



## The Creative Industries in the Stuttgart Region



*Wirtschaftsförderung  
Region Stuttgart*



## Books and Publishing

Thienemann-Esslinger is a publishing house specialised in illustrated books, children's books and books for young adults and is extremely successful in its field. Over fifty years ago, on 1 August 1962, the original German-language version of "The Robber Hotzenplotz" by Otfried Preußler was published. Well in excess of six million copies of the book were sold and it was translated into 34 languages, making it a classic in German children's literature. Other international bestsellers such as "Jim Button", "Momo" and "The Neverending Story" by Michael Ende were published by the renowned publishing house. With more than 160 years of experience and over 900 titles in its portfolio, Thienemann-Esslinger is one of Germany's oldest and largest publishing houses for books for children and young adults.

[thienemann-esslinger.de](http://thienemann-esslinger.de)

## The Stuttgart Region

The Stuttgart Region comprises the state capital Stuttgart and the surrounding districts Böblingen, Esslingen, Göppingen, Ludwigsburg and Rems-Murr. What makes the region so special is its unique combination of global players, innovative SMEs and distinguished research institutes. Stuttgart Region Economic Development Corporation (Wirtschaftsförderung Region Stuttgart GmbH or 'WRS') was founded in 1995 with the aim of positioning the location in Germany and abroad, attracting companies and investors, promoting the founding of new companies and initiating and maintaining networks.

- 179 municipalities in 6 districts
- Conurbation with 2.7 million people from 170 countries
- High-tech location with a GDP exceeding 100 bn Euro
- Highly qualified and motivated skilled specialists
- Proximity to customers, suppliers, institutes of higher education and research institutes
- Central location in the powerful economic triangle Frankfurt-Munich-Zurich
- High level of social stability

## Stuttgart as a Creative Region

The creative industries are among the most formative industries in the Stuttgart Region as a location. 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, radio industry, culture and performing arts, photography and design sector, architecture market and event and public relations market are also successful here. With almost 10,000 companies and sales of nearly EUR 7 billion (source: Prognos AG, Berlin), the Stuttgart Region is clearly in the lead in Baden-Württemberg in terms of the creative industries.

On the whole, the region is mainly characterised by its large domestic market with a very high number of industrial customers. In this way it differs from other metropolitan regions and can offer special opportunities for creative people. Providers of creative services located in the region benefit from their direct proximity to potential clients, and thus work very closely with the region's traditional key industries such as automotive and mechanical engineering. The entire region is also known for its wide variety of training and education opportunities as well as a huge range of cultural and leisure activities.

## Design

Everyday life as a challenge – successful product design is defined by functionality, usability and timelessness in a world that is becoming more and more complex. These are exactly the prerequisites that Phoenix Design meets. Year after year, its working relationship with brands such as Hansgrohe, Viessmann, Zeiss, Loewe, Audi, Siemens and Lamy bears testimony to the success of this philosophy. With roughly 40 employees, the design office is one of the leading design offices in Germany. In 2012 the two company founders, Andreas Haug and Tom Schönherr, were awarded the German Design Award for their life's work by the German Design Council, a foundation of the German federal government.

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





## Spatial Communication

The employees of the Ippolito Fleitz Group describe themselves as identity architects. This claim can only be met with a portfolio that encompasses everything from interior design and exterior architecture to trade fair construction and design as well as corporate identity. Adopting this approach, it is important not to think in individual disciplines but to develop solutions that work across industries depending on the job at hand. The company's success bears testimony to this corporate philosophy, as do the awards for architecture, design and communication that the studio regularly receives for its designs. For example, the canteen designed by the Ippolito Fleitz Group for the Spiegel Group in Hamburg and the Palace of International Forums in Uzbekistan have won several awards.

[ifgroup.org](http://ifgroup.org)

## Examples of Creative Companies

Certain sub-sectors of the creative industries are particularly developed in the Stuttgart Region, for example the area of spatial communication or the animated film industry. Companies such as the renowned agencies Milla & Partner and Pixomondo, Strichpunkt Design, the architecture and engineering office Werner Sobek, the photographer René Staud, the fashion label Blutsgeschwister, the Klett publishing group, the advertising film makers from Schokolade, the heavy metal label Nuclear Blast and many others all contribute to an economic performance that is of international significance.

## Training and Education

The training and education institutes in the Stuttgart Region offer unrivalled opportunities for attracting skilled specialists. With a range of public and private organisations, all of the segments in the creative industries are covered.

### Selection of training and education institutes 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>
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>
Merz Akademie – Hochschule für Gestaltung, Kunst und Medien (Merz Academy)	<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 Hochschule für Musik und Darstellende Kunst Stuttgart (Stuttgart State University of Music and the Performing Arts)	<a href="http://mh-stuttgart.de">mh-stuttgart.de</a>
Staatliche Modeschule Stuttgart (Stuttgart State School of Fashion Design)	<a href="http://modeschule-stuttgart.de">modeschule-stuttgart.de</a>

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## Advertising and Events

Agency for integrated brand communication Roth & Lorenz has been operating since 1986. With a current workforce of more than 90 permanent employees and a portfolio that ranges from events, consulting and promotions to sponsorships and public relations, it is one of the Top 20 most successful agencies for live communication in Germany (source: Arbeitsgemeinschaft Rankingliste, 2012). Roth & Lorenz's clients, which include Procter & Gamble, Coca-Cola, Gillette and Mercedes-Benz, can rest assured that advertising measures are implemented using new ideas and powerful concepts. This is also reflected in the awards that the agency has already won.

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



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

### Creative Industries Department

The WRS Creative Industries Department aims to further develop the conditions for the creative sector in the Stuttgart Region. Through networking, marketing the region and training, the team endeavours to develop the Stuttgart Region as a creative location and to market it successfully to a wider audience. To this end, it operates specialised service centres that cover the main sub-sectors in the creative industries.

Since 1997, Stuttgart's regional 'Medien-Initiative' has been serving as a network and a voice for those working in the creative industries in Stuttgart. Since that time, more than 300 people involved in the creative industries such as publishers and authors, advertising specialists, designers and architects, journalists, film producers, script writers and musicians have been working to strengthen the location and develop it further. The monthly German-language newsletter "in medias res" provides information on new 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 regional companies and puts clients and contractors in touch with one another. Online, there is a Xing group entitled 'KreativRegion Stuttgart' which functions as an information, discussion and presentation platform ([xing.com/net/kreativregion-stuttgart](http://xing.com/net/kreativregion-stuttgart)). WRS also supports innovation and competence centres, 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.

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



Studio Fizbin

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### Software and Games

Studio Fizbin is a young and particularly good example of a successful game and animation studio. It won the Deutscher Computerspielpreis (German Computer Games Award) in 2014 for its point-and-click adventure "The Inner World". In addition, the interactive films developed by the studio around the cartoon series "Tom und das Erdbeermarmeladenbrot mit Honig" (Tom and the Slice of Bread With Strawberry Jam and Honey) were in the Top 3 in the iTunes entertainment charts for several weeks. Studio Fizbin won the Wirtschaftsfilmpreis (German Business Film Prize) for its animated short film "ABC". The independent game studio founded in 2011 thus already boasts an impressive success story and is a force to be reckoned with in the future.

[studio-fizbin.de](http://studio-fizbin.de)

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## Broadcasting

*Südwestrundfunk (SWR) is Germany's second-largest state broadcasting association and part of the "Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland" (the working group of public-sector broadcasting associations in the Federal Republic of Germany) – ARD for short. The broadcasting area comprises the states of Baden-Württemberg and Rhineland-Palatinate, thus reaching 15 million people. But SWR is more than just radio and television. It provides the support for the online platform ARD.de on behalf of all state broadcasting associations. With a concept that covers all receiver devices, the public service broadcaster is represented on all media channels. The Funkhaus Stuttgart broadcasting site with its new studios has a major role to play. Work continues on linking radio, television and internet to ensure that content can continue to be offered to a wide and diverse audience. Since 2012, SWR has been using state-of-the-art broadcasting technology and broadcasts its news programme from one of the most modern virtual news studio in Europe.*

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



SWR/Willi Walther

## Stuttgart Region Film Commission

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

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

## Stuttgart Region Popbüro

The Stuttgart Region Popbüro is the state-sponsored body for promoting popular music in the Stuttgart Region. By marketing the region in a targeted manner, it raises awareness of the region's music industry at a regional, national and international level. The Stuttgart Region Popbüro helps to improve the framework conditions for this industry and promotes musicians, music groups, music companies, start-up businesses and educational institutions. It combines economic and cultural development with youth work and serves as a model across Germany.

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

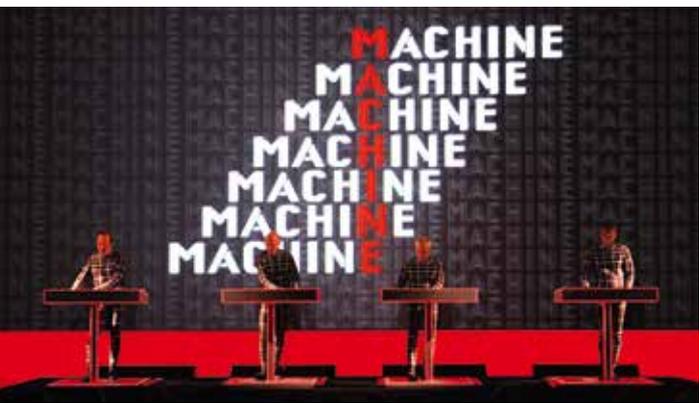
## Art and Culture

*Gauthier Dance, the dance ensemble of Theaterhaus Stuttgart, was established in 2007 and has already won the Deutscher Tanzpreis (German Dance Prize) and the theatre prize "Der Faust". It has also already guested in Spain, Italy, Switzerland, Austria and Luxembourg. Eric Gauthier, the founder and choreographer of the dance company, was awarded the Hans Peter Stihl Award in 2012 for his artistic successes and his community involvement. With Gauthier Dance Mobile, the dancers bring the art form of dance to schools, retirement homes and hospitals. This concept is unique across Germany and brings this performance form into the lives of children and young people as well as to people with physical disabilities.*

[theaterhaus.com](http://theaterhaus.com), [ericgauthier.com](http://ericgauthier.com)

Theaterhaus Stuttgart e. V./Photo: Regina Brocke





D&B Audiotechnik GmbH

## Music

The art of Swabian engineering can be heard around the world in theatres and opera houses, football stadia and conference rooms, at festivals, concerts and cultural events. D&B Audiotechnik has made it its mission to develop, manufacture and sell professional sound solutions for language and music. Whether on a mobile basis accompanying Sir Elton John's tour, installed in a stationary location in Sydney's Opera House or in the form of equipment at the heavy metal festival "Wacken Open Air", the loudspeaker systems from the Stuttgart Region are sought-after and reliable audio products. The company's success can also be measured in other fields: the professionals from D&B Audiotechnik have been working consistently for over 30 years on optimising the quality of audio systems. If this continues, the world is assured excellent sound in the coming years.

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

## Creative Spaces

In successful but expensive regions like the Stuttgart Region, it is becoming more and more challenging for companies in the creative industries to find spaces to work in that are affordable and well-connected logistically. It is often the development potential of young, innovative start-ups and freelancers that is hindered by this situation. Creative spaces have thus become an important factor in choosing a location. The spaces with an above-average percentage of tenants from the creative industries act not only as a community of tenants but also as a basis for ideas and innovations.

Numerous locations for companies in the creative industries in the Stuttgart Region can be found in the free German-language publication "Kreativareale in der Region Stuttgart" (listing creative spaces in the Stuttgart Region) and in the real estate e-marketplace for the region.

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

### Creative event highlights in the Stuttgart Region

Blickfang Stuttgart  
 Design exhibition for interiors, jewellery and fashion  
[blickfang.com](http://blickfang.com)

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

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

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Hip-Hop Open Stuttgart  
[mixeryhipopopen.de](http://mixeryhipopopen.de)

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

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

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

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Ludwigsburger Schlossfestspiele  
 Internationale Festspiele Baden-Württemberg (Ludwigsburg Festival)  
[schlossfestspiele.de](http://schlossfestspiele.de)

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

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



## Film

Mackevision Medien Design is a market leader for computer-generated imagery (CGI), including the disciplines of 3D visualisation, animation and visual effects. Mackevision designs and produces image and film material as well as interactive applications, develops technology solutions for image creation and accompanies the entire CGI process from data preparation to design. The company has already won numerous awards for projects for clients such as Mercedes-Benz, Porsche and Volkswagen. The company has even won an Emmy in 2014 for "Outstanding Special Visual Effects" for the fourth series of "Game of Thrones". The city of Braavos and many other completely virtual environments in the successful fantasy series were thus created in the Stuttgart Region.

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

## Public Relations

The largest special-interest magazine publisher in Europe is headquartered in Stuttgart. From its very beginnings in 1946, Motor Presse Stuttgart was dedicated to two-wheeled and four-wheeled transportation. Accordingly, its best-known magazines are probably "Auto, Motor und Sport" and "Motorrad". Despite its success, which materialised at an early stage, the portfolio was constantly expanded and now also holds a very strong position in the sports, leisure and lifestyle sectors with magazines such as "Men's Health" or "Mountainbike". Nowadays the portfolio of Motor Presse Stuttgart also includes a variety of online products, TV activities, events and services. The publishing house has operations in 23 countries worldwide with 120 international publications, 1,400 employees and total sales of about EUR 260 million (as of 2012).

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



Motor Presse Stuttgart GmbH & Co. KG



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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)