

Reunited: The 27th International Eyes & Ears Awards on 20 October at the ASTOR Film Lounge at ARRI in Munich as part of MEDIENTAGE MÜNCHEN



Cologne/Munich, 26 August 2025 – **CREATIVITY MEETS BUSINESS** – On 20 October 2025, the 27th International Eyes & Ears Awards will be presented at the ASTOR Film Lounge at ARRI in Munich. After nine years, the Awards will once again take place as part of MEDIENTAGE MÜNCHEN, which will be held from 22 to 24 October at the House of Communication and Munich's Werksviertel district. The Eyes & Ears Awards thus mark the opening of an inspiring week for the media and communications industry.

"We are delighted to once again have MEDIENTAGE MÜNCHEN as a strong partner by our side – one that not only shares our passion for forward-looking media communication but is also closely aligned with what we aim to showcase and honour with the Awards: outstanding campaigns, creative excellence and relevant media impulses," says Corinna Kamphausen, CEO of Eyes & Ears of Europe.

With the International Eyes & Ears Awards, Eyes & Ears of Europe recognises the year's most outstanding, creative and effective achievements in design, promotion and brand communication. The award show marks the kickoff to MEDIENTAGE MÜNCHEN 2025, which under the motto **"WTFuture?!"** will address industry trends, innovation topics and current challenges facing the media sector.

"We are very pleased about this renewed cooperation," adds Stefan Sutor, Managing Director of Medien.Bayern GmbH and organiser of MEDIENTAGE MÜNCHEN. *"Together we will become the meeting place for the industry's leading minds and show that creativity and business belong together."*

This collaboration underlines the attractiveness and future orientation of Munich as a media hub and makes the week starting 20 October a must-attend for everyone passionate about media, design, communication and innovation. More information: www.medientage.de.

To round off the award show, the "Get-Together" at the ARRI Bar will once again offer the opportunity to network and celebrate. Further details on the International Eyes & Ears Awards will be available shortly at: <https://eeofe.org/>

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For almost 30 years, Eyes & Ears of Europe has been the European network for all creative professionals in audiovisual media communication, providing a professional platform for industry members to connect, inspire, train and recognise outstanding work.