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HAMBURG ANIMATION AWARD 2015

INTERNATIONAL AWARD FOR
CREATIVE TALENT IN ANIMATED DESIGN
SHORTS / ADVERTISING / GAMES

Deadline for film entry:
11 May 2015

TENDER DOCUMENTS

HK Hamburg Chamber of Commerce



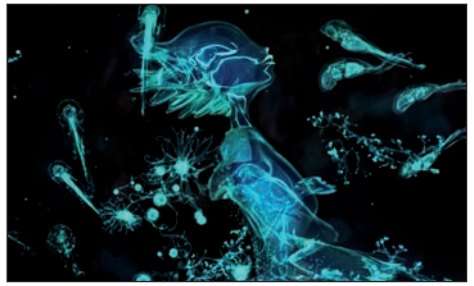
HAMBURG ANIMATION AWARD 2015

SHORTS / ADVERTISING / GAMES

The award ceremony for the Hamburg Animation Award is the highlight of Hamburg's animation and film industry each year.

Graduates in animation design will be chosen to receive the international Hamburg Animation Award presented by the Hamburg Chamber of Commerce on Tuesday, 30 June 2015, at 7.30 p.m., at the CinemaxX Dammtor, Hamburg.

The award winners will be announced at a festive award ceremony with 900 guests from all facets of Hamburg's creative industries and international film business. All nominated entries will be presented in full length.





PARTICIPANTS

The contest is open to

- students, graduates and
- alumni of all schools offering graduate courses in animation (academies, colleges and universities) up to three years after entering the job market.

Application forms must be filled out exclusively by the academy or study programme director.



CANDIDATES ENTRIES – CONTEST DEADLINE 11 MAY 2015

Animated works of all styles, techniques and application areas (animated film, advertising, games, effects, design) may be submitted which:

- were completed after 1 January 2013,
- do not exceed a maximum of ten minutes' footage, and
- were made during college or a training course or for the final exam.
- The involvement of professional film companies in student films will be reviewed.

All contributions may be submitted online at www.hamburg-animation-award.com (or by mail on a video DVD).

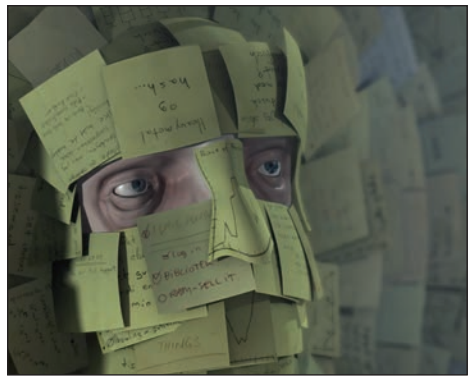




CANDIDATES ENTRIES – CONTEST DEADLINE 11 MAY 2015

Guideline for online upload at www.hamburg-animation-award.com:

- The combined data rate of audio and video should not exceed 10 Mbit/sec. at a final siz of 1.5 GB.
- The final quality should be at least good DVD quality.
- No maximum resolution is required as long as the data rate stays within the given limits.
- Format of videos to be submitted: MPEG-4 (H.264/AAC codec inside an MP4 container).



If not submitted online, send by mail to:

The Hamburg Chamber of Commerce
Nadja Zimmermann
IT, media and creative industries
Adolphsplatz 1
20457 Hamburg, Germany
Phone: + 49 (0)40 361 38 262
Fax: + 49 (0)40 361 38 269
E-mail: haa@hk24.de

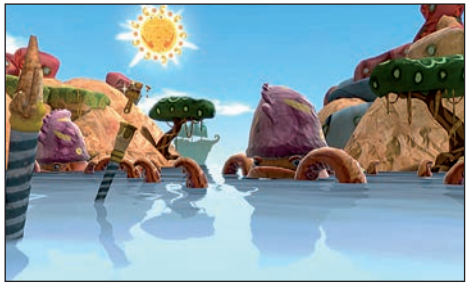
PROCEDURE

Deadline for entry is Monday, 11 May 2015.

- There is no contest entrance fee.
- Academy/school directors are responsible for ensuring that all entrance criteria are fulfilled.
- All criteria will be checked by the Hamburg Chamber of Commerce to ensure they have been observed.
- As a rule, prizes shall be awarded only to the winners present at the award ceremony on 30 June 2015.
- All contributions must be accompanied by a declaration of release (see last page).

Contributions which do not fulfil the criteria will automatically be disqualified.





PROCEDURE

Additional information for entries in the category „GAMES“



For entering the contest please submit only one video containing information as for example:

- gametrailer
- introduction to the game
- extracts of the character-, design-, or animation development
- in-game video

When the entry is nominated you will be asked to send additional material about the game's design for the jury.

For the categories „Shorts“ and „Advertising“ no additional material is needed.

JURY

The candidates' entries will be judged by a non-partisan jury. Director and author **Eckart Fingberg** will preside over the jury.

- **Manfred Behn,** former director of the animation-school-hamburg
- **Matthias Elwardt,** Executive Director, Abaton Cinema Hamburg, member of the selection board for the Berlin International Film Festival
- **Ulrike Grote**, director, actress, producer
- **Eva Hubert,** Managing Director, Filmförderung Hamburg Schleswig-Holstein
- **Simone Kesterton,** Lead Artist and Animator, Daedalic Entertainment
- **Stefan Klein,** gamecity: Hamburg
- **Harald Kratel,** Managing Director, mlv Werbeagentur and Bundesverband Digitale Wirtschaft (BVDW) e. V.
- **Ronald Kruschak,** producer, author
- **Sandra Le Blanc-Marissal,** commissioning editor, Norddeutscher Rundfunk (NDR)
- **Helga Mauersberger,** author, journalist
- **Laurent Oumezzine,** Art Department Lead, Goodgame Studios
- **Thomas Schreiber,** Director of TV Film, Entertainment and TV Series Division, Norddeutscher Rundfunk (NDR)





PRIZES

Hamburg Animation Award – Shorts
EUR 4,000

Hamburg Animation Award – Advertising
EUR 4,000

Hamburg Animation Award – Games
EUR 4,000

Harald Siepermann Character Design Award
EUR 1,000

Audience Award
EUR 1,000

All nominated contributions automatically qualify for the Audience Award. Audience members who are present on 30 June 2015 will vote for their favourite work.



CONTACT

Please submit your contest entry online at www.hamburg-animation-award.com or by mail by 11 May 2015.

For queries, please contact

HK Hamburg Chamber of Commerce

The Hamburg Chamber of Commerce
Nadja Zimmermann
IT, media and creative industries
Adolphsplatz 1
20457 Hamburg
Germany

Phone: + 49 (0)40 361 38 262
Fax: + 49 (0)40 361 38 269
Email: haa@hk24.de





Further information:

www.hamburg-animation-award.com

www.facebook.de/hamburganimationaward



Illustration credits:

P1: „Violet" Uwe Heidschötter, 2014; Filmakademie Baden-Württemberg, Ludwigsburg, 2007; Filmakademie Baden-Württemberg, Ludwigsburg, 2014

P2: Hochschule für angewandte Wissenschaften, Hamburg, 2014

P3: Muthesius Kunsthochschule Kiel, 2009; Hochschule Niederrhein, Krefeld, 2014

P4: The Animation Workshop, Viborg, 2009

P5: Filmakademie Baden-Württemberg, Ludwigsburg, 2009; Media Design Hochschule München, 2014

P6: Ringling College of Art & Design, Sarasota, 2014

P7: Filmakademie Baden-Württemberg, Ludwigsburg, 2013; Tsinhua University Academy of Arts and Design, Peking, 2012

P8: L'IDEM Barcelona, Spain, 2014

P9: animation-school-hamburg 2013; FAMU, Prague, 2008

P10: Hochschule Luzern Design & Kunst, Switzerland, 2013

DECLARATION OF RELEASE

If you are submitting your entry by mail kindly enclose this Declaration of Release with it. If you are submitting your entry online you will not need to send in the Declaration of Release until the jury has shortlisted your entry.

Surname

First name

Street

Postal Code / City

E-mail

Telephone/Telefax

Academy/School, City, Country

Title of entry

Completed (MM/YY)

This film qualifies for entry in the category:

- ☐ Advertising
- ☐ Games
- ☐ Advertising

Declaration of Release

The exploitation right bars granting exploitation rights in the competitor's contribution to third parties. I / We hereby declare that no third parties hold the rights to the film entry for the Hamburg Animation Award 2015 (HAA) and that all rights are held by the person(s) mentioned above. The supporting organisations of the HAA shall be indemnified from any claims whatsoever made by third parties in the event that this declaration should be incorrect or incomplete. The contest participant(s) shall remain the holder of the copyright of the film entered in the contest.

Date

Signature

For the purpose of the award ceremony and promotion of the HAA the sponsors shall be entitled to utilisation of the contest entry including screenshots thereof. The rights of utilisation shall include the following:

- public screening
- Internet trailer
- release of 200 HAA DVDs (featuring all the award nominations) and their distribution to the partners, supporting organisations and sponsors of the HAA award ceremony and to media representatives as well as their use for promotional purposes the following year
- featuring the award-winning films online as well as broadcasting them on TV during the HAA 2015 and up to three months after the award presentation