Maxon Returns to FMX to Encourage Artists to "Create In All Dimensions" with Product Demonstrations and Project Deep-Dives from Industry Professionals (c) Maxon

Apr 11, 2023 19:00 UTC

Maxon Joins Creative Community at FMX 2023

Bad Homburg - April 11, 2023 - Maxon, developers of professional software solutions for editors, filmmakers, motion designers, game developers and visual effects artists, has today announced their presence at FMX conference held in Stuttgart, Germany from April 25-28, 2023. In a follow up to their presence at NAB, Maxon will be showcasing their latest product developments and demonstrating the capabilities of the entire suite of Maxon One tools. Project deep-dives will be presented by a number of outstanding artists to demonstrate the creative possibilities, as well as provide insight to help anyone, from beginner through to professional artists,

make the most of their software and optimize their workflows.

"FMX offers creatives from around the world an opportunity to showcase exciting projects they have worked on, as well as share and uncover new insights into computer graphics and visual effects," says Maxon CEO, David McGavran. "We have had a longstanding presence at the conference and are pleased to join this year as silver partners in order to support our community's creative endeavors and provide them with a chance to come together to develop as artists."

FMX attendees can learn more at the following presentations:

"Fast and Easy VFX Workflows" with Jonas Pilz
In this workshop, Maxon Master Trainer Jonas Pilz will show how you can level-up your motion designs and visual effects. He will create a model using Cinema 4D and ZBrush, render it using Redshift and show how to comp and finish it using After Effects with RG Universe, VFX Suite and Magic Bullet. Great for all freelancers, small studios and anyone working on tight deadlines.

"Raise the Volumes - Graphical Techniques with Volume Objects" with Bianca Schaurer-Spieß A popular presenter at Maxon's booth at IBC 2022, Bianca (AKA aniMaid) will demonstrate exactly what is possible with Volumes in the 3D and Motion Design Field using Cinema 4D. She will take a closer look at the new Pyro tool and demonstrate some of her experimental modeling and animation techniques with the volume object.

"ZBrush Pipeline in Love, Death & Robot's Characters Creation" with Damien Canderle**,** Blur Studio Another previous guest Maxon presenter at IBC and at the ZBrush summit in 2022, Damien Canderle will cover his workflow on creating Characters for "Bad Travelling" and "Sonnies' Edge" episodes from Netflix's series "Love, Death & Robots". Starting with the 2D concept, he will showcase how ZBrush was used in each step in order to create the final asset used in the show.

"Daily Tales - Making a Short Movie About Madness, Without Going Insane" **with** [Mareike Keller](#) **and** [Alexander Dietrich](#)In this presentation Mareike Keller and Alexander Dietrich will explore how their short movie 'Daily Tales' was created. From the initial idea, to the actual production in Cinema 4D and After Effects, as well as the challenges created by the Covid pandemic, they will provide hands-on explorations of the 3D-scenes and share what they have learnt along the way.

"Developing Design Systems in 3D" with [Yannik Wenk](#)**,** [someform Studio](#)Yannik Wenk will be outlining the creative process behind someform Studios visual research for Google's MaterialYou UI, focusing on how to use 3D as a tool to develop unique design systems for brands. This presentation will explore the conceptual approach to such a project as well as technical workflows inside Cinema 4D used to create a recognizable visual language.

"Character Creation for Games" with [Jonni Zhang](#)**,** [Cloud Imperium Games](#)Character Artist and former Game Designer and Producer, Jonni Zhang, will dive into the role of ZBrush in the creation of character assets for games. He will discuss the general workflow and show techniques commonly used in game development, and also share his thoughts on creating strong student portfolios.

Head to the [Maxon Event Website](#) **for timings and to see the full presentation schedule.**

About the Nemetschek Group

The Nemetschek Group is a globally leading software provider for digital transformation in the AEC/O and media industries. Its intelligent software solutions cover the entire lifecycle of building and infrastructure projects and enable creatives to optimize their workflows. Customers can design, build, and manage buildings and infrastructures more efficiently and sustainably and develop digital content such as visualizations, films and computer games more creatively. The software provider is driving innovations such as digital

twins as well as open standards (OPEN BIM), and sustainability in the AEC/O industry, constantly expanding its portfolio by also investing in deep-tech startups. Currently more than seven million users worldwide are shaping the world with the customer-focused solutions of our four divisions. Founded by Prof. Georg Nemetschek in 1963, the Nemetschek Group today employs around 3,600 experts globally.

Publicly listed since 1999 and quoted on the MDAX and TecDAX, the company generated revenues amounting to EUR 801.8 million and an EBITDA of EUR 257.0 million in 2022.

Contacts

Claudia Linsenmeier
Maxon
c_linsenmeier@maxon.net