

**»Artistic thinking and marketability are not mutually exclusive«
Series Writer Dr. Joachim Friedmann is new Professor for Serial Storytelling**

Starting June 1, the renowned series writer, concept developer, and creative producer **Dr Joachim Friedmann** assumes the position of **Professor for Serial Storytelling** at the **ifs internationale filmschule köln**.

As a long-standing writer, Dr Joachim Friedmann has worked for well-known and award-winning German television series, such as »In aller Freundschaft«, »Die Camper«, »Der letzte Bulle« or »Lindenstraße«. He is currently the writer and story editor for the ARD series »In aller Freundschaft - Die junge Ärzte«. He also worked for series developments, including the Grimme Award nominated sitcom »Sekretärinnen«. He also writes comics, including his own series »Lais und Ben« for the Carlsen Publishing House and the comic adaptation of the TV crime »Mörderische Entscheidung« (together with Oliver Hirschbiegel). He is the only German Disney writer to write »Donald Duck« stories in English.

A further focus of his work is interactive, online-based formats and games. Among his many projects, he was responsible for the concept development and storytelling of the transmedia portal based on the German Football Association's mascot »Paule« and developed the serial narrative learning game »Die Schlaumäuse«, which was awarded the German Education Media's Award Digita.

Friedmann graduated from the University of Hildesheim with a Diploma in Cultural Education and completed his doctorate with the dissertation »Transmedia Storytelling: Narrative Design in Literature, Film, Graphic Novels and Games« at the European University Viadrina Frankfurt (Oder). Since 2001, he has undertaken various teaching assignments in dramaturgy, serial development and serial writing at various institutions including the University of Hildesheim and numerous film schools.

His extensive experience in transmedia storytelling will serve as a major asset to the ifs's Master's Program in Serial Storytelling. »Serial storytelling does not begin with the ›Sopranos‹ and ›Six Feet Under‹, but with the ›Odyssey‹ and the ›Mahabharata‹. Serial and epic storytelling is a trans-historic and transcultural phenomenon. On this basis, I will work together with the students to create contemporary and future-oriented serial formats, explore the possibilities of interactive and transmedia narrative, and show that artistic thinking and marketability are not mutually exclusive.«

The third run of the **MA Serial Storytelling** at the ifs starts in the winter semester 2017/18. Over the two-year period of the international master's program, students will research and develop innovative serial stories, formats and distribution channels – with a focus on the national or international market. A core element of the program's practical work is also collaborative writing, including in the Writers' Room.

Until June 6, 2017 talented media professionals can apply for the German track of the next year.

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