Visit Baden-Württemberg – where creativity flourishes

21.–23. May 2019
Dear Reverse Mission participants,

Baden-Württemberg, home to international market leaders and hidden champions, is known first and foremost as an innovative technology base and for its high-quality industrial expertise. However, alongside this, we also play host to a distinctive cultural and creative scene, of which we are very proud.

The Film Academy Baden-Württemberg in Ludwigsburg is one of the top ten film schools in the world for visual effects training. Did you know that many of the scenes in the series “Game of Thrones”, which has won awards internationally, were made in Stuttgart? When it was founded, the University of Popular Music and Music Business in Mannheim was the first state higher education institution for popular music and music business in Germany. And Stuttgart State Opera has already won the title of “Opera House of the Year” several times. This year, Baden-Württemberg has an outstanding project underway in the area of urban development and landscaping with the BUGA Garden Show in Heilbronn. CyberValley in Tübingen is one of the largest research collaborations in Europe in the field of artificial intelligence.

I am delighted that the Reverse Mission Baden-Württemberg will offer you the opportunity to get to know some of our diverse creative and cultural hotspots and some of the interesting projects being undertaken here in the areas of urban development, science and high-tech industry.

Katrin Schütz

State Secretary at the Ministry of Economic Affairs, Labour and Housing of the State of Baden-Württemberg
CREATIVITY AND URBAN DEVELOPMENT IN MANNHEIM

Conversion of a military base into living and creative space

TUESDAY, 21st of May

Guided Tour at the FRANKLIN Mannheim

With more than 1.4 million square meters the FRANKLIN area was the biggest US-military base in Mannheim and will be turned into a sustainable urban district for about 9,000 residents.

In 2011, the City of Mannheim set out to convert the former military sites together with its citizens. In order to handle Mannheim’s conversion and citizen participation process for sustainable and future-oriented urban development, the MWSP Projektentwicklungs gellschaft (MWSP) was founded. Two experts from the MWSP will guide us through FRANKLIN and tell us all about challenges and possibilities as well as how they took into account the suggestions and ideas of the citizens.

The FRANKLIN: the biggest US-military base in Mannheim and will be turned into a sustainable urban district for about 9,000 residents.

Wulf Kramer will give a brief introduction to their work.

Get-together and late lunch at C-Hub Mannheim

MEDIA & HIGH PERFORMANCE COMPUTING: ANIMATION, ECONOMY & SCIENCE | STUTTGART

WEDNESDAY, 22nd of May

HLRS High Performance Computing Center Stuttgart & Media Solution Center BW

Established in 1996, the High Performance Computing Center (HLRS) has built up a world leading reputation in supporting research and training end-users of all application sectors, especially in fields like for example visualization or Big Data. However, the HLRS is not only open to academic users and industry but also serves to the higher needs of the e.g. animation industry in terms of needed computing capacity for animation. In 2015 major parts of the movie „Maya the Bee“ were computed at the HLRS as a pilot project - with great success. Based on these experiences and with a view to the existing market, the Media Solution Center was established.

Dr. Andreas Wierse, Managing Director of SICOS BW GmbH will tell us more about the work of the HLRS and the Media Solution Center as well as the creativity projects. Together with Holger Weiss, CEO of the animation company M.A.R.K. 13, they will give insights into the collaboration on the „Maya the Bee“ project.

The World Of Animation @ Stuttgart

Did you know that Baden-Württemberg is one of the prime locations for animation and visual effects in Germany? Due to the high density of VFX and animation studios, a large number of high-class projects for the creative and industrial sector are realized in Baden-Württemberg. Holger Weiss, M.A.R.K. 13, and Christoph Malessa, Pixomondo, will give an exclusive look behind the scenes of their work and how animation & VFX are created.
Reverse Mission Event Team

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The event team will be taking care of you during your stay in Baden-Württemberg. Feel free to contact us anytime.

Baden-Württemberg
MINISTRY OF ECONOMIC AFFAIRS, LABOUR AND HOUSING