkampagne'. **All award winners, finalists and jury statements of the 14th International Eyes & Ears Awards can be found at www.eeefe.org.**

A total of 414 submissions from 12 countries were evaluated by the different Eyes & Ears of Europe juries, who then determined the finalists in the fields 'TV/Film/Media Design', 'Audio Design & Composition', 'Interactive Design, Promotion & Branding' and 'Promotion/Advertising/Image'. The European Council for design, promotion and marketing of audiovisual media chose the winners of the 14th International Eyes & Ears Awards from the selected finalists in early September 2012 in Zurich.

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.

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