

# CV UWE FLADE

film / commercials / director /

15-1-15



Date of Birth: 71-6-18, Munich, Germany

Adress: Strassburger Strasse 27, 10405 Berlin

Studies: 1993 - 1998 Film- and  
Film Studies at the Ruhr-Uni-Bochum, Minor: Theatre,  
New History, Magister Artium,  
(completed June 1998)

Languages: German, English

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Uwe is one of the best known Musicvideo Directors in Germany. He directed more than 60 Videos for Bands like Depeche Mode, A-HA, Rammstein, Franz Ferdinand, Erasure, Nickelback, Zoot Woman, Gomez, Volbeat, Apocalyptica. He then moved on into directing commercials, shorts and into designing/producing mixed media and Interactive media content.

With his own company "SHAPE MINDS" (2008-2012) he created not only videos, commercials, VFX, 3D and 2D animation content but also world wide best selling kids apps like "nighty night!" and "little fox music box".

As a freelance Creative Director he just finished an app called "Wagnerwahn" for production company Gebrüder Beetz about composer legend Richard Wagner. It combines an animated graphic novel with music, photos, film clips and pictures.

<https://itunes.apple.com/us/app/little-fox-music-box-kids/id499541243?mt=8>

<https://itunes.apple.com/us/app/nighty-night!-hd/id428492588?mt=8>

<https://itunes.apple.com/us/app/wagnerwahn-hd/id645473964?mt=8>

As of now Little Fox Music Box has reached more than 2 mil downloads, was "App of the week" in the Apple app store in more than 70 countries.

Nighty Night! has more than 2 mil downloads, was voted "best paid book app" in 2011 by Apple. It was "App of the week" in Germany, the USA and a few more countries.

Webpage: <http://www.uweflade.de>

(contains only film works)

## **EDUCATION**

1993-1998 Film History, History, Theatre at Ruhr Universität Bochum.

Completed as M.A. with Grade 1,3

## **AWARDS AND NOMINATIONS**

- Red Dot Design Award 2012: ZDF KULTUR Kampagne. (Director)
- Nomination ECHO Best Video National 2011: Jennifer Rostock "irgendwo anders"
- AWARD Jury ANIMAGO 2006 für Depeche Mode "Precious"
- 1. Place ANIMAGO 2006 Category Digital Compositing Musicvideo 2006 for Depeche Mode "Precious"
- 2. Place ANIMAGO AWARD 2005 DEUTSCHLAND for DEPECHE MODE / "enjoy the silence 04"
- 2001 und 2004 Nomination for Best Video National, VIVA COMET Award, Deutschland
- 2003 AUDIENCE AWARD Weimar Backup Festival for Schneider TM "Reality-Check"

## **SHAPE MINDS AND MOVING IMAGES GMBH (2008-2012)**

- Red Dot Design Award 2012 for Trade Show Film Daimler AG "Mercedes Citan". Tradeshow: RAI Amsterdam (Executive Producer / CEO)
- ADAM Gold für "Mercedes Citan". Category Messestand L bis 500 m2 (Executive Producer / CEO)
- Silver Lovie Award 2012 "Little Fox Music Box" App, Kategorie: Entertainment (Executive Producer / CEO)

## PRESS

- 06/11 Süddeutsche Zeitung, "Münchner im Exil"
- 04/11 ZEIT, "Gute Musikvideos gehören ins Museum", Interview
- 06/10 Fluter, "Wenn der Kessel kocht", Interview
- 11/09 Deutsch Magazin, "Animation öffnet eine ganze neue Welt", Interview
- 10/09 INTRO, Interview "Die Nachfrage ist gross"
- 03/08 Wikinews, Interview
- 06/04 Promo News, Video of the Week: Franz Ferdinand "Michael"

## TV

- 6/09 RBB, Stilbruch, Portrait
- 6/05 ARTE, Kurzschluss Magazin, Portrait

## LECTURES

- 3/13 Art of Pop, Liverpool, UK, Keynote
- 4/12 Art of Pop, Cologne Keynote
- 11/10 Soundtrack Cologne / See the Music / "Werkstattgespräch"
- 10/07 Backup Festival Weimar, Deutschland /
- 4/07 Typo-Konferenz für Design, Berlin Deutschland / "Enjoy the silence"
- 10/06 Institut für Musik und Medien, Universität Düsseldorf, Deutschland
- 5/10 HDK Berlin / Arbeitsgespräch
- 6/06 "VIDEO-SENS-ACTION!" Fest der Musik und Film Neapel, Italien
- 6/05 Filmhochschule Ludwigsburg, Deutschland