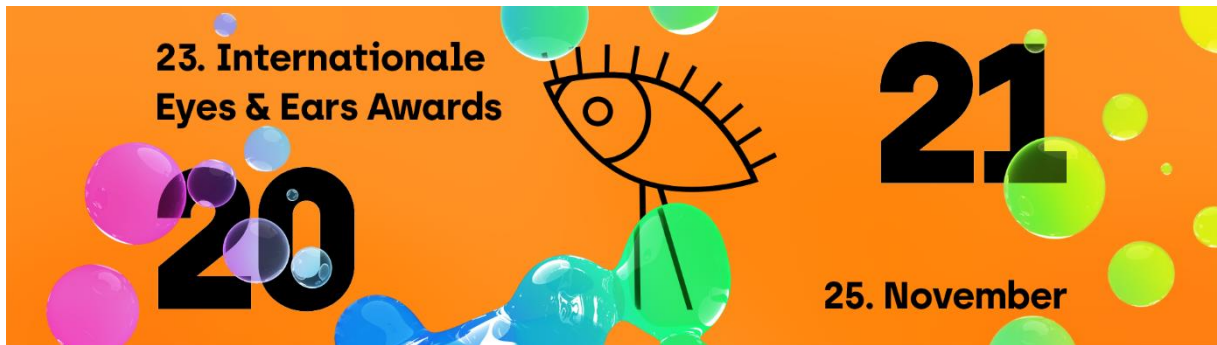
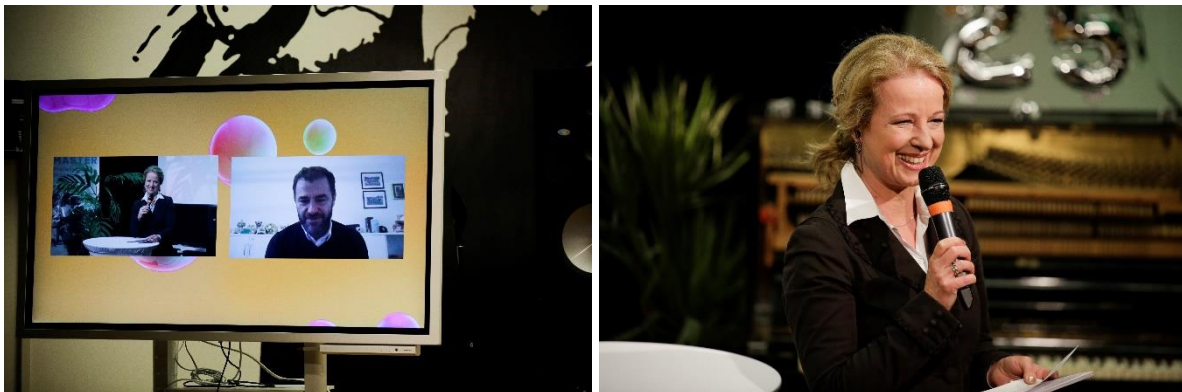


Two reasons to celebrate: EYES & EARS 2021 Special Edition with the 23rd International Eyes & Ears Awards and 25th Anniversary



Cologne, 26 November 2021 – **This time, in the second year of Corona, there was an EYES & EARS Special Edition. It took place digitally from Cologne again – with a special highlight: The media industry association Eyes & Ears of Europe turned 25 years old and this special birthday was celebrated live from the SAE Institute in Cologne during the 23rd International Eyes & Ears Awards ceremony.**

The event was kicked off by Eyes & Ears CEO Corinna Kamphausen and Association President Zeljko Karajica, who joined the event from Munich and gave a preview of the day's planned topics. Another team from the SAE Institute partner in Hamburg was also present, as was Jana Henneberg from Warner Chappell Production Music. This was one of the watch parties where small groups of people could participate live together.



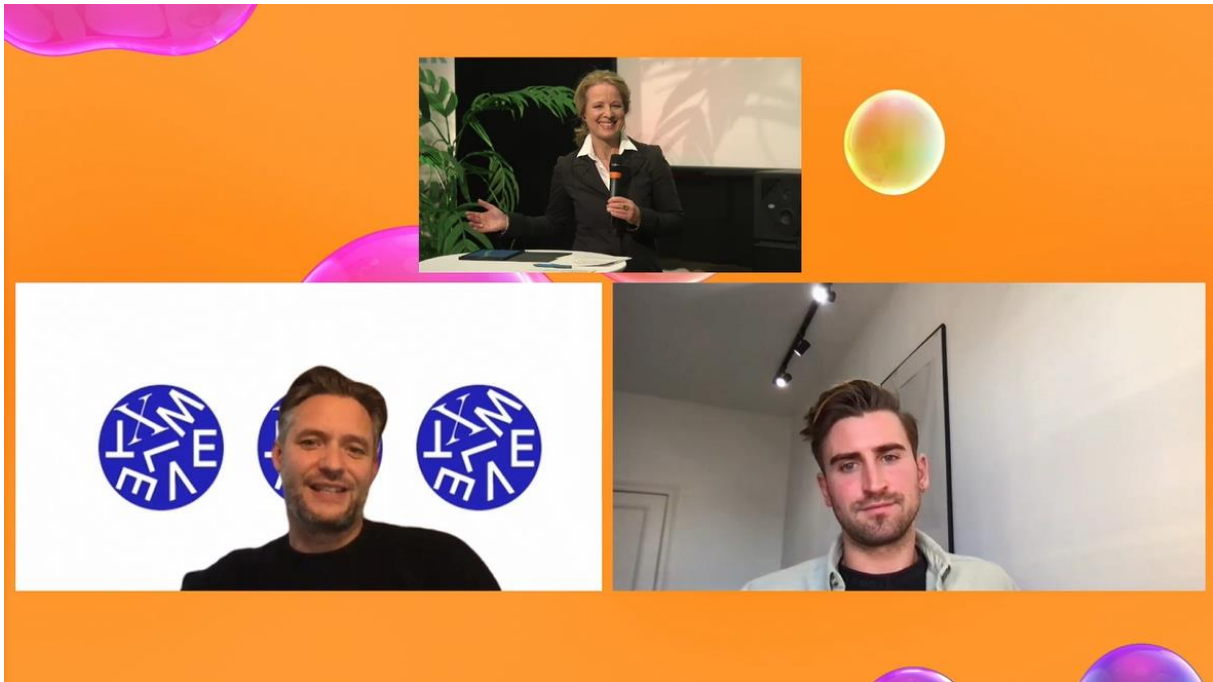
CEO Corinna Kamphausen and Zeljko Karajica, President of Eyes & Ears of Europe, kicked off the EYES & EARS Special Edition

Corinna Kamphausen, CEO of Eyes & Ears of Europe, was happy after the Awards Show: *"25 years of Eyes & Ears of Europe and 23 years of International Eyes & Ears Awards show that our European creative industry has withstood all developments, circumstances and crises over the years and continues to produce incredibly versatile productions that are rightly recognised and awarded. Therefore, we look forward to more exciting, creative and productive years with the Eyes & Ears family."*

KEYNOTE

Non-fungible tokens (NFTs) are not only conquering the art market, but have also become indispensable in the sports and media industries. NFTs are unique cryptographic tokens. They are a certificate of ownership linked to a file (image, music, video, etc.) and stored in a blockchain. The blockchain itself is a decentralised network with the highest security standards. NFTs are unique and can neither be reproduced nor destroyed. An NFT is the first-ever opportunity to truly and verifiably own a digital object. Jan Denecke, CEO & Co-Founder, and Marcus Kregel, Creative Director & Producer, both from twelve x twelve in Berlin, also showed live in their keynote **"How to NFT and what you should know about it as a creative"** how an NFT is minted – using the example of the Eyes & Ears NFT, which Inka Kardys from the agency UMBRUCH had created for the association as a gift for its 25th birthday. This limited edition is available for purchase at

<https://marketplace.twlvtwlv.com/de/nft/308-eeoe-25>



Jan Denecke, CEO & Co-Founder twelve x twelve, and Marcus Kregel, Creative Director & Producer twelve x twelve, Berlin

NEW TALENTS

This year, the presentation and awarding of the Eyes & Ears New Talents also took place as part of the EYES & EARS 2021 Special Edition. In contrast to previous years, this time there were not three but **five projects by young talents in the jury selection!**

"27 exciting projects were submitted this year. During the digital jury session, our 20 jurors agreed that selecting only three talents from the range of students, trainees and alumni this year was simply an impossible task. That's why they made an exception for the first time," explained Corinna Kamphausen.

And so, 5 teams were able to present their projects live to the professional audience as part of the EYES & EARS Special Edition.

The Eyes & Ears New Talents 2021 were once again presented by Marc Lepetit, Managing Director & Producer UFA Documentary, Potsdam.



Marc Lepetit, Managing Director & Producer UFA Documentary, Potsdam

Here is an overview of the presentations:

Vergiss.Mich.Nie

Elena Clavadetscher & Yvonne Haberstroh, Zurich University of the Arts, Cast / Audiovisual Media,

Grapefruit

Hannah-Lisa Paul, Academy of Media Arts Cologne,

KOPFKINO

Marcel Beck, RhineMain University of Applied Sciences,

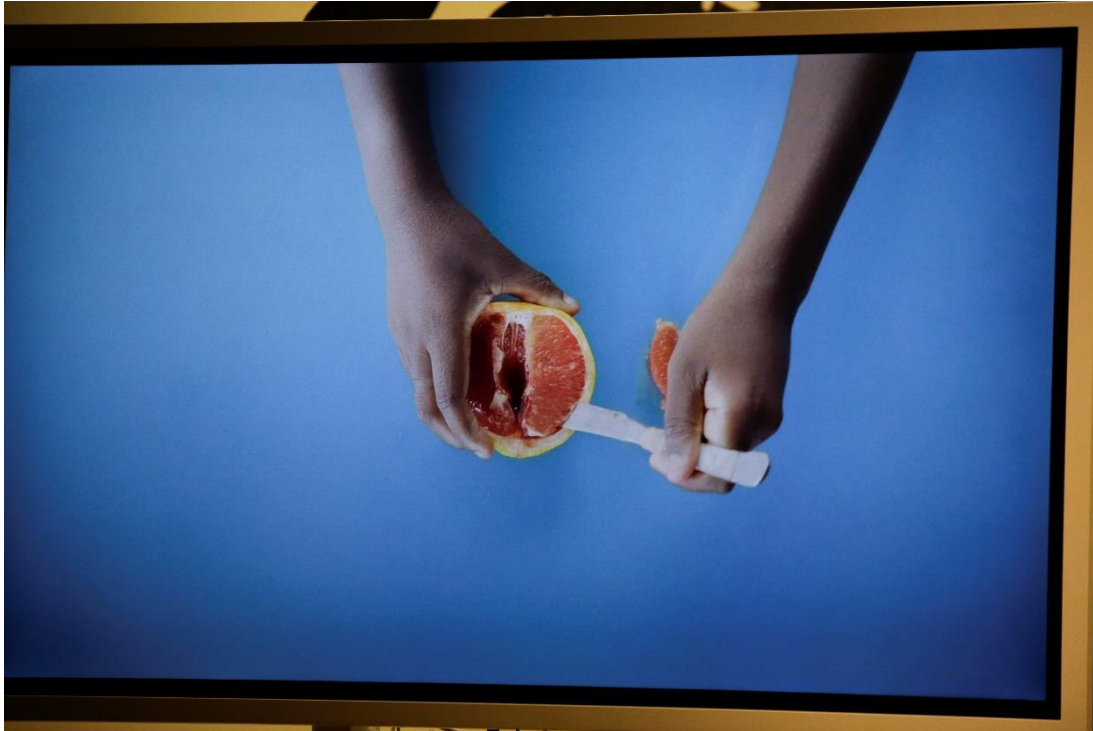
Deutelei

Friedrich Gräfe & Till Gerstmann, Augsburg University of Applied Sciences,

The Morning After

Vera Gut, Zurich University of the Arts, Cast / Audiovisual Media

The winner of the Eyes & Ears New Talent Award was: "Grapefruit" by Hannah-Lisa Paul, Academy of Media Arts Cologne.



The winner of the Eyes & Ears New Talent Award was: "Grapefruit" by Hannah-Lisa Paul, Academy of Media Arts Cologne

"With the image of a grapefruit, the student team in cooperation with UNICEF manages to depict female genital mutilation almost painfully clearly and in doing so awakens the attention that this topic still needs – even if it seems so far away to us. A wake-up call of a special kind from a still young team. Chapeau!"

In the evening, however, all New Talent finalists emerged as winners, as they each received a free annual subscription to the Adobe Cloud. The winner will also receive a **worldwide licence worth €10,000.00** from Warner Chappell Production Music **for one project** (i.e. 1 production) – and will have **access to the entire WCPM repertoire**.

Almost seamlessly, the event then moved on to the presentation of the **23rd International Eyes & Ears Awards**.

23rd INTERNATIONAL EYES & EARS AWARDS



Corinna Kamphausen and presenter Wolfram Kons once again led through the evening in an entertaining way

A highlight of the EYES & EARS Special Edition was the presentation of the renowned **23rd International Eyes & Ears Awards**. The best productions from the fields of Design, Audio, Digital, Promotion and Cross-Media were shown and their creators were awarded the Eyes & Ears Awards Trophy. This year, the **Eyes & Ears Awards 2021** were once again entertainingly presented by **Wolfram Kons** and Eyes & Ears CEO **Corinna Kamphausen**.



Two reasons to celebrate: 25 years of Eyes & Ears and Bronze, Silver & Gold Trophies

The highlight of this year's Eyes & Ears Awards Show was the presentation of the **INSPIRATION Award**. In 2021, this award goes to an outstanding creative who has inspired the industry in the field of audiovisual media in a sustainable way. **This year's winner of the Eyes & Ears Inspiration Award 2021 is the German Production Designer Uli Hanisch**, who travelled all the way from Berlin to personally accept the award.



Inspiration Award winner Uli Hanisch with Wolfram Kons and Corinna Kamphausen

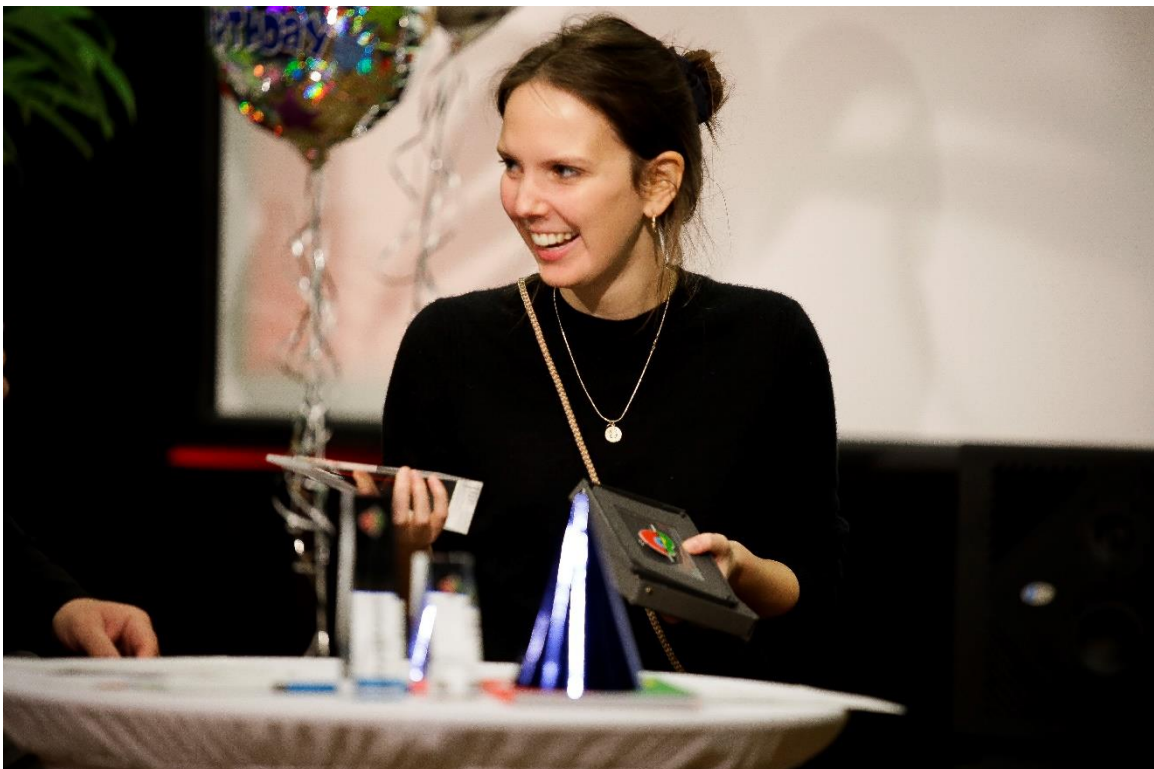
Among other things, his production design for the successful and multi-award-winning mini-series "The Queen's Gambit" was awarded an Emmy. Uli Hanisch also created set designs for well-known films and series such as "The Miracle of Bern", "Perfume: The Story of a Murderer", "Cloud Atlas" and "Babylon Berlin".



The Queen's Gambit © Uli Hanisch

"Uli Hanisch is a virtuoso international Production Designer who knows how to drive the story of a work with his empathetic and masterful set designs while visually telling the background of the characters. His work on film sets began while he was still studying graphics, when he worked with Christoph Schlingensiefel on experimental films. Uli Hanisch is a true inspiration for our creative colleagues – and thus an excellent choice for this year's Inspiration Award," says Corinna Kamphausen, who personally gave the laudatory speech for the Inspiration Award winner.

Furthermore, two Special Prizes were awarded, whereby New Talents Award winner Hannah-Lisa Paul was once again pleasantly surprised. Because she also won one of the two Special Prizes for her work "Grapefruit". The laudatory speech was given by Mark Fleig, Managing Director of Golden Claim.



New Talent and Special Prize Winner Hannah-Lisa Paul

The second special prize went to Seven.One AdFactory with "Schweigen macht schutzlos – #machdichlaut" ("Silence makes you unprotected – make your voice heard"). *The jury agreed: "This campaign was particularly effective and valuable. An appeal to not look away and also to make oneself heard that worked. With the help of many well-known celebrities, #machdichlaut shows presence on all platforms and no one got past this important message".* The laudation was held by Tina Wiesner, CCO vonHerzen.

And so, a successful, intense and also emotional evening came to an end. Nevertheless, at the end there was still time for a brief toast to the 25th birthday. So, Happy Birthday Eyes & Ears of Europe and here's to the next 25 years!



Corinna Kamphausen and Wolfram Kons with Trophies and the Eyes & Ears Birthday Box

Prize winners and jury statements of the 23rd International Eyes & Ears Awards:
<https://eeofe.org/en/calendar/eyes-ears/2021/awards/winners/>

See all photos of the EYES & EARS 2021 at:

<https://www.facebook.com/media/set/?vanity=EEOFE&set=a.4698336763522008>

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More information about the event:

<https://eeofe.org/en/2021>

Eyes & Ears of Europe would like to thank:

EVENT PARTNERS

KölnBusiness Wirtschaftsförderungs-GmbH, SAE Institute, BR Fernsehen, Universal Production Music, RTL Deutschland, DMC, ZDF, vbw – Vereinigung der Bayerischen Wirtschaft, Adobe, Warner Chappell Production Music, Thomas Friebe Akademie, BDA Creative, Kleiner Klopfer

MEDIA PARTNER:

MEEDIA

DESIGN PARTNER:

CapeRock

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***Eyes & Ears of Europe** is the association for design, promotion and marketing of audiovisual media. For more than 20 years, we have been connecting all those involved in the strategic planning, creation, implementation and control of audiovisual communication.*