



## The Creative Industries in the Stuttgart Region



*Wirtschaftsförderung  
Region Stuttgart*

## Stuttgart as a Creative Region

### Numbers and Facts

- 179 municipalities in 6 districts
- 3.654 square kilometer
- Population density: 749 residents/km<sup>2</sup>
- Conurbation with 2,74 million people from 180 countries
- with 1,2 million employees one of the leading location for business in Europe
- High-tech location with a GDP exceeding 100 billion Euro
- Highly qualified and skilled specialists
- Proximity to customers, suppliers, institutes of higher education and research institutes
- High level of social stability

Source:  
Statistical Office Baden-Württemberg

The Stuttgart Region is a diverse, exciting and innovative location for companies in the creative industries. Not only are ideas created and refined here, they are also implemented in practice. Creative companies can find customers, suppliers and partners in this economically strong metropolitan area that includes the State Capital Stuttgart and the five surrounding districts Böblingen, Esslingen, Göppingen, Ludwigsburg and Rems-Murr. Besides that the Stuttgart Region is the largest automobile production location in Germany and the third largest worldwide, it is also an innovative high-tech region, an important financial centre, one of the strongest IT locations in terms of sales, an export centre as well as a dynamic market for service providers from a range of vastly different industries.

As one of the region's most important industry sectors, the creative industries offer people secure employment and prospects. All of the creative sub-markets are represented here at a multitude of levels. The largest area in terms of sales volume is the software and games industry, followed by the market for published products and the advertising industry. But the music industry, art market, film industry, broadcasting, culture and performing arts, photography and design sector, architecture market and event and public relations market are also successful here. With approximately 10,000 companies and sales of almost EUR 7 billion, the Stuttgart Region is clearly in the lead in terms of the creative industries.

However, the proximity to potential clients and research institutes as well as the possibilities to cooperate with other companies are just two of the benefits for creatives. They also appreciate the diverse range of vocational training and third-level education on offer, the resulting availability of skilled staff as well as the strong transport links. The varied range of leisure, cultural and culinary offerings is especially important, not just for creatives.



Raumprobe

### Architecture

Stuttgart boasts one of the largest collections of materials. Architects, interior designers, building clients, engineers, designers and craftsmen can inspect over 50,000 samples archived, presented and recorded at the location in Feuerbach. The agency raumPROBE is always up to date on the topic of material. Its declared objective is to use the collection and the corresponding database to serve as an interface between manufacturers and planners and to promote their communication, competency and creativity. The "Materials Award" initiated by raumPROBE reflects this idea, recognising special materials and special use of materials on a yearly basis.

[raumprobe.de](http://raumprobe.de)



The Walking Dead © Robert Kirkman & Charlie Adlard

## Books and Publishing

*The breakthrough came with zombies: By acquiring the German patent rights to zombie comic series "The Walking Dead" before it was made into a US TV series, the comic label Cross Cult succeeded in making a name for itself in a hotly contested industry sector. Cross Cult is the label name of Ludwigsburg-based graphics studio Amigo and specialises in the horror, science fiction and thriller genres. Thanks to the intuition of the two managing directors and their passion for comics, the label has continued to secure rights to works with strong commercialisation potential in Germany. With its comic publications, it thus also functions as an interface between successful TV series or cinema franchises.*

[cross-cult.de](http://cross-cult.de)

## Examples of Creative Companies

Some creative industries segments are particularly well represented in the Stuttgart Region. For example, one important sub-sector is spatial communication. Many internationally renowned agencies are located here that are involved in exhibition design, trade fair stands or interior design at companies: Milla & Partner not only designs Expo pavilions but is also creating the central foyer of Bosch's new research campus in Renningen. Atelier Brückner designs the interior of museums, like the National Museum Zurich, while Jangled Nerves is responsible for Mercedes-Benz's presence at trade fairs as well as the organisation of large-scale events. The Stuttgart Region is also home to architects with global operations. Offices such as Schlaich Bergermann und Partner are responsible for the construction of the roofs of Brazilian football stadiums, for example the Maracanã, while Behnisch Architekten are designing the new company headquarters of Adidas in Herzogenaurach.

The publishing industry also has excellent links to the region. There are large publishing houses and niche providers, rarities and best sellers as well as traditional and specialist printing firms. Publishing houses such as Reader's Digest, Reclam and Klett have their headquarters in the region, alongside smaller specialist publishers. Av edition publishes exhibition catalogues as well as popular illustrated books. Thienemann-Esslinger Verlag publishes most of Michael Ende's works, and since 1962 also has a repertoire that includes "The Robber Hotzenplotz", originally a German-language book which has so far sold well over six million copies and been translated into 34 languages.

In the field of advertising and communication, agencies from the region regularly feature in the rankings of respected journals. The agency Strichpunkt from Stuttgart is working on a collaborative project for a new corporate Design for Audi and has successfully designed a new word and figurative mark for the German FA Cup. For over 30 years, one of the region's largest agencies, Glanzer + Partner, has managed clients that include Canon, Lotto Baden-Württemberg and Ensinger. Zum Goldenen Hirschen is a communication agency that develops campaigns across Germany for clients from industry and politics. For example, the Stuttgart office has created campaigns for state health insurer AOK Baden-Württemberg, online marketplace Quoka and the Stuttgart Region's public transport operator VVS.

Last but not least, there are numerous successful photographers in the Stuttgart Region. For more than 20 years, Reiner Pfisterer has been devoting his work to the topic of "people" – on journeys, at concerts or at events, generally in unusual situations. Of course, automobile photography also plays a pivotal role. For example, Studio Eberhard Sauer in Herrenberg and the photographer Conny J. Winter have specialised in this field. Every year, the Berufsverband Freie Fotografen und Filmgestalter e. V. (Germany's Professional Association of Freelance Photographers and Film Creators) with its headquarters in Stuttgart publishes the BFF yearbook, which documents the latest works by its members as well as the awards and prizes they have won.

## Services for the Creative Industries

With its Creative Industries Department, the Stuttgart Region Economic Development Corporation (WRS) is working on developing the location conditions needed for the growth sector that is the creative industries. To this end, it operates service centres that cover the main sub-sectors of the creative industries.

WRS has a large number of offerings relating to the topics of promoting innovation, networking, location marketing and further training. In the Stuttgart Region Media Initiative network, roughly 300 creatives and cultural artists such as publishers, advertisers, designers and architects, journalists and film makers are involved in collaboration to develop the location further.

The monthly newsletter "in medias res", the Creative Region web portal as well as a Xing group provide information on recent developments, trends and current events. The German-language "Verzeichnis der Kreativdienstleister in der Region Stuttgart" (a directory of service providers in the creative industries in the Stuttgart Region) is specially designed for marketing experts in small and medium-sized companies and puts clients and contractors in touch with one another.

Furthermore, WRS provides assistance in searching for suitable spaces, takes part in funding projects, offers advice for business start-ups and funding and organises various specialist events for the creative industries, also in cooperation with partner organisations. With an office in Brussels, WRS also has first-class links at European level. For example, the staff there play a key part in organising the annual European Design Days. The Creative Industries Department has a special focus on interdisciplinary projects in order to further enhance the synergies between creatives and the manufacturing industry in the region so has to harness the great potential for innovation in the best possible way. All of the Department's publications can be ordered free of charge from

[kreativ.region-stuttgart.de/services](http://kreativ.region-stuttgart.de/services)



Burgaz Chair, Walter Knoll

### Furniture Design

Walter Knoll has been creating living spaces for several generations. Founded as a leather goods company in Stuttgart in 1865, the renowned furniture manufacturer has been based in Herrenberg since 1937. The new building completed in 2006 directly at Herrenberg train station is where high-quality furniture is produced using the best of materials. The furniture is designed in various design offices. Partner and executive board member Markus Benz considers the intensive and trust-based relationship with the designers very important in this context. For example, around 20 years ago he discovered the young Austrian design team EOOS, which fits perfectly with the corporate philosophy of Walter Knoll. EOOS is now one of the world's most sought-after design offices, and many of Walter Knoll's most successful pieces stem from the EOOS workshop.

[walterknoll.de](http://walterknoll.de)

## Stuttgart as a Design Region

Where would the world be without design from the Stuttgart Region? This is where all aspects of design, from industrial and product design to fashion and textile design as well as packaging design and communication design, user interface and graphic design are represented in top quality. Almost 40 percent of all designers in Baden-Württemberg live and work in and around Stuttgart. This figure puts the region miles ahead of the rest. The awards bestowed on the regional companies speak for themselves, with the IF Communication Design Award, the Red Dot Award, the Berliner Type and the DMMA Online Star just a small selection of the awards won for excellent design from the region.

Successful designer names and offices are inextricably linked to the Stuttgart Region. For decades, Phoenix Design has been designing products for everyday use. These range from shower heads for Hansgrohe to highly complex lenses for Zeiss, fountain pens for Lamy and bathroom sanitary ware for Duravit. Herrenberg is the seat of outstanding packaging design: Roman Klis designs packaging for clients like Nestlé, Maggi, Ritter Sport, Mövenpick, Bruno Banani and many other. Fashion labels such as Blutsgeschwister as well as bags from Lemonfish, design legends like Hartmut Esslinger or Kurt Weidemann also come from the Stuttgart Region and have hugely influenced the design world.

The region is gaining strength as a design location through close collaboration with the design organisations and institutions here, such as Design Center Baden-Württemberg, the VDID (Verband Deutscher Industrie Designer, Association of German Industrial Designers) and the training and educational organisations in the region.

[design.region-stuttgart.de](http://design.region-stuttgart.de)



SERU film

## Film

No other medium has the same power to create emotions as a motion picture. The animated filming of classic children's books is a particular challenge for film makers. Realising in a credible way characters that are often embodied by animals requires a great deal of tact and considerable drawing expertise to make sure to win over the target audience. Seru Film from Waiblingen has been proving for years now that they can rise to this challenge. The animations of the "Raven the Little Rascal" series with the corresponding feature films or of "Rabbit School" are equally popular with children and with adults. The staff at Seru are real film and animation fans. Not only do they bring children's books to life, they also create films to showcase products for customers like Kärcher and John Deere.

[seru-film.com](http://seru-film.com)

## Stuttgart as a Film Region

The Stuttgart Region is home to diverse filming locations as well as the creative minds behind the film productions. From makers of feature films to documentaries and adverts, numerous motion picture professionals are based in the region.

The proximity of creative agencies like Leithaus or Emenes to clients from industry and the manufacturing sector results in unique advertising and image films. In terms of documentaries, Grimme Prize winners Böller und Brot report on banks without computers and eccentric best-selling authors, while Indi Film tackles issues like big data and mass monitoring in modern-day democracy. Feature film production is growing in significance. Numerous fictional films are being created by companies in the region such as Zum Goldenen Lamm Filmproduktion, Eastend Film and Film- und Fernsehlabor Ludwigsburg. In order to offer tailored solutions, many film makers work like manufacturers.

Each company has its own distinguishing features. This is coupled with a vast technical understanding that comes to bear both in visual effects and in animation. The region is one of the world's top locations in this field. From established firms like M.A.R.K.13 that bring images and characters to life through 2D and 3D animations and visual effects to stop-motion specialists from Studio Flox, they all have different approaches stemming from a broad technical base. This expertise makes for fluid boundaries to the areas of virtual reality, augmented reality and games.

Transmediality is facilitating innovative and ground-breaking possibilities for making and processing motion pictures. Event highlights include Stuttgart International Festival of Animated Film (ITFS) and FMX – the international conference for animation, effects, virtual reality, games and transmedia. ITFS is one of the world's largest and most important festivals for professional

animated film art and is organised by Film- und Medienfestival gGmbH. FMX is hosted by the Animation Institute at Filmakademie Baden-Württemberg.

The huge range of training opportunities in the area of film and media production in the Stuttgart Region ensures up-and-coming graduates with strong professional skills. For example, the educational achievements of Stuttgart Media University (Hochschule der Medien) have been attracting attention to the State of Baden-Württemberg from all over Europe for many years now.

## Region Stuttgart Film Commission

Stuttgart Region Film Commission is the region's central advisory body for all matters related to making films. As a service centre, it offers personalised advice and information. It provides support in the search for suitable filming locations, in obtaining filming permits and working with the authorities. It also provides targeted information on technical and artistic film

professionals, talented people, producers and service providers from the region. It acts as a coordinator and broker on the interface between film production teams, film makers, location providers and public authorities – to enhance the Stuttgart Region as a location for film.

[film.region-stuttgart.de](http://film.region-stuttgart.de)

## Stuttgart as a Music Region

Classical music, jazz, rock, pop, hip-hop, electronic music and a vibrant intercultural music scene ensure a calendar packed full of events, with numerous soundsmiths providing a quality atmosphere with their premium sound technology: The music industry is a fundamental pillar for the creative industries in the Stuttgart Region and offers high-impact experiences for culture vultures and party-goers.

Events at Staatstheater Stuttgart (Stuttgart State Theatre, Europe's largest multi-branch theatre for the three performing arts of opera, ballet and drama) as well as numerous musicals and SEMF, one of Germany's largest indoor raves, are just a few examples of happenings that together draw millions of visitors.

Organisers such as concert agency SKS Russ or Musik Circus Concertbüro are a guarantee of quality and diversity. Together with colleagues and competitors, they organise music events at countless locations that range from the Porsche Arena or "Im Wizemann" and clubs with cult status such as BIX Jazzclub, Manufaktur Schorndorf or Komma in Esslingen, to places like Keller Klub, Laboratorium, Merlin or Theaterhaus.

Musicians and their works are the focal point of the music industry. Sound studios such as Bauer Studios, founded in 1948, or Tonetemple, Milberg Studios and others are well aware of this fact. They work for example with Philipp Poisel or Die Nerven.

Record companies and music publishers like Chimperator or Nuclear Blast, the heavy metal experts from Donzdorf, as well as numerous superstars like Die Fantastischen Vier, Cro, Pur and the constant stream of new talent emerging onto the scene all complete the picture of an innovative and successful industry.

The industry is rounded off by instrument manufacturers that include Klangwerk in Gingen an der Fils, makers of innovative and professional audio systems such as d&b audiotechnik in Backnang or Fohhn Audio in Nürtingen, or for example in the field of acoustic branding by Klangerfinder in Stuttgart.



Björk, Vulnicura, 2015. Copyright © 2015 Inez and Vinoodh. Image courtesy of Wellhart/One Little Indian

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### Music

*Working with sound, music and noises is described as sound design. Nowadays this increasingly incorporates the interactive use of sound in computer games, VR applications, 3D surround sound or in product acoustics. Prof. Florian Käppler, a master in his field, founded his agency Klangerfinder in Stuttgart, a think tank for audio innovations. Himself a musician and lecturer on the Music Design course at Hochschule für Musik Trossingen (Trossingen University of Music), Käppler is for example responsible for the development and realisation of the Audi brand sound in all of its nuances, for the sound concept in the German pavilion at the Expo in Milan and the Interactive Audio Experience for the retrospective of artist Björk in the Museum of Modern Art in New York. The core skill of Klangerfinder is researching innovative ways for using sound and music and staging these effectively in the context of art, communication and brands.*

[klangerfinder.de](http://klangerfinder.de)

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## Region Stuttgart Popbüro

Stuttgart Region Popbüro is a service institution of Wirtschaftsförderung Region Stuttgart GmbH and Stuttgarter Jugendhaus gGmbH under the auspices of Landeshauptstadt Stuttgart. Its central task is to promote popular music and the music industry in the Stuttgart Region as an interdisciplinary task for youth, culture

and industry. It focuses on individual advice, coaching, seminars, workshops, concerts, events on topics relating to the music industry as a whole as well as location marketing. Its target groups are young people, artists, start-ups, companies, local authorities and government departments and the general public.

[popbuero.region-stuttgart.de](http://popbuero.region-stuttgart.de)



## Culture and Performing Arts

Stuttgart's multi-stage theatre is best described using superlatives. It is described as the world's largest multi-branch theatre, and all three areas – opera, drama and ballet – are regularly awarded high-profile prizes. The former Königliche Hoftheater or royal theatre was built by architect Max Littmann between 1909 and 1912 as a dual theatre with a large house (Großes Haus) and a small house (Kleines Haus). After numerous renovations and conversions, it has been delighting its visitors from Stuttgart and all over the globe with its classic and modern interpretations for decades. The ballet ensemble in particular, which gained international repute with the choreographies by John Cranko at the very latest, entices not only fans of dance but also dancers who hope to secure a permanent place in the Stuttgart company.

[staatstheater-stuttgart.de](http://staatstheater-stuttgart.de)

## Training and Education

The success of Stuttgart as a creative region always reflects the success of the individuals who live and work here. With their high level of motivation and excellent training, they are able to accomplish great feats. This is thanks to the education and training infrastructure in the region. Whether for film, graphic design, photography or information and communication technology – in the Stuttgart Region there are both public and private training and education institutes with an excellent reputation thanks to their quality standards. They are at the very top of the ranking lists for German universities. The diverse range of vocational training and third-level education on offer sets the pace of fast-changing industries, providing impetus in the form of business ideas, innovative products and start-ups.

### Selection of training and education facilities in the Stuttgart Region

Akademie für Darstellende Kunst Baden-Württemberg (Baden-Württemberg Academy of Performing Arts)	<a href="http://adk-bw.de">adk-bw.de</a>
Akademie Schloss Solitude (Solitude Palace Academy)	<a href="http://akademie-solitude.de">akademie-solitude.de</a>
Duale Hochschule Baden-Württemberg (Baden-Württemberg Cooperative State University)	<a href="http://dhbw-stuttgart.de">dhbw-stuttgart.de</a>
Filmakademie Baden-Württemberg (Baden-Württemberg Film Academy)	<a href="http://filmakademie.de">filmakademie.de</a>
Hochschule der Medien Stuttgart (HdM) (Stuttgart Media University)	<a href="http://hdm-stuttgart.de">hdm-stuttgart.de</a>
Hochschule Esslingen (Esslingen University)	<a href="http://hs-esslingen.de">hs-esslingen.de</a>
Hochschule für Technik Stuttgart (Stuttgart University of Applied Science)	<a href="http://hft-stuttgart.de">hft-stuttgart.de</a>
Merz Akademie (Merz Academy – Free Academy for Cognition and Design)	<a href="http://merz-akademie.de">merz-akademie.de</a>
Staatliche Akademie der Bildenden Künste Stuttgart (Stuttgart State Academy of Art and Design)	<a href="http://abk-stuttgart.de">abk-stuttgart.de</a>
Staatliche Modeschule Stuttgart (Stuttgart State School of Fashion Design)	<a href="http://modeschule-stuttgart.de">modeschule-stuttgart.de</a>
Universität Hohenheim (University of Hohenheim)	<a href="http://uni-hohenheim.de">uni-hohenheim.de</a>
Universität Stuttgart (University of Stuttgart)	<a href="http://uni-stuttgart.de">uni-stuttgart.de</a>



## Art

Villa Merkel in Esslingen was built in 1873 according to plans by Otto Tafel, originally as a residence for industrialist Oskar Merkel. Since 1973 the villa has been owned by Esslingen City Council and is used as a municipal gallery. As one of the first concrete-built residential houses in southern Germany, the building is listed and seen in many ways as experimental. Nowadays the gallery houses temporary exhibitions of innovative, international contemporary art, and the art projects are generally designed and realised specifically for this space. In addition to the Merkel Park, which becomes an art park as part of the "Good Space" festival that takes place every three years, the Bahnwärterhaus or gatekeeper's lodge rounds off the gallery ensemble. The latter is open in particular to young artists, who often show their first exhibitions there. In addition, the winners of the city's Bahnwärter scholarships reside there, with the areas of literature and the fine arts interchanging from year to year.

[villa-merkel.de](http://villa-merkel.de)



### Creative Spaces: Das Röhm

*The old horse-leather factory on the Rems river with its 14 buildings was built from 1860 and constantly extended and converted until 1950. Production was discontinued in 1973. Since 2000, the buildings have gradually been renovated and converted into premium office space, with more and more emphasis placed on conservation. As a result, the history of the former leather factory can still be experienced today. The site is now home to roughly 70 tenants working in creative agencies, as service providers or in retail. A theatre and cultural events give the site its special attraction.*

[dasroehm.de](http://dasroehm.de)

## Creative Spaces

Affordable and well-developed commercial real estate, offices, storage and exhibition spaces are in high demand among creatives and others in the Stuttgart Region. Companies from the creative industries, often start-ups and freelancers, are making use of innovative working and business models. They are developing extremely dynamically, but their development potential is sometimes restricted by the tough competition for suitable spaces. A region committed to competitiveness and economic dynamism needs to offer fertile ground for these companies to flourish. This includes free spaces and places that meet the special requirements of these industries. Properties that based on their historical substance or special architectural features offer a sophisticated and creative environment and opportunities for encountering others, or spaces temporarily available for intermediate use, are interesting points of reference for fostering creative environments. Complexes with an above-average percentage of tenants from the creative industries act not only as communities of tenants but also as a basis for finding ideas and developing innovations. Interdisciplinary dialogue is just as important in this context as the face-to-face interaction between those working in the creative industries. Wirtschaftsförderung Region Stuttgart GmbH supports creative companies in their search for suitable spaces, whether studios, ateliers, offices or forms of intermediate use.

The Stuttgart Region real estate web portal provides a comprehensive overview of available commercial spaces, with roughly 800 commercial plots as well as properties for sale and for rent. Brief features of these offerings are presented regularly in the "Der Raum" section of the "in medias res" newsletter as well as on the [kreativ.region-stuttgart.de](http://kreativ.region-stuttgart.de) website. An important component in location consulting is the cooperation with the town councils and municipalities in the region, for example the Agentur für Zwischennutzung (Agency for Intermediate Use) of Landeshauptstadt Stuttgart. The municipal, regional and private start-up initiatives are also important partners in the search for suitable spaces. Young companies are granted special conditions on selected complexes as part of start-up funding initiatives.

[kreativ@region-stuttgart.de](mailto:kreativ@region-stuttgart.de)  
[kreativ.region-stuttgart.de](http://kreativ.region-stuttgart.de)  
[immo.region-stuttgart.de](http://immo.region-stuttgart.de)

## Selection of Regional Institutions for the Creative Industries

### Design Center Baden-Württemberg

Baden-Württemberg Design Center provides information on professional design and its importance for the economy. The offering comprises exhibitions with companies and agencies from Baden-Württemberg, lectures, congresses, advice, and the extensive design library as well as the hosting of the international design prize Baden-Württemberg Focus Open. Small and medium-sized companies and agencies in particular can benefit from the services on offer, which are mostly free.

[design-center.de](http://design-center.de)

### Everlab

The Stuttgart Region Innovation Lab for Published Products and Media Services (Everlab) helps publishing houses to connect with partners from the world of digital and analogue media and from related industries as well as with scientific associations and public-sector institutions. Collaborations and project partnerships between publishers, publishing service providers, universities and start-ups should help to structure the digital transformation successfully and increase innovative power.

[everlab.de](http://everlab.de)

### Landeshauptstadt Stuttgart

The Economic Development Department of the State Capital Stuttgart strengthens the local infrastructure for creatives, attracts new business to the region and promotes start-up initiatives. It supports the industry with specific advice offerings and information on the location. In addition, it organises and promotes events with the aim of putting the creative industries and local industry in touch with each other.

[stuttgart.de/kreativwirtschaft](http://stuttgart.de/kreativwirtschaft)

### Medien- und Filmgesellschaft Baden-Württemberg

Medien- und Filmgesellschaft Baden-Württemberg (MFG) was set up by the Federal State of Baden-Württemberg and state broadcaster Südwestrundfunk. Its task is to promote film culture and the film industry and to provide support for media and creative industries. MFG is a public-sector culture and business promoter and offers supportive measures targeted to the needs of the aforementioned industries. At the same time, MFG assists and advises in agreement with its shareholders projects in the fields of digital culture, media competency, open source as well as online state projects and university collaborations.

[mfg.de](http://mfg.de)

### Stadt Ludwigsburg

The Media Office of the City of Ludwigsburg is the central point of contact for all those working in the film and media industries. The City supports companies in the creative industries with a film and media centre as well as through various measures to connect technology-based industries. Festivals and high-profile conferences round off the offering.

[ludwigsburg.de](http://ludwigsburg.de)

### Animation Media Cluster Region Stuttgart

Animation Media Cluster Region Stuttgart (AMCRS) is geared to the area of VFX visual effects and animation and currently comprises 20 companies and institutions. As part of the cluster initiative, the aim is to promote "coopetition" between the stakeholders: competition in day-to-day business and cooperation as part of large-scale international projects.

[amcrs.de](http://amcrs.de)



JoussenKarliczek

### Advertising

Once home to tanners, Schorndorf's old leather factory nowadays houses advertisers. These also include the owner-managed full service advertising agency JoussenKarliczek. With a team of 30 staff, the three Managing Directors Thomas Joussen, Peter Karliczek and Dietrich von Harsdorf assist clients from vastly different industries, including many NGOs and social institutions but also several financial services providers – such as Volksbank Stuttgart – and the largest German brewery Oettinger-Bier. The most recent project is the Remstal Garden Show, which will be held in 2019 by 16 municipalities along the Rems river over a distance of 80 km. Because the garden show is so long and so big, JoussenKarliczek is calling it the "infinite garden". Fittingly, the logo is based on the infinity symbol. At the same time, the agency also designs lovingly written and illustrated books for Easter and Christmas, with corresponding exhibitions. So it is a full-service agency in the truest sense of the term.

[j-k.de](http://j-k.de)

## Creative Event Highlights in the Stuttgart Region

ADC Design Experience  
[adc.de](http://adc.de)

Bachwoche Stuttgart  
[bachakademie.de](http://bachakademie.de)

Blickfang Stuttgart  
 Design exhibition for Interiors, Jewellery and Fashion  
[blickfang.com](http://blickfang.com)

Bundespreis Ecodesign  
 National Award on Ecological and Sustainable Design  
[bundespreis-ecodesign.de](http://bundespreis-ecodesign.de)

Comic Con Germany  
[comiccon.de](http://comiccon.de)

DEKUMO  
 Trade Fair for Design, Arts and Fashion  
[dekumo.de](http://dekumo.de)

Dokville  
 Documentary Film Congress  
[dokville.de](http://dokville.de)

Dragon Days  
 Fantasy Festival  
[dragondays.de](http://dragondays.de)

Eclat  
 Festival for Modern Music  
[eclat.org](http://eclat.org)

Filmschau Baden-Württemberg  
 Overview of recent film productions from Baden-Württemberg  
[filmschaubw.de](http://filmschaubw.de)

FMX  
 International Conference on Animation, Effects, Games and Transmedia  
[fmx.de](http://fmx.de)

Focus Open  
 International Design Award Baden-Württemberg  
[design-center.de](http://design-center.de)

Indian Filmfestival Stuttgart  
[indisches-filmfestival.de](http://indisches-filmfestival.de)

International Festival of Animated Film Stuttgart  
[itfs.de](http://itfs.de)

Jazz Open Stuttgart  
[jazzopen.com](http://jazzopen.com)

LesArt  
 Literature Days Esslingen  
[esslingen.bib-bw.de](http://esslingen.bib-bw.de)

LFK-Medienpreis  
 Award of the Media Authority of Baden-Württemberg  
[lfk-medienpreis.de](http://lfk-medienpreis.de)

Ludwigsburg Palace Concerts  
[schlossfestspiele.de](http://schlossfestspiele.de)

Makerspace Convention  
[messe-stuttgart.de/hobby/besucher/maker-space/](http://messe-stuttgart.de/hobby/besucher/maker-space/)

Mars  
 Music Award Region Stuttgart  
[mars-stuttgart.de](http://mars-stuttgart.de)

Musikfest Stuttgart  
[musikfest.de](http://musikfest.de)

Naturvision  
 International Film Festival for Nature, Wildlife and Sustainability  
[natur-vision.de](http://natur-vision.de)

Queer Filmfestival  
[koki-es.de](http://koki-es.de)

Raumwelten  
 Platform for Scenography, Architecture and Media  
[raum-welten.com](http://raum-welten.com)

spotlight  
 Festival for Moving Picture Communication  
[spotlight-festival.de](http://spotlight-festival.de)

Stuttgarter Buchwochen  
 Literature Weeks  
[buchwochen.de](http://buchwochen.de)

Stuttgarter Filmwinter  
 Festival for Expanded Media  
[filmwinter.de](http://filmwinter.de)

Stuttgarter Medienkongress  
 Stuttgart Media Congress  
[stuttgarter-medienkongress.de](http://stuttgarter-medienkongress.de)

Stuttgarnacht  
 Performances, Concerts, Lectures and Party  
[stuttgarnacht.de](http://stuttgarnacht.de)

## Software and Games

Based in Ludwigsburg, Pixelcloud describes itself as a creative agency working on websites, developing apps and mobile games, corporate designs, films and animation. The six staff members are particularly proud of the project "Five Minutes", an interactive zombie film which was developed as a web app for the watch brand G-Shock. Five Minutes is an action-packed short film which blurs the lines of film and app. Managing director Jonas Kirchner implemented the project as part of his studies at the Film Academy Baden-Württemberg. By now two million supporters from 200 countries played the game and the film won the "Site of the Year" website award, probably the most distinguished award in the world of web design and development.

[pixelcloud.de](http://pixelcloud.de)



Pixelcloud



## Industrial Design

More than 20 years ago in Stuttgart, Stefan Lippert founded design office IPDD – the design company. More than 1,000 products successfully brought to market, in excess of 60 national and international design prizes and over 50 patents later, IPDD, which stands for Industrial Product Design and Development, is one of Germany's most successful industrial designers. Clients such as Liebherr, Bosch and Leitz and projects like the introduction of the e-moped Elmoto or the founding of the fun sports brand Gibbon Slacklines are proof of its diversity in terms of innovation, brand and design competence. The focus of its design work is always the user friendliness and emotionalisation of the product. Other focal areas include advice on topics like design management, product communication or trends in industrial design.

[ipdd.com](http://ipdd.com)

## Other Further Services of Stuttgart Region Economic Development Corporation (WRS)

Wirtschaftsförderung Region Stuttgart GmbH (WRS) develops regional business and coordinates all of the activities related to this. Its strategic tasks include: marketing the region at a national and international level, acquiring companies, investor services, supporting start-ups, promoting regional technology and innovation networks as well as targeted measures to attract specialist staff from Germany and abroad. As part of its work, WRS collaborates constantly with its partners in regional, national and European networks. Together with Verband Region Stuttgart, it has its own representative office in Brussels at the centre of European politics, namely the European Office.

[wrs.region-stuttgart.de](http://wrs.region-stuttgart.de)

### IT Region Stuttgart

In terms of the number of employees, sales and research achievements, the Stuttgart Region counts as one of Germany's most significant IT locations. Also as far as digitalisation is concerned, the Stuttgart Region is well equipped according to a Prognos study carried out in 2016. The digitalisation compass, created for the first time, shows the Böblingen district neck and neck with the State Capital Stuttgart at the top of the league table. But the other districts in the Stuttgart Region are also considered to have good or very good development opportunities as part of the digitalisation process. Wirtschaftsförderung Region Stuttgart GmbH supports this development with industry meet-ups and networking activities – online or offline – as well as the regional IT directory 'Competenzatlas IT Region Stuttgart' and other projects and services.

[it.region-stuttgart.de](http://it.region-stuttgart.de)

### International Building Exhibition

100 years after the Weißenhofsiedlung was built, International Building Exhibition (IBA) 2027 StadtRegion Stuttgart wants to send an internationally visible signal for building, living and working in the era of digitalisation, globalisation and climate change. The framework for this regional project is provided by the IBA topics which were developed in 2016 in a broad-based participative platform process. Some of the focal areas of the IBA are integrated neighbourhoods, new technologies, the building culture of a New Modernism and the guiding principle of the polycentric region. IBA starts in 2017 and will hold its presentation year in 2027.

[iba2027.region-stuttgart.de](http://iba2027.region-stuttgart.de)



**Wirtschaftsförderung  
Region Stuttgart**

**Wirtschaftsförderung  
Region Stuttgart GmbH (WRS)**

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[kreativ.region-stuttgart.de](http://kreativ.region-stuttgart.de)  
[film.region-stuttgart.de](http://film.region-stuttgart.de)  
[popbuero.region-stuttgart.de](http://popbuero.region-stuttgart.de)