

**Challenge accepted and successfully mastered -  
First EYES & EARS e-Edition with the 22nd International Eyes & Ears Awards**



Cologne, 2 December 2020 - "Welcome to this unusual time that nobody would have dreamed of a year ago, when the EYES & EARS could still take place in Munich," said Association President Zeljko Karajica after the official welcome by Corinna Kamphausen, CEO of Eyes & Ears of Europe, who opened the **first EYES & EARS e-Edition at XPERION, the new Saturn E-Arena in Cologne.**



**Zeljko Karajica, President of Eyes & Ears of Europe**

The EYES & EARS fundamentally stand for inspiration, know-how and networking. While different this year – i.e. digital – a unique gathering of private television, public broadcasters, agencies, pay-TV and on-demand platforms – from all over Europe – took place again. The industry meeting is a valuable trend barometer for European developments in the fields of moving image and audiovisual media, both for professionals and for young talents from the fields of Design, Promotion and Marketing. In addition, in 2020 the EYES & EARS again offered a top-class communication platform that was able to bring European creative people together – with offers such as chats, video calls and get-togethers via Zoom. Different from previous years, but particularly international, effective and inspiring.

Corinna Kamphausen, CEO of Eyes & Ears of Europe, was clearly happy in this special year as well: *"The EYES & EARS e-Edition 2020 has shown us that we as the European creative sector and in particular thanks to our European Eyes & Ears family, defy all – even difficult – circumstances and become even stronger through our creativity and, above all, continue to stick together. Therefore, I am very pleased that we were able to successfully hold our event in exclusively digital form as well."*



*Corinna Kamphausen, CEO of Eyes & Ears of Europe*

## CONFERENCE

3 days – 3 topics. From Monday to Wednesday, broadcasters and agencies provided insights to their projects and current media developments. In numerous case studies and international panels, speakers from TV, Film, Internet, Mobile, Games, Events, Art and Culture informed about the daily challenges of the industry.

### DAY 1: DESIGN

The EYES & EARS e-Edition 2020 began this year with the Design Day. **The day was moderated by sports presenter Tom Bartels.**



*Moderator Tom Bartels*

Participants were able to see, among other things, a case study by the Paris agency **GÉDÉON**. In a simple but powerful message, Emmanuelle Lacaze, President of the French agency, formulated how to preserve your creativity: "Always keep your curiosity. Then you will remain creative!" There was also exciting input provided in the case studies by Marco-Paul de Jeu, **CapeRock**, "Redesign of ZDF Moma" and Mark van Wageningen, **NovoTypo**, "Color is the New Black!"

In addition, 'Typography-Pope' and former Eyes & Ears Excellence Award winner **Prof. Dr. Erik Spiekermann** explained how he and his team work under these special circumstances in the first Fireside Chat during the event with Corinna Kamphausen.

Finally, **Creative Director Barbara Simon** presented the "**EYES & EARS Cutting Edge**", an overview of last year's best international spots and campaigns – selected strictly according to subjective criteria and personal preferences.

The first day of the event was crowned by the documentary film "Why are we creative?" by former Excellence Award winner **Prof. Hermann Vaske**.

## **DAY 2: MARKETING & PROMOTION**

On Tuesday, the EYES & EARS 2020 was focused on Marketing & Promotion under the direction of moderator **Jan Stecker**:

In their case study on Summer of Crime, **Viasat World** allowed insights behind the scenes of their extensive promotion. **ARTE** was represented with a presentation on the Covid Idents developed with a French artist, and **Canal+** reported on the new production of their visual identity.

Paul Evans, Head of Creative **Viasat World**, Cecile Chavepayre, Artistic Director **ARTE**, Amélie Barnathan, Illustrator **PEKELO** and Olivier Degrave, Directeur Creation Corporate **Canal+**, joined the International Marketing Panel for a discussion.

**Norbert Grundei**, Head of Audio Strategy / Head of Audiolab THINKAUDIO Norddeutscher Rundfunk, was invited to the **Fireside Chat** on this day. Among other things, he talked about the development of the NDR podcast "Das Corona Virus Update" with Christian Drosten.

After the second part of the "EYES & EARS Cutting Edge", the day ended with another highlight: **13th Street** presented an exclusive screening of the films of the "Shocking Shorts Awards", thus bringing the day to a close.

## **DAY 3: AUDIO**

On day 3 of the EYES & EARS e-Edition there was 'something for the ears' and audio was the main topic of the event. **The Audio Day was moderated by #ranNFL presenter Jan Stecker**.

In addition to the case study on **Hochspannung** – a multi-year project of **SAT.1**, which has already been awarded the winner's trophy in the category "Best Sound Design" at the Eyes & Ears Awards 2019 – the participants enjoyed exciting insights into the "Audio Rebrand of **DMAX** - the development of an infallible sonic design" by **CapeRock** as well as a presentation by the **MediaApes**. They presented interesting details about their German-Italian cooperation project **Mare Nostrum**, a special virtual reality experience with 3D, 360° and object-based sound.



*Moderator Jan Stecker with Corinna Kamphausen*

## MASTERCLASSES

During the three days of the EYES & EARS e-Edition, speakers from the respective subject areas provided creative input, condensed to one hour and designed as an interactive workshop.

The master classes enjoyed great popularity, be it "The Way is the Game" by Anton Riedel, Creative Director **FEEDMEE** Design, Cologne, "Immersive Sound 'Tasting'" with the **MediaApes** or **Markus Gull, The Story Dude** on the subject of "No Story, No Glory", and were partly sold out in advance.

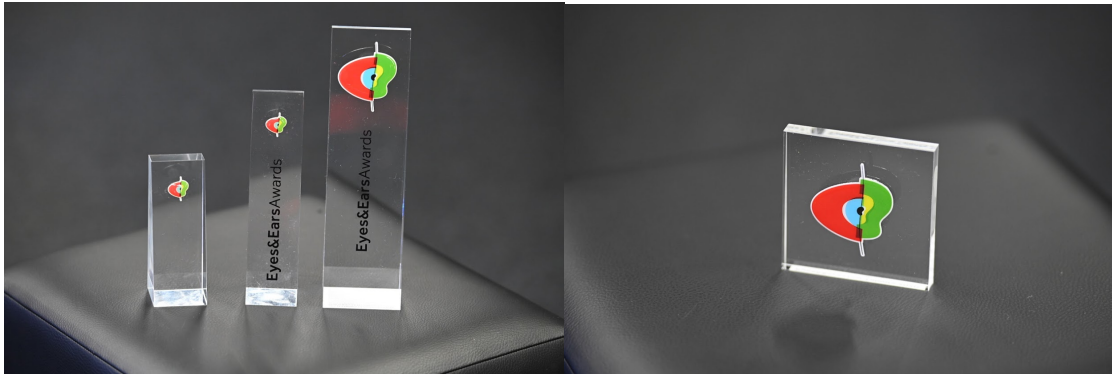
## 22nd INTERNATIONAL EYES & EARS AWARDS



*Corinna Kamphausen, CEO of Eyes & Ears of Europe with Host Wolfram Kons*

The highlight of the EYES & EARS e-Edition was the presentation of the renowned **22nd International Eyes & Ears Awards** on Thursday, **26 November**, for the first time in **Bronze, Silver**

**and Gold.** At this year's **Award Show, which was broadcast live and digitally from XPERION, the Saturn E-Arena in Cologne,** the best productions from the fields of Design, Audio, Digital, Promotion and Cross-Media were shown and their creators were honoured with the Eyes & Ears Awards Trophy. After an entertaining intro, played by Amadeus Indetzki and Ziggy Sullivan, **Warner Chappell Production Music,** the **Eyes & Ears Awards 2020** were again presented in the best mood by **Wolfram Kons** and Eyes & Ears CEO Corinna Kamphausen.



**Bronze, Silver & Gold- Awards and New Talents Award**

This year's Eyes & Ears Awards were crowned by the presentation of the **INSPIRATION Award.** After 21 years, it replaced the Excellence Award and went to an outstanding creative who has inspired the audiovisual media industry in a long-lasting way. **The first winner of the Eyes & Ears Inspiration Award 2020 is the British artist and set designer Es Devlin.**



**Es Devlin: Mirrormaze 2016**

The laudatory speech was held by **President Zeljko Karajica,** who had come from Munich to the cathedral city especially for this occasion.

## NEW TALENTS

At this year's **Eyes & Ears New Talents**, selected projects by university graduates and media designers in training were presented and the best were awarded. The event offered young creative talents and long-standing media professionals the opportunity to get to know each other personally and give mutual impulses for their own work. This year, the best new talents were honoured during the **International Eyes & Ears Awards**. **Marc Lepetit, producer of UFA Fiction Potsdam**, presented the Eyes & Ears New Talents 2020. **The winner of this year's award was Timm Völkner, Dipl. Motion Designer, graduate of the Filmakademie Baden-Württemberg with "AURA"**. In addition to the Trophy, the Talents were awarded a year's free use of **Adobe's Creative Cloud** and may also use the music of **Warner Chappell Production Music** for their own projects.



**New Talents:** "Uniperverse" Vanessa Melzner, Motion Designerin, graduate of the FH für angewandte Wissenschaften Würzburg-Schweinfurt; **Winner:** Timm Völkner, Dipl. Motion Designer, graduate of Filmakademie Baden-Württemberg with "AURA" and "Augmented Participation" Paulina Porten, Creative Technologist and Interaction Designer, graduate of HAW Hamburg; New Talent host **Marc Lepetit, Producer UFA Fiction Potsdam**; Awards-host Wolfram Kons with Corinna Kamphausen [f.i.t.r.]

## ESPORTS-DAY

Finally, the **EYES & EARS 2020 e-Edition** was concluded by the eSports-Day. With the support of **KölnBusiness Wirtschaftsförderungs-GmbH** and **Mediennetzwerk.NRW**, the media phenomenon eSports was highlighted, the existing players were presented, opportunities, risks and interfaces of the established media were discussed and last but not least the spirit of the industry was made tangible.



*Sandra Winterberg, CEO Mediencluster NRW GmbH, Düsseldorf with CEO Eyes & Ears Corinna Kamphausen*

Presentations and Live-Shows of **GamerLegion**, **ESL**, **Cycling Unlimited**, **Unicorns Of Love**, **SPORT1**, the **esports player foundation** and **Seven.One Sports** ensured that the eSports-Day during the EYES & EARS 2020 e-Edition provided a complete overview on the hot topic, which is already internationally established starting from its absolute niche.



*Sports commentator and moderator Tom Bartels with Corinna Kamphausen*

Winners and jury statements of the 22nd International Eyes & Ears Awards:  
<https://eeofe.org/en/calendar/eyes-ears/2020/awards/winners/>

All photos of the EYES & EARS 2020:

<https://www.facebook.com/media/set/?vanity=EEOFFE&set=a.3651147361574292>

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**Further Information about the event:**

<https://eeofe.org/en/calendar/eyes-ears/2020/conference/>

**Eyes & Ears of Europe wishes to thank:**

**EVENT PARTNERS**

KölnBusiness Wirtschaftsförderungs-GmbH, Mediennetzwerk.NRW, XPERION - die Saturn e-Arena, BR Fernsehen, Kabood, Universal Production Music, Landeshauptstadt München, vbw – Vereinigung der Bayerischen Wirtschaft, SRF – Schweizer Radio und Fernsehen, XPLR: MEDIA in Bavaria, Adobe, Warner Chappell Production Music, United Cyber Spaces, Golden Claim, Superama, Thomas Friebe Akademie, spotville, 13th Street, SAE Institute, vonHerzen

**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.*