

# **BERLIN MUSIC VIDEO AWARDS**

**Press Kit 2021**

**9th EDITION**

**<http://www.berlinmva.com>**



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# General information

**Founded in 2013 by Aviel Silook (current producer)**

## **Target Audience:**

- Creatives: filmmakers, directors, producers, cinematographers, animators, VFX artist etc.
- Small and medium bands/musicians
- Lovers of the music and music video industry, art and festivals

**Festival Philosophy:** BMVA aims to be a platform for all creatives in the music video industry, where they can showcase their work. Budget, label and name are not relevant, while originality and diversity is. It strives to bridge the gap between cultures, big and small names. Everyone who submits a video to the BMVA, gets an equal chance to win. Quality and originality of the video is the only thing considered.

## **Unique Selling Proposition:**

- Screening of the music videos in full-length
- Not comparable to any other European festivals
- Guests are hosted privately by BMVA
- BMVA creates one of the most intimate networking events in the film/music industry
- BMVA interviews nominees and showcases their work on social media as much as possible. It focuses on giving credit to the artist behind the scenes and making sure they are not forgotten and lost behind the big names

# Past Editions

*BMVA 2020 (30th of May)*

live stream

130 nominees / 15 winners / 3 golden

passes

3000€ prize for the Best Music Video  
category winner

[WATCH THE FULL SHOW](#)

*BMVA 2018 (29th of May - 1st of June)*

Gretchen Club (Obentrautstraße 19-21,  
10963 Berlin)

130 nominees / 14 winners / 3 golden  
passes

8000 visitors

3000€ prize for the Best Music Video  
category winner

[WATCH THE HIGHLIGHTS](#)

*BMVA 2016 (28th of May - 21th of May)*

Club Gretchen (Obentrautstraße 19-21,  
10963 Berlin)

Columbia Theater (Columbiadamm 9-11,  
10965 Berlin)

130 nominees / 14 winners

5400 visitors & 31 jury members

3000€ prize for the Best Music Video  
category winner

[WATCH THE HIGHLIGHTS](#)

*BMVA 2014 (28th of May - 31st of May)*

Platoon Kunsthalle (Schönhauser Allee 19,  
10119 Berlin)

120 nominees / 12 winners

2500 visitors & 22 jury members

1000€ prize for the Best Music Video category  
winner

[WATCH THE HIGHLIGHTS](#)

*BMVA 2019 (29th of May - 1st of June)*

Gretchen Club (Obentrautstraße 19-21,  
10963 Berlin)

130 nominees / 15 winners / 3 golden  
passes

8000 visitors

3000€ prize for the Best Music Video  
category winner

[WATCH THE HIGHLIGHTS](#)

*BMVA 2017 (17th of May - 20th of May)*

NUKE Club (Pettenkofertstraße 17A,  
10247 Berlin)

130 nominees / 14 winners / 3 golden  
passes

6000 visitors

3000€ prize for the Best Music Video  
category winner

[WATCH THE HIGHLIGHTS](#)

*BMVA 2015 (27th of May - 30th of May)*

K 17 (Pettenkoferstraße 17A, 10247  
Berlin)

Neue Heimat (Revalerstraße 99, 10245  
Berlin)

130 nominees / 14 winners

4500 visitors & 31 jury members

2000€ prize for the Best Music Video  
category winner

[WATCH THE HIGHLIGHTS](#)

*BMVA 2013 (24th of April- 38th of April)*

Villa (Hermannstraße 233, 12049 Berlin)

100 nominees / 10 winners

4200 visitors & 10 jury members

2000€ prize for the Best Music Video  
category winner

[WATCH THE HIGHLIGHTS](#)



# About the festival

*The Berlin Music Video Awards is an annual independent music video festival that has now strongly affirmed itself in the music video industry.*

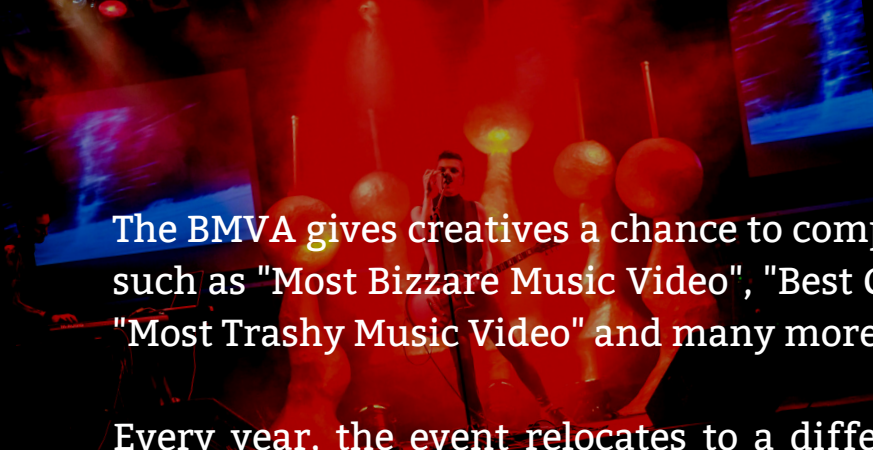
The festival was created with an idea and a need to showcase the art behind music videos and credit people who are involved in this creative process, but often get forgotten behind "big names". It was founded to be a local event for musicians and filmmakers in Berlin, but soon after its first year, the festival grew exponentially and over the past eight years, the BMVA hosted guests and nominees from more than 100 countries, each music video submitted was as diverse and unique as the next one. More than half of all nominees and guests travel to Berlin each year for the event.

BMVA goes beyond just being another film festival, it includes various festivities such as a fashion show, live music acts, screenings of all winning music videos in full, workshops, award ceremony, and of course there is amazing food and more than enough drinks.

BMVA provides a platform for unknown and well-known artists and it is a primary networking event for the video and music industry in Europe. With its slogan, "big title, cozy platform", artists are able to present their work to a large audience and be rewarded with recognition, regardless of their popularity or the production cost of the music video. BMVA guarantees that everyone gets an equal chance to express themselves, no matter the name or genre of their music video. The festival combines "big names" with "small players" in the industry and it makes sure that everyone gets the opportunity to network and collaborate at the event. It is a primary networking event for the video and music industry and it promotes future cooperation between artists and filmmakers, which makes the BMVA one of the few festivals focusing on the music video branch.







The BMVA gives creatives a chance to compete in a diverse set of categories, such as "Most Bizzare Music Video", "Best Cinematography", "Best Director", "Most Trashy Music Video" and many more.

Every year, the event relocates to a different, special location and some editions are even hosted in two locations. The BMVA is continuously growing, going from 1200 visitors in 2013, to 7000 in 2019. Not only did the number of the attendees increase, but also the quality of music videos and its number.

In 2018, the BMVA remained true to its concept of creating a combination of a film festival, music event, a cozy market and a networking event. The year after, 2019, exceeded the success of all previous years and brought together more than 7000 artists, producers, actors and lovers of the music and video industry to Berlin for four days of music videos, workshops, live shows and collaborations. The following year, in 2020, the BMVA faced quite a challenge due to Covid-19, but the show must go on. The festival pivoted and hosted a live awards ceremony show on Alex Berlin TV Programme. It was quite a hit.



# Awards categories

## **Best Music Video**

The participating videos of this category are the winners of all the other categories (13 videos), as well as 3 more videos that will get the golden pass by our jury.

## **Best Visual Effects**

A music video that involves the integration of live-action footage and CGI to create environments that look realistic but would be dangerous, costly & impossible to capture on camera.

## **Most Bizarre**

A music video that is, as its name suggests, bizarre, mysterious, unconventional or something that cannot be boxed in with regards to its concept or its execution.

## **Best Low Budget**

A music video produced with a budget lower than 3000 Euros.

## **Best Cinematography**

A music video with a focus on cinematography, creativity, and attention to camera angles, composition, light as well as the movement of the camera.

## **Most Trashy**

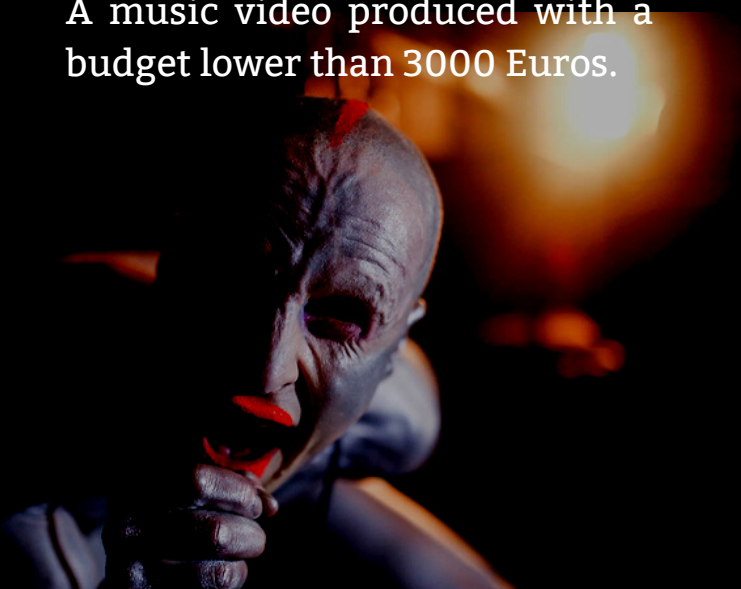
A music video that may be deemed too extreme or unacceptable for commercial/mainstream media – e.g. dirty or funny in content, provocative, satirical, social commentary.

## **Best Animation**

An animated music video in any of the following formats – Stop-motion, 2-D, 3-D, computer-animated.

## **Best Song**

A music video with an outstanding song/ track.





# Awards categories

## **Best Concept**

A music video with an emphasis on a strong or original concept; with remarkable execution and interpretation of a song.

## **Best Experimental**

A music video that may be characterised by an avant-garde approach, using abstracting elements or techniques than what is conventional.

## **Best Art Director**

A music video with attention to the makeup, styling, costumes, the scenes, and appearance of objects in the composition.

## **Best Production Company**

A production company that is active in the Music Video scene and was highly regarded by our jury.

## **Best Director**

A music video with remarkable creative contribution of the director.

## **Best Editor**

A music video with high standards of editing in terms of audio/visual coherence.

## **Best Narrative**

A music video with an emphasis on the originality of the storyline.





# Past nominees and performers

The Berlin Music Video Awards prides itself on supporting and recognising highly creative artists, regardless of their fame or financial success.

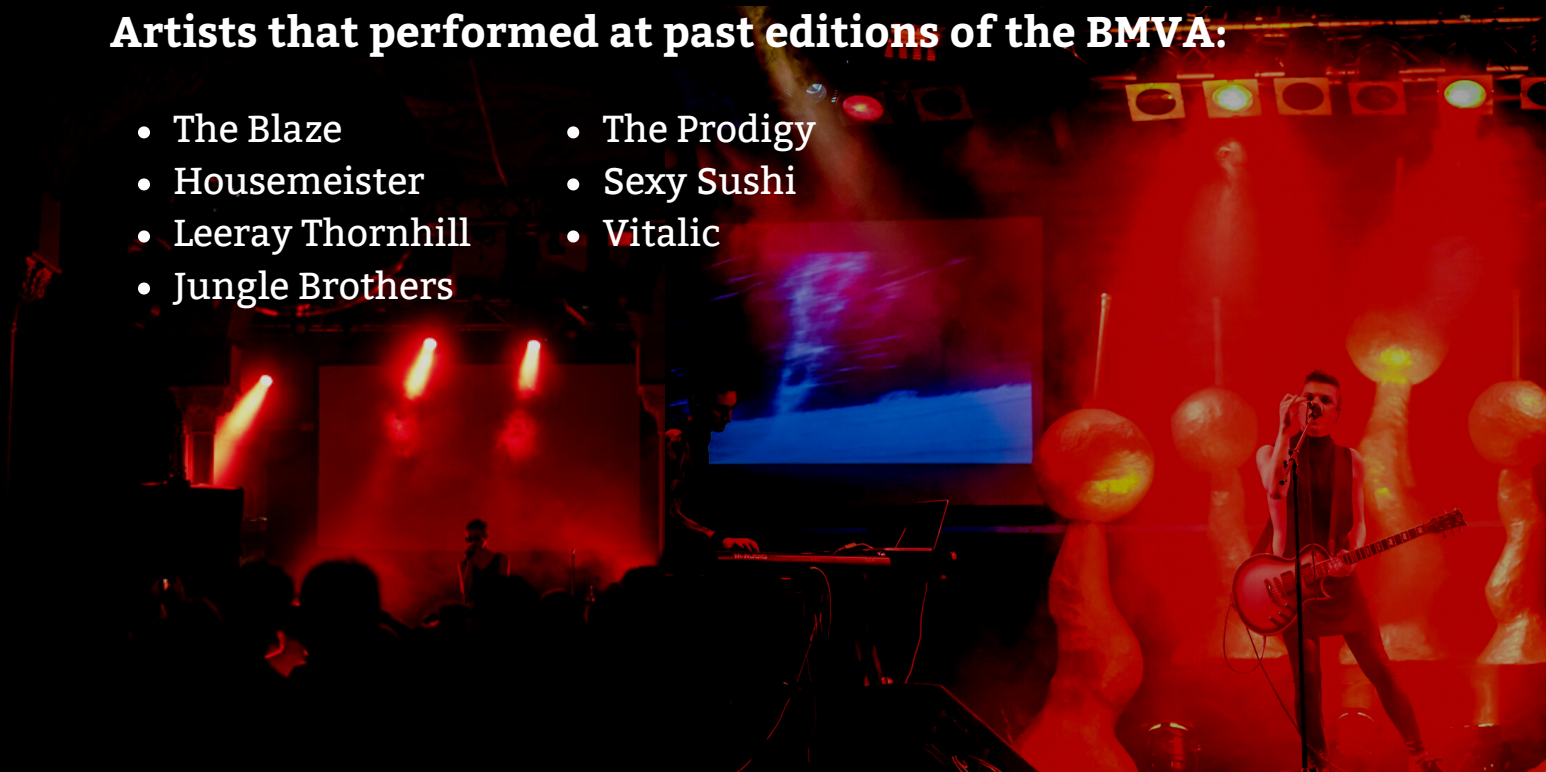
Here we present a small selection of artist, who have been nominated for the BMVA, some of which were already well-known in the music industry and some others which were supported by the BMVA in different stages of their career, before they achieved their breakthroughs.

## Artists that got nominated at past editions of the BMVA:

- Elton John
- Dizzie Rascal
- Alt-J L Beck
- Tokio Hotel
- Residente
- Post Malone
- Little Big
- James Blake
- Jay Z
- Kendrick Lamar
- Lady Gaga
- Justin Timberlake
- Seed
- A\$ap Mob
- Chemical Brothers
- Coldplay
- Bomba Estero
- Gorillaz
- Tame Impala
- Kaytranado
- Dillon Francis
- Taylor Swift
- Zayn
- Ed Sheeran
- Odesza
- The Prodigy
- Myki Bianco
- Steve Aoki
- Marilyn Manson
- Alice Phoebe Lou

## Artists that performed at past editions of the BMVA:

- The Blaze
- Housemeister
- Leeray Thornhill
- Jungle Brothers
- The Prodigy
- Sexy Sushi
- Vitalic



# Partners and press

**Companies we have partnerd with for the past BMVA editions:**

- Vegas Pro
- Red Bull
- Shure
- Stolichnaya
- Alex
- Flora power
- Mexilove
- BIMM Institute Berlin
- Beck's
- Jagermeister
- Dailymotion
- Kaltblut
- Lomography
- Classic Depot
- New Blue Fx
- Ibis Styles Hotels
- Moxy Hotels
- Gigmit
- Fireball
- Bumble

**Selection of local and international press publications that have covered the BMVA:**

- Flux Magazine
- Berliner Filmfestivals
- Rolling Stone
- Music Austria
- Huffington Post
- Berliner Woche
- Wired
- KCRW Berlin
- Journal de Montreal
- The Jerusalem Post

**CLICK [HERE](#) FOR THE FULL LIST OF OUR PRESS PUBLICATIONS**

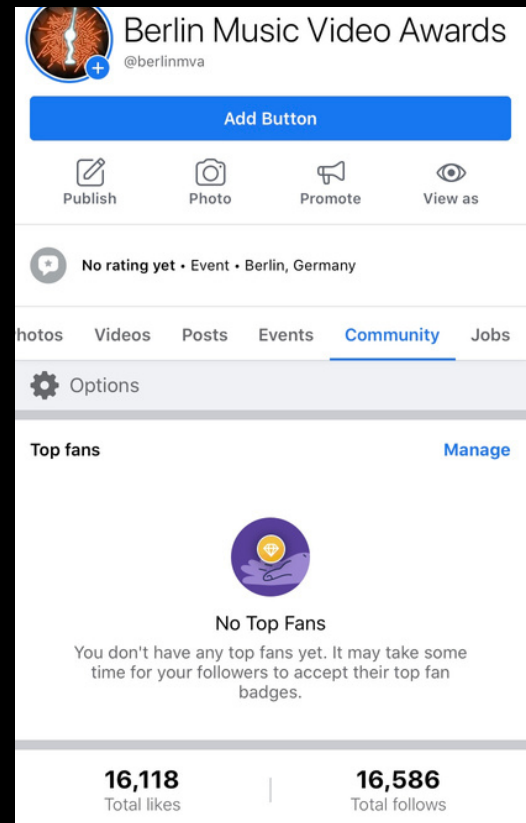
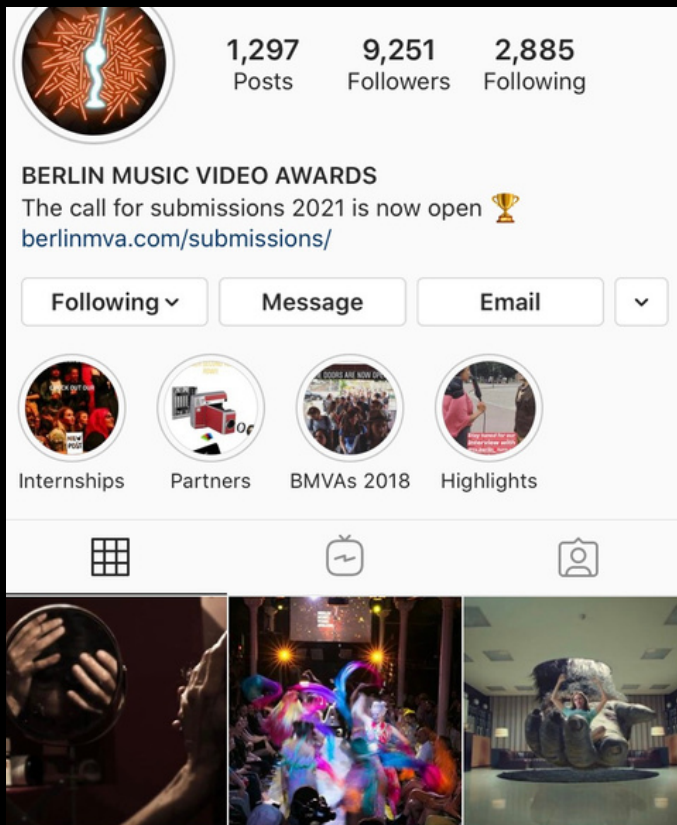




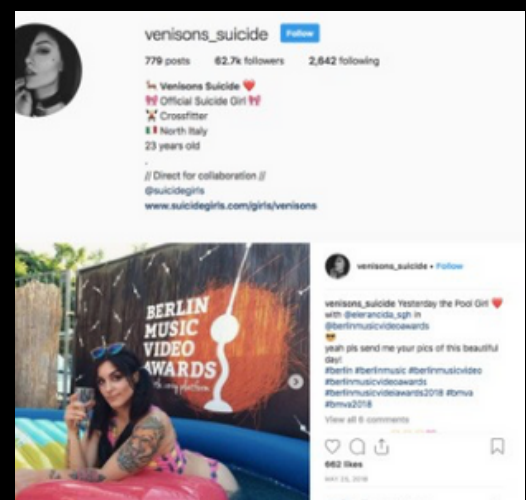
# Social Media Reach



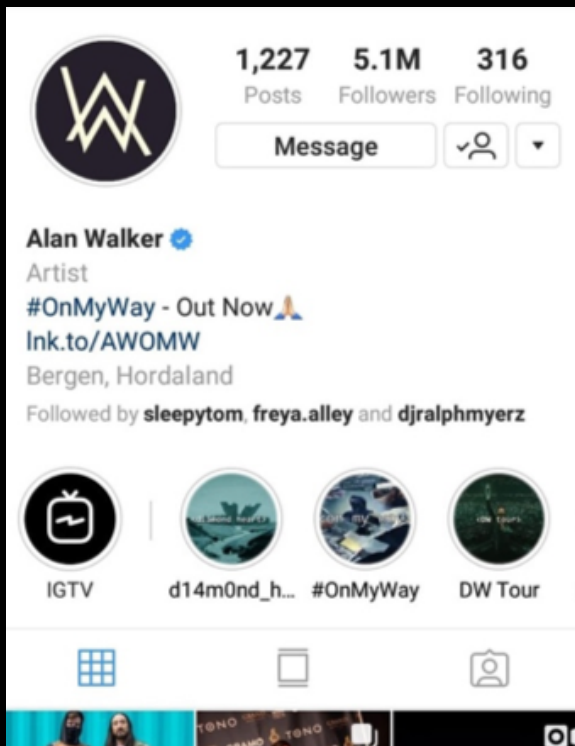
**Our social media channels (Facebook, Instagram, Twitter) reach more than 10.000 people everyday and we consistently update them.**



**Plenty of well-known artists and organisations share our posts and engage with BMVA everyday.**




# Social Media Reach








# Social Media Reach









**4,423** posts   **1.9m** Followers   **380** Following

[Message](#)  


**L'ONE**   
Musician/Band  
Концерты: +7 (929) 621 01 48, Илья // PR,  
СМИ: +7(925)148 11 15, Александр  
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 **L\_one\_mars**  
Moscow, Russia



0:4

51,085 views • Liked by muradnogmov

L\_one\_mars Тем временем, короткий метр «7 дней в деле» номинирован на фестивале Berlin Music Video Awards @berlinmusicvideoawards . Glückwunsch!!! Спасибо всей крутейшей команде, часто вспоминаю эти съёмочные дни! @muradnogmov @kirill.groshev @bakehouse.moscow Люблю!

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berlinmusicvideoawards the call for

