



VIEW 8 | International Computer Graphics Conference

Creating a Digital Future 6-9 NOV 07

Tue Nov 6

Sala Cavour

Sala Giolitti

Sala Einaudi

Sala Sella

09:00 - 10:00

Opening with Authorities

Introduced by Jaime D'Alessandro, La Repubblica

10:00 - 11:00

FEATURE PRESENTATION
The Big Challenges for Interactive Computer Graphics
Glenn Entis
SVP
Electronic Arts

11:00 - 11:15

COFFEE BREAK

COFFEE BREAK

COFFEE BREAK

COFFEE BREAK

11:15 - 12:15

Introduced by Dan Sarto, Animation World Net
ANIMATION & VFX
The Paris Skylines of Ratatouille: An artistic look at a technical process
Paul Topolos
Digital Matte Painter
Pixar Animation Studios

EUROPEAN REALITIES
Stories and videogames: 3D graphics as expressive means
Michel Palucci
Alessio Restaino
BiuMIAI Studios

MASTER CLASSES
Softimage|XSI
There's something new under the hood
Practical class on artist tools, modeling, animation and rendering techniques for VFX and 3D Games.
Hosted By **Enea Le Fons**
Softimage

VIEW AWARD
Screening VIEW Award

12:15 - 13:15

Introduced by Peter Plantec, VFX World
GAMING
Games & Entertainment Culture & Commerce
Joseph Olin
President
Academy of Interactive Arts & Sciences

EUROPEAN REALITIES
Nokia Design UK, rapid visuals + Armando, post-production
Tommaso Lanza
Stefano Cieri
Laboratorio Linfa

MASTER CLASSES
Softimage|XSI
THE SHIFT
Special Presentation and workshop by CG Society EON challenge grand prize winner: THE SHIFT.
Hosted By **Enea Le Fons**
Softimage

VIEW AWARD
Screening VIEW Award

13:15 - 14:15

LUNCH

LUNCH

LUNCH

LUNCH

14:15 - 15:15

Introduced by Jaime D'Alessandro, La Repubblica
GAMING
The Art of LittleBigPlanet
Kareem Ettouney
Art Director
SCEE
SONY Computer Entertainment Europe

Technologies, Actors and Projects in a Cluster of Innovation
Torino Chamber of Commerce and A.P.I. Torino

MASTER CLASSES
Softimage|XSI
XSI for artistic design prototyping
Special presentation and workshop on product design with special guest designer and illustrator Massimo Giacon.
Hosted By **Enea Le Fons** **Softimage**

MASTER CLASSES
Quadruped Class
Javier Solsona
Lead Creature Technical Director
Propaganda Games
AUTODESK

15:15 - 16:15

Introduced by Pam Hogarth, Gnomon
SCHOOLS 15.15 - 15.45 15.45 - 16.05
Presentation and goals of Supinfocom Studying at S.N.C.
Marie-Anne Fontenier **Chiara Magri**
Supinfocom **S.N.C.**

Technologies, Actors and Projects in a Cluster of Innovation
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MASTER CLASSES
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There's something new under the hood
Practical class on XSI 6.5 new features with focus on collaborative workflow, tool development and rendering and compositing techniques.
Hosted By **Enea Le Fons** **Softimage**

MASTER CLASSES
Quadruped Class
Javier Solsona
Lead Creature Technical Director
Propaganda Games
AUTODESK

16:15 - 16:30

COFFEE BREAK

COFFEE BREAK

COFFEE BREAK

COFFEE BREAK

16:30 - 17:30

Introduced by Sabine Hirtes, Filmakademie
SCHOOLS 16.30 - 17.00 17.00 - 17.20
Finding the right school Virtual Studies
Pam Hogarth **Vincenzo Lombardo**
Gnomon School of Visual Effects **VRMP School**

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MASTER CLASSES
Quadruped Class
Javier Solsona
Lead Creature Technical Director
Propaganda Games
AUTODESK

17:30 - 18:30

Introduced by Anna Masera, La Stampa Web
ANIMATION & VFX
Spider-Man 3: Triple Play
Peter Nofz
Digital Effects Supervisor
Sony Pictures Imageworks

Technologies, Actors and Projects in a Cluster of Innovation
Torino Chamber of Commerce and A.P.I. Torino

20:30 - 22:30 at **CINEMA MASSIMO**

MOVIE PREMIERES
Khan Kluay
by **Kompin Kemgumnird**
Thailandia, 2006
Kantana Animation

Introduced by Franco Dassisti,
Editor in Chief Cultura e Spettacoli AGR - Agenzia Giornalistica RCS
and Radio24's La Rosa Purpurea host

22:30 - 0:30 at **CINEMA MASSIMO**

MOVIE PREMIERES
Free Jimmy Norway / UK, 2006
Director **Christopher Nielsen**
will be present at the screening
Storm Studio

Introduced by Franco Dassisti,
Editor in Chief Cultura e Spettacoli AGR - Agenzia Giornalistica RCS
and Radio24's La Rosa Purpurea host

EVERYDAY at **Ristorino** in front of the Torino Hall

ART INSTALLATION
SOE | THE SPACE ON EARTH PROJECT
Immersive 3D Stereo Interactive Virtual Reality Art Installation by **Franz Fishnaller**
F.A.B.R.I.CATORS 2007



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Wed Nov 7

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Introduced by Luca Tremolada, Nova – Il Sole 24 Ore					
09:00 - 10:00	<p>ANIMATION & VFX Pixar Animation Studios' Ratatouille: Technical Challenges & Achievements Jessica McMackin Technical Director Pixar Animation Studios</p>				
10:00 - 11:00	<p>Introduced by Fabrizio Pecori, My Media</p> <p>ANIMATION & VFX 2D/3D effects in Pixar Animation Studios' Ratatouille Alex Harvill Technical Director Pixar Animation Studios</p>				
11:00 - 11:15	COFFEE BREAK				
11:15 - 12:15	<p>Introduced by Fabrizio Vespa, La Stampa</p> <table border="1"> <tr> <td> <p>Second Life 11.15-11.40 The Italia Vera Project Carlo Biscaretti di Ruffia Gnosys</p> </td> <td> <p>11.40 - 12.05 Second Life Mattia Crespi Linden Lab Global Provider</p> </td> </tr> </table>	<p>Second Life 11.15-11.40 The Italia Vera Project Carlo Biscaretti di Ruffia Gnosys</p>	<p>11.40 - 12.05 Second Life Mattia Crespi Linden Lab Global Provider</p>	<p>TECHNOLOGY TALK Video games technologies applied to Architecture and Urban-Planning Jean-Baptiste Reynes CEO IMAGTP</p>	<p>VIEW AWARD Screening VIEW Award</p>
<p>Second Life 11.15-11.40 The Italia Vera Project Carlo Biscaretti di Ruffia Gnosys</p>	<p>11.40 - 12.05 Second Life Mattia Crespi Linden Lab Global Provider</p>				
12:15 - 13:15	<p>Introduced by Dan Sarto, Animation World Net</p> <p>CULTURAL HERITAGE & ARCHITECTURE Local Marketing and New Virtual Media Greg Howes, Lorenzo Bidone, Fulvio Dominici Fondazione Ultramundum</p>	<p>TECHNOLOGY TALK Video games technologies applied to Architecture and Urban-Planning Jean-Baptiste Reynes CEO IMAGTP</p>	<p>MASTER CLASSES Softimage XSI for Next Gen 3D Game Development Practical class on artist tools, rendering techniques and pipeline engineering for next-gen 3D games. Hosted By Enea Le Fons Softimage</p>	<p>VIEW AWARD Screening VIEW Award</p>	
13:15 - 14:15	LUNCH				
14:15 - 15:15	<p>Introduced by Dan Sarto, Animation World Net</p> <p>CULTURAL HERITAGE & ARCHITECTURE Local Marketing and New Virtual Media Gabriele Guidi, Maurizio Turinotto, Robertino Auricchio, Luigi Gilli Fondazione Ultramundum</p>	<p>VIEW'S CLASSES Open Source and real-time navigation Fabrizio Valpreda Researcher Politecnico of Torino</p>	<p>MASTER CLASSES Softimage XSI for Next Gen 3D Game Development Practical class on artist tools, rendering techniques and pipeline engineering for next-gen 3D games. Special Guest: TBA. Hosted By Enea Le Fons Softimage</p>	<p>VIEW AWARD Screening VIEW Award</p>	
15:15 - 16:15	<p>Introduced by Luca Carlucci, Struttura Organica</p> <p>ANIMATION & VFX Get a grip! Andrew Daffy Managing Director The House of Curves</p>	<p>VIEW'S CLASSES Open Source Solutions for video streaming Angelo Raffaele Meo Professor Politecnico of Torino</p>	<p>MASTER CLASSES Softimage XSI for Next Gen 3D Game Development Practical class on artist tools, rendering techniques and pipeline engineering for next-gen 3D games. Special Guest: TBA. Hosted By Enea Le Fons Softimage</p>	<p>VIEW AWARD Screening VIEW Award</p>	
16:15 - 16:30	COFFEE BREAK				
16:30 - 17:30	<p>Introduced by Thomas Martinelli, Il Manifesto</p> <p>DIGITAL DESIGN & ARCHITECTURE Cinematic Storytelling Rodrigo Lopez Neoscape INC AUTODESK</p>	<p>VIEW'S CLASSES Lights, Pictures and Visions: from Reality to Virtuality Nello Balossino Professor University of Torino</p>	<p>TECHNOLOGY TALK Explore the world of SpeedAnimation™ Luigi Tramontana CTO/Head of R&D Craft Animations AB</p>	<p>VIEW AWARD Screening VIEW Award</p>	
17:30 - 18:30	<p>Introduced by Dan Sarto, Animation World Net</p> <p>EUROPEAN REALITIES Red baron , breakdown of a complex production pipeline Mohsen Mousavi Lead Crowd-Fx technical director Pixomondo Studio</p>	<p>TECHNOLOGY TALK CGI @ Automotive: Making of Audi R8 feature movie Andrea Gunschera Head Content Production RTT</p>	<p>TECHNOLOGY TALK Explore the world of SpeedAnimation™ Luigi Tramontana CTO/Head of R&D Craft Animations AB</p>	<p>VIEW AWARD Screening VIEW Award</p>	
18:30 - 19:30	<p>Introduced by Luca Tremolada, Nova – Il Sole 24 Ore</p> <p>ANIMATION & VFX From Shrek to Shrek the Third Character Setup Evolution Lucia Modesto Character Technical Director Supervisor PDI Dreamworks</p>				
EVERYDAY at Ristorino in front of the Torino Hall	<p>ART INSTALLATION SOE THE SPACE ON EARTH PROJECT Immersive 3D Stereo Interactive Virtual Reality Art Installation by Franz Fishnaller F.A.B.R.I.CATORS 2007</p>				



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<p>09:00 - 10:00</p>	<p>Introduced by Alessandra C. La Stampa</p> <p>ANIMATION & VFX</p> <p>Surf's Up A Practical Guide to Making Waves Danny Dimian Computer Graphics Supervisor Sony Pictures Imageworks</p>			
<p>10:00 - 11:00</p>	<p>Introduced by Luca Carlucci, Struttura Organica</p> <p>DIGITAL DESIGN & ARCHITECTURE</p> <p>Progressive Film Design new tendencies in digital times Tino Schaedler Art Director for digital sets</p>	<p>MASTER CLASSES</p> <p>NVSG – The High Quality, Real-time Rendering Scene Graph Holger Kunz NVIDIA Workstation Tools and SDKs team Manager NVIDIA</p>	<p>MASTER CLASSES</p> <p>Advanced Character Rigging Creating Dynamic Characters with muscles, tendons and more. TJ Galda CG Supervisor at Technicolour AUTODESK</p>	
<p>11:00 - 11:15</p>	<p>COFFEE BREAK</p>			
<p>11:15 - 12:15</p>	<p>Introduced by Tino Schaedler</p> <p>DIGITAL DESIGN & ARCHITECTURE</p> <p>Conceptual Design and the Digital Process James Clyne Conceptual Artist</p>	<p>TECHNOLOGY TALK</p> <p>Virtual Reality, Simulation, Training: commercial-off-the-shelf software concepts - the experience effect Gael Ramaen ANTYCIPI</p>	<p>MASTER CLASSES</p> <p>Advanced Character Rigging Creating Dynamic Characters with muscles, tendons and more. TJ Galda CG Supervisor at Technicolour AUTODESK</p>	<p>VIEW AWARD</p> <p>Screening VIEW Award</p>
<p>12:15 - 13:15</p>	<p>Introduced by Tino Schaedler</p> <p>DIGITAL DESIGN & ARCHITECTURE</p> <p>Digital Design Down Under: New Tools for the Film Production Designer in Australasia Grant Major Production Designer Weta Digital</p>	<p>MASTER CLASSES</p> <p>Softimage XSI for Visual Effects (VFX) Practical class on advanced rendering and compositing techniques and workflows, within XSI. Hosted By Enea Le Fons Softimage</p>	<p>MASTER CLASSES</p> <p>Advanced Character Rigging Creating Dynamic Characters with muscles, tendons and more. TJ Galda CG Supervisor at Technicolour AUTODESK</p>	<p>VIEW AWARD</p> <p>Screening VIEW Award</p>
<p>13:15 - 14:15</p>	<p>LUNCH</p>			
<p>14:15 - 15:15</p>	<p>Introduced by Erik Balzaretto, IED Torino</p> <p>DIGITAL DESIGN & ARCHITECTURE</p> <p>Pragmatized Emotions The art of the future designers Muqem Khan Assistant professor of Graphic Design Virginia Commonwealth University in Qatar</p>	<p>MASTER CLASSES</p> <p>Softimage XSI for Visual Effects (VFX) Special Guest: Xchanges VFX Special Workshop on advanced VFX techniques for Advertisement. Hosted By Enea Le Fons Softimage</p>		<p>VIEW AWARD</p> <p>Screening VIEW Award</p>
<p>15:15 - 16:15</p>	<p>Introduced by Fabrizio Valpreda, Politecnico di Torino</p> <p>DIGITAL DESIGN, ENGINEERING & ARCHITECTURE</p> <p>The Future of Design Visualization Kevin Gilson Director of Design Visualization Parsons Brinckerhoff</p>	<p>!CLOSED DOOR EVENT, by invitation only</p> <p>VIP Technology Summit: The future of XSI Special Guest: Kevin G. Clark Global PR Manager, SOFTIMAGE Hosted By Enea Le Fons Softimage</p>		<p>VIEW AWARD</p> <p>Screening VIEW Award</p>
<p>16:15 - 16:30</p>	<p>COFFEE BREAK</p>			
<p>16:30 - 17:30</p>	<p>TED Technology Entertainment Design introduced by Bruno Giussani European Director</p>	<p>TECHNOLOGY TALK</p> <p>Google Earth, Maps, SketchUp & the 3D Warehouse A Google Approach to Creating and Sharing Virtual Worlds Mike Springer Software engineer GOOGLE</p>		<p>VIEW AWARD</p> <p>Screening VIEW Award</p>
<p>17:30 - 18:30</p>	<p>Introduced by Pam Hogarth, Gnomon</p> <p>SCHOOLS 17:30 - 18:00 18:00 - 18:30</p> <p>Animation and Visual Effects at Filmakademie Sabine Hirtes Filmakademie</p> <p>Teaching the construction of Virtual Worlds Larry Bafia Vancouver Film School</p>	<p>TECHNOLOGY TALK</p> <p>Social Network for Virtual Worlds Pierluigi Casolari CEO Koinup</p>		<p>VIEW AWARD</p> <p>Screening VIEW Award</p>
<p>18:30 - 19:30</p>	<p>Introduced by Anna Masera, La Stampa Web</p> <p>VIEW'S CLASSES</p> <p>Painting Paris for Ratatouille: A Matte Painter at Pixar Paul Topolos Digital Matte Painter Pixar Animation Studios</p>			
<p>EVERYDAY at Ristorino in front of the Torino Hall</p>	<p>ART INSTALLATION</p> <p>SOE THE SPACE ON EARTH PROJECT Immersive 3D Stereo Interactive Virtual Reality Art Installation by Franz Fishnaller F.A.B.R.I.CATORS 2007</p>			



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09:00 - 10:00	<p>Introduced by J.C. De Martin, Politecnico di Torino</p> <p>ANIMATION & VFX</p> <p>Beowulf: Creating Compelling Character Animation</p> <p>Parag Havaldar Lead R&D Engineer</p> <p>Sony Pictures Imageworks</p>	<p>MASTER CLASSES</p> <p>Softimage XSI</p> <p>There's something new under the hood Practical class on artist tools, modeling, animation and rendering techniques for VFX and 3D Games.</p> <p>Hosted By Enea Le Fons</p> <p>Softimage</p>		
10:00 - 11:00	<p>Introduced by Dan Sarto, Animation World Net</p> <p>GAMING</p> <p>The Art of Crossing the Uncanny Valley</p> <p>Peter Plantec</p> <p>VFX World</p>	<p>MASTER CLASSES</p> <p>Softimage XSI ANIMO</p> <p>Special Presentation and workshop on characters animation and VFX by ANIMO s.r.l., Italian historical VFX house.</p> <p>Hosted By Enea Le Fons</p> <p>Softimage</p>		
11:00 - 11:15	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK
11:15 - 12:15	<p>Intro by Elena Casetta, Ist. Italiano Scienza Umana</p> <p>GAMING</p> <p>Play It Before You Live It : World Without Oil and the Future(s) of Serious Alternate Reality Games</p> <p>Ken Eklund</p>	<p>MASTER CLASSES</p> <p>Softimage XSI</p> <p>There's something new under the hood Practical class on XSI 6.5 new features with focus on rigging, non-destructive animation, motion transformation, asset re-deployment.</p> <p>Hosted By Enea Le Fons</p> <p>Softimage</p>		
12:15 - 13:15	<p>Introduced by Pino Zappalà, CentroScienza</p> <p>EU Realities 12.15 - 12.45 12.45 - 13.15</p> <p>An overview on Presence Based on EU PEACH Coordination Action Gianluca Zaffiro Innovation Trends Telecom Italia</p> <p>Torino 2008 World Design Capital Paola Zini</p>	<p>MASTER CLASSES</p> <p>Softimage XSI</p> <p>There's something new under the hood Practical class on XSI 6.5 new features with focus on collaborative workflow, tool development and rendering and compositing techniques.</p> <p>Hosted By Enea Le Fons</p> <p>Softimage</p>		
13:15 - 14:15	LUNCH	LUNCH	LUNCH	LUNCH
14:15 - 15:15	<p>Introduced by Andrea Casalegno, Top-ix</p> <p>GAMING</p> <p>The future of Virtual Universes</p> <p>Jorgen Tharaldsen Product Director</p> <p>Funcom</p>	<p>VIEW AWARD</p> <p>Winner</p> <p>VIEW Award</p>		
15:15 - 16:15	<p>Introduced by Massimo Curatella, CG Italia</p> <p>GAMING</p> <p>Bridging the Gap between Games & Movies</p> <p>Ken Perlin Professor Media Research Laboratory</p> <p>New York University</p>	<p>VIEW AWARD</p> <p>Winner</p> <p>VIEW Award</p>		
16:15 - 16:30	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK
16:30 - 17:30	<p>Introduced by Luca Carlucci, Struttura Organica</p> <p>EU Realities 16.30 - 17.00 Animation 17.00 - 17.30</p> <p>EDI's work pipeline in comparison</p> <p>Gaia Bussolati Andrea Zimbaro EDI Effetti Digitali Italiani</p> <p>Bruno Bozzetto Italian Animation Master</p>			
17:30 - 18:30	<p>FEATURE PRESENTATION</p> <p>Creating the Look for Ratatouille</p> <p>Sharon Calahan Director of Photography and Lighting</p> <p>Pixar Animation Studios</p>			
EVERYDAY at Ristorino in front of the Torino Hall	<p>ART INSTALLATION</p> <p>SOE THE SPACE ON EARTH PROJECT</p> <p>Immersive 3D Stereo Interactive Virtual Reality Art Installation by Franz Fishnaller</p> <p>F.A.B.R.I.CATORS 2007</p>			