

30 Years of Eyes & Ears of Europe: 28th International Eyes & Ears Awards on October 20 in Munich – Featuring the Inspiration Award

Cologne/Munich, September 23, 2026. This year, the 28th International Eyes & Ears Awards will be presented on October 20 at the ASTOR Film Lounge at the ARRI building in Munich. Once again, the event will take place as part of MEDIENTAGE Munich, kicking off this inspiring week for the media and communications industry. Eyes & Ears of Europe is also celebrating its 30th anniversary this year, giving the association another special reason to celebrate.

Tickets for the awards show can now be booked here: [Ticket Portal](#)

The [Shortlist with all nominated entries for the 28th International Eyes & Ears Awards](#) is now online. Which teams will take home one or more of the coveted trophies will be revealed during the awards show.

“We all know that the industry is currently facing major challenges. That makes it all the more gratifying to see our creative sector producing exceptional work and outstanding projects even with increasingly limited resources – or perhaps precisely because of them. Huge budgets are not necessarily required to bring great ideas to life creatively. The entries in this year’s awards demonstrate this impressively – and we look forward to celebrating and recognizing them.”

says Eyes & Ears President Zeljko Karajica.

The 28th International Eyes & Ears Awards will be hosted this year by **Cornelius Strittmatter**. He is known to audiences for his work as an event host and for his television and backstage appearances, including on RTL’s *Let’s Dance*. With many years of experience as a presenter, reporter, and social media host in the entertainment and television industry, Cornelius Strittmatter has spent his career where stories happen: in the studio, at events, and live on the red carpet.



©: PRIVATE PHOTO: Moderator Cornelius Strittmatter

A particular highlight of this year’s Eyes & Ears Awards will be the presentation of the **Inspiration Award**, which honors an outstanding personality from the media industry.

This year's award goes to internationally renowned **film composer and AI film visionary Marcel Barsotti**. Barsotti will also open the awards show as the evening's **keynote speaker**.

The award recognizes his outstanding lifetime achievement as a composer as well as his pioneering work in the field of AI-powered filmmaking. The presentation of the Inspiration Award to Marcel Barsotti is a perfect fit for this year's Eyes & Ears 2026 motto: **"The Human Touch – Create & Innovate, as Only You Can Do."**

"Barsotti's work demonstrates par excellence that artificial intelligence only truly comes to life through human creativity, empathy, and the unique touch of an artist. Technology provides the brushes and paints, but the soul of the work remains irreplaceably human."

says the Board of Eyes & Ears of Europe.



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Marcel Barsotti has been one of the most successful and renowned film composers in the German-speaking world for decades. With **iconic soundtracks for blockbuster films** such as *The Miracle of Bern*, *Pope Joan*, and *Germany. A Summer's Tale*, he has created emotional milestones in film history.

In recent years, Barsotti has emerged as a **leading international pioneer and innovator** in the still-young field of **AI filmmaking**.

In AI filmmaking, Marcel Barsotti is breaking down traditional production structures and demonstrating what the future of cinema could look like. He brings together many of the key roles of a film production in a single person: Barsotti works as director, screenwriter, producer, composer, editor, sound designer, and re-recording mixer.

Above all these technical disciplines, however, lies his greatest strength: He is a masterful storyteller who uses technology as a tool to tell profound and compelling stories.

This innovative spirit is also reflected in his impressive international track record. Barsotti has received 90 prestigious international awards for his AI film projects at festivals around the world, including the International Peace Festival Honorary Film Merit Award in Toronto, the Rome Independent Film Festival Award, and the German Record Critics' Award.

In 2025, he founded his AI film production company, **BAI Pictures**. His achievements demonstrate that visionary art in this new technological territory can achieve global recognition.

The program will also feature the presentation of the **Eyes & Ears New Talents Awards**. The initiative gives young creative talent a platform to showcase fresh approaches, ideas, and work.

For the 28th time, Eyes & Ears of Europe will honor particularly creative, innovative, and effective design, promotion, and brand communication campaigns at the ASTOR Film Lounge.

The best productions in the fields of **Design, Audio, Digital, Promotion, Craft, and Cross-Media** will be showcased and honored with **Bronze, Silver, and Gold Awards**. In addition, the **Eyes & Ears Special Awards** will once again recognize outstanding achievements in special categories.

The evening will conclude with a special **Get Together** to mark the association's 30th anniversary. Guests will have the opportunity to celebrate together in a relaxed atmosphere, network, and exchange ideas.

Further information about the event: <https://eeofe.org/de/eyes-ears-events/#awards>

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Eyes & Ears of Europe has been the European network for all creative forces in audiovisual communication within the media industry for 30 years. The association offers a professional platform that connects, inspires, educates, and recognizes outstanding work.