

Press release, April 12th 2010

PRIME 4 Kids&Family, unique cross-media training initiative for family entertainment in the state of "Kindermedienland" Baden-Wuerttemberg

PRIME 4 Kids&Family, Pygmalion Plus - Europes unique cross media training initiative for family entertainment launches again in the state of children media Baden-Wuerttemberg. The program, which is supported for the second time since 2008 by the MFG Film Funding Baden-Wuerttemberg, addresses screenwriters and creative teams who are developing a project for a feature film, a TV-series and also interactive applications (games). Provided that in doing so, the projects satisfy the cultural quality requirements.

"The competent and independent handling with media is a key qualification today for children and youth for the latter success in their profession and society. PRIME 4Kids&Family supports the development of high-quality children media and therefore complements the preventive approach of the initiative state of children media Baden-Wuerttemberg", explains chairman of the supervisory board MFG, minister of media Helmut Rau.

Primehouse GmbH, organizer of PRIME 4Kids&Family, invited on Tuesday April 13th to a presentation about contents, goals and perspectives of the European workshop, together with the MFG Film Funding on their premises.

Gabriele Röthemeyer, managing director of MFG Film Funding emphasized at the opening that "children and parents are used to their heroes and stories crossing the boundaries of formats - from the book - to a TV series - to a feature film - to a game. They love and expect increasingly this kind of reunion in other formats. That's the reason for our engagement to help the developing of cross media contents prosper."

Children and families are the most highly competitive target groups. With a view to the multimedia user behavior of children and youth, the interdisciplinary setting of PRIME 4Kids&Family becomes indispensable for a successful development work. It's crucial to think outside the box to extend the understanding for the special requirements of writing for various formats, giving suggestions and support for the discovery and exploration of cross media potentials, outlines Frank Stehling.

Torben Meier, director of animation films of Studio Soi and team member of the workshop 2008 was also a guest together with Ingelore König, Kinderfilm GmbH, who talked about her experience as a participant of PRIME 4Kids&Family, using the example of the very successfully six episode TV series "Prinz & Bottelknabe", first aired this April.

The first of the two workshops 2010 of the European development program for children- and family entertainment in the fields of feature, TV series, animation and games, will be held in Warsaw in September. The second workshop follows in early December in Ludwigsburg with the support of the city Ludwigsburg offering the opportunity for the participants to pitch their projects to decision makers from the film industry. At the close of the program, a prominent-staffed panel will discuss about the future of family entertainment.

Deadline for applications is July 2nd 2010.

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