



**„It's a Wrap“: The 28th International Eyes & Ears Awards as part of MEDIENTAGE München - and the 30th anniversary of Eyes & Ears of Europe**



*The Winners of the Eyes & Ears Awards*

*all photos: © Magdalena Possert / Eyes & Ears of Europe*

Cologne/Munich, October 22, 2026. **This year, the 28th International Eyes & Ears Awards were presented on October 20 at the ASTOR Film Lounge at ARRI in Munich. The event took place once again as part of MEDIENTAGE München and, this time, kicked off an inspiring week for the media and communications industry. In addition, the Eyes & Ears of Europe association is celebrating its 30th anniversary this year, giving it another special reason to celebrate.**

**Cornelius Strittmatter** served as the host of the 28th International Eyes & Ears Awards. Together with **Miriam Sommer, Head of Communications at Eyes & Ears of Europe**, he confidently guided the audience through the enjoyable evening.



*Presenter Cornelius Strittmatter with Co-Host Miriam Sommer, Eyes & Ears of Europe*

For the 28th time, Eyes & Ears of Europe honored the year's most creative, innovative, and effective design, promotional, and brand communication initiatives with the International Eyes & Ears Awards. Following his opening speech, **Association President Zeljko Karajica**, together with **Annette Kümmel, CEO of Medien.Bayern, the company behind MEDIENTAGE München**, in a welcome interview marking the 40th anniversary of MEDIENTAGE München and the 30th anniversary of Eyes & Ears of Europe. Karajica's welcome speech was accompanied by a retrospective slideshow. He also unveiled the new logo, which was developed by the Munich-based agency **UMBRUCH kommunikation design**. *"I am thrilled that EARS & EARS 2026 will once again take place as part of MEDIENTAGE München," said Zeljko Karajica. "Celebrating our association's 30th anniversary together with our members and our community in a special and stylish atmosphere is very near to me."*



*Zeljko Karajica, president of Eyes & Ears of Europe, in the welcome interview with Annette Kümmel, CEO of Medien.Bayern, the company behind MEDIENTAGE München.*

One highlight of this year's Eyes & Ears Awards show was the presentation of the INSPIRATION Award, which honors a truly exceptional figure in the media industry: This year, the award went to the internationally renowned film composer and AI film pioneer Marcel Barsotti. Barsotti also launched the awards show as the keynote speaker. The jury honored Marcel Barsotti for his outstanding artistic career as well as his courage to break new ground and combine technological developments with artistic vision. He exemplifies what "The Human Touch" can mean in the age of AI: technology as a tool—and humans as creative authors—in keeping with this year's EYES & EARS 2026 motto: **"The Human Touch—Create & innovate, as only you can do."**



*INSPIRATION Award winner and keynote speaker Marcel Barsotti with Barbara Simon, Vice President of Eyes & Ears of Europe*

The well-attended ASTOR Film Lounge at ARRI then screened the best productions—from Portugal, France, Switzerland, Austria, Spain, Italy, and, of course, Germany—in the categories of Design, Promotion & Campaigns, Cross-Media, and Craft to a European audience, and the creative teams behind them were awarded with the Gold Trophy. Of course, the Silver and Bronze winners also had reason to celebrate.

### [Awards Winners and Jury Statements from the 28. International Eyes & Ears Awards](#)

Here you find the [photo galleries](#) of the EYES & EARS 2026

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Another highlight of the awards show was the presentation of the Eyes & Ears Special Awards to **Golden Claim: Social Engagement—Noel Goes Uganda and HBO Max Launch**. Annette Kümmel gave the laudatory speech for the first Special Award. She awarded the trophy to **Rüdiger Braun, CEO of Golden Claim, and René Simon, former CEO of keck & frech**. Barbara Simon, Vice President of Eyes & Ears of Europe, gave the laudatory speech for the second Special Award, **HBO Max Launch**. Malgosia Chapman, SVP of Marketing GSE at HBO Max, then came on stage to receive the award.



*Rüdiger Braun, CEO, Golden Claim & René Simon, formerly keck & frech Malgosia Chapman, SVP Marketing GSE HBO Max*

## NEW TALENTS

The presentation and awards ceremony for **Eyes & Ears New Talents** was once again integrated directly into the awards show: Three young talent projects pitched their presentations to the live audience: **Alexa Weiss**, graduate of Zurich University of the Arts, Cast / Audiovisual Media, **Julia Zenk & Christoph Schmidt**, students at the University of Television and Film Munich (HFF München), and **Julius Bitter & Neda Hofer**, graduates of Zurich University of the Arts, Cast / Audiovisual Media, with their projects: “**Echo 1971 – A Generation Speaks**,” “**No One’s Light**,” and “**Cancel Me Softly**.”



*Eyes & Ears New Talents 2026*



*Award Winner Alexa Weiss, Graduate Zurich University of the Arts.*

The **2026 Eyes & Ears New Talent Award**, following the on-site vote count, was announced to go to **Alexa Weiss**, a graduate of **Zurich University of the Arts, Cast / Audiovisual Media**, for her project “**Echo 1971 – A Generation Speaks**”. The documentary portrays women of the generation that, in 1971, were granted the right to vote for the first time. In personal interviews, they recall a time without political rights, their hopes and expectations, and the social changes they experienced.

Weiss received **licence-free music** donated by **BMG** for her next non-commercial project. In fact, all five New Talent finalists were winners, as each received — in addition to the audience’s expert recognition — a free one-year subscription to **Adobe Creative Cloud**, donated by **Adobe**.

The remaining award winners—**Agency of the Year 2026: BDA Creative**, and **Creative Team of the Year 2026: Seven.One Entertainment Group**—successfully defended their titles this year.

After the engaging award ceremony—which included a break hosted by the agency **mehappy promotion design**—a successful and lively evening came to a close. The celebration continued with an enjoyable get-together at **ARRI**.

## **EYES & EARS OF EUROPE WOULD LIKE TO THANK:**

### **DESIGN PARTNER**

UMBRUCH kommunikation design

### **EDITING PARTNERS**

BDA Creative

### **EVENT PARTNERS**

MEDIENTAGE München, Bayerischer Rundfunk, ZDF, vbw – Vereinigung der Bayerischen Wirtschaft, Granturbo, Seven.One Entertainment Group, The Walt Disney Company, RTL Deutschland, mehappy, Golden Claim, erlich textil, Sonoton Music, Thomas Friebe Akademie und ASTOR Film Lounge im ARRI

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***Eyes & Ears of Europe... for 30 years is the European network for all creative professionals in the media industry's audiovisual communication sector and offers a professional platform for all industry members that connects, inspires, provides continuing education, and recognizes outstanding work.***