

Production, set & studio design 12 & 13 June 2008 at ORF in Vienna

In the context of the production and presentation of information, entertainment and education formats on TV, production, set & studio design are vitally important. The real or virtual studio has to function perfectly as an interface between the presenter and the viewer. Therefore, the studio design should fit the format content and give it a characteristic look. At the same time, the studio design should fit into the programme flow and – last but not least – should positively affect the corporate brand of the respective channel.

During this two-day event organised by Eyes & Ears of Europe and ORF in Vienna, renowned design experts will present concrete examples of production, set and studio designs and will discuss the following questions: Which specific features have to be considered in studio design for news and information formats? What are some of the spatial concepts for entertainment and show formats? Which requirements constitute different programming concepts for set design? Where do studios work best as interfaces between the presenter and the viewer? When should real sets and when should virtual sets be used? And to what extent should the studio design match the station design or form a visual counterpoint?

This event is aimed primarily at employees of media and communication companies, (post) production firms, design studios, consultancies, marketing, advertising and dialogue agencies who want to learn more about this topic. Students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum number of 20**. **The seminar language will be German.**

Registration deadline: 6 June 2008

Any questions? Just call us: **+49 (221) 60 60 57 10**

Thursday, 12 June 2008

- 11.30 **Welcome**
Prof. Mag. Gustav Lohrmann, GAD/Head of Art Direction ORF, Vienna
- Programme & presentation**
Wout Nierhoff,
CEO Eyes & Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **The ORF newsroom**
Mag. Rupert Putz, Head of Info Graphics ORF, Vienna
- 12.45 Discussion
- 13.00 Lunch break
- 14.00 **Visitation of the ORF newsroom & studio design from a presenter's view**
Mag. Rupert Putz, Head of Info Graphics ORF, Vienna
– presenters requested –
- 15.00 Break
- 15.15 **A brief history of virtual sets - from a military simulation room into the NEWS studio**
Prof. Manfred Becker, Creative Consultant
RTL Group, Cologne
- 16.00 Discussion
- 16.15 Break
- 16.30 **Digital sets – concept & realisation**
Jörn Großhans, Graduate of Stuttgart Media University
- 17.15 Discussion
- 17.30 Break
- 17.45 **First-hand report from the virtual studio**
Harald Spiess, Director at WDR, Cologne
Katja Petri, Set Designer petriVISION, Cologne
- 18.30 Discussion
- 19.00 End of day one
- 20.00 Eyes & Ears Get together

Friday, 13 June 2008

- 09.00 Get together
- 09.30 **From the studio scenery to the media room – the new sets of 'nano' & 'Kulturzeit'**
Andreas Reinberger, Head of Presentation
3sat, Mainz
Jürgen Bieling, Set & Production Design CEO
billionpoints/bielingdesign, Munich
Lutz Wagner, CEO & Set Designer OPTIMAT, Eschborn
- 10.30 Discussion
- 10.45 Break
- 11.00 **Visitation of the set workshops & other studios at ORF**
Mag. Wolfgang Schwetz, Head of TV
production equipment ORF, Vienna
- 12.30 Lunch break
- 14.00 **Guided tour of the Rosenhügel studios**
Mag. Wolfgang Schwetz, Head of TV
production equipment ORF, Vienna
- 15.30 **Visitation of the sound theatre GanzOhr**
Prof. Mag. Gustav Lohrmann, GAD/Head of Art Direction ORF, Vienna
- 17.00 Final discussion
- 17.15 Evaluation
- 17.30 End of the event

How to register

For your binding registration, please send your registration form by 6 June 2008 to:

Eyes & Ears of Europe

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

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Fees

Eyes & Ears members: € 250, member students and member trainees: € 75, non-members: € 1.000, non-member students and non-member trainees: € 150. The fees must be paid within a period of one week after receiving the invoice by means of bank transfer. Accommodation and catering costs are not included in the participation fees.

Eyes & Ears of Europe e.V.

Sparkasse KölnBonn
Bank code 370 501 98
Account no. 101 308 2688

IBAN: DE10 3705 0198 1013 0826 88
SWIFT-BIC: COLSDE 33

Your registration is binding

Should you wish to cancel your participation after you have registered, we will charge a cancellation fee. If you cancel your participation within the last eight days before the seminar, we will retain the total amount of the participation fees. You can, however, name somebody else to replace you in the seminar. Please note that reduced member fees cannot be transferred to non-members. **Eyes & Ears of Europe reserves the right to make changes to the programme.**

Getting there

By public transport

From the airport, take the City Airport Train (CAT) or the bus in the direction of Vienna central station 'Wien Mitte/Landstraße.' Get off and take the underground line U4 to 'Hietzig.' From there, take bus no. 58B and get off at 'ORF-Zentrum.'

From the west station, take the underground line U3 to 'Wien Mitte/Landstraße.' From there, take the underground line U4 to 'Hietzig.' Get off and take bus no. 58B, which goes directly to 'ORF-Zentrum.'

By Car

Driving on the west motorway take the exit 'Wien Zentrum.' Drive on 'Hietzinger Kai' towards the city. Turn right into 'Dommayergasse' and then left into 'Eduard Klein-Gasse.' As you get to 'Kennedybrücke' turn right into 'Hietzinger Hauptstraße.' At the next set of traffic lights, turn left into 'Maxingstraße' and drive on until you get to 'Montecuccoliplatz.' Then turn right into 'Elisabethallee.' At the next crossroads, turn left into 'Wattmannngasse' and then right into 'Würzburggasse,' ORF-Centre.

Venue

ORF Zentrum
Würzburggasse 30
A-1136 Vienna