



9th International Computer Graphics Conference **DIGITAL TRANSFORMATIONS 11 - 14 NOV 2008**

Conference center Torino Incontra, via N. Costa 8, Torino, Italy

VIEW Conference: Turin becomes the European Capital of digital media

More than **100** guests from all over the world including several Academy Award Winners. Many previews, screenings, conferences, workshops, and round tables. From Paul Topolos, one of the creative minds behind *Ratatouille* and of the recent *Wall-E*, to the videogame genius Will Wright, father of *Sim City*, *The Sims* and *Spore*, to Brad Lewis, *Ratatouille*'s producer and director of *Cars 2*. A 360 degree view of the future through animation cinema, games, industrial design and video art.

Turin, September 15, 2008 – The universe of digital media as seen through the lens of experts in the field: this is **VIEW**, the International Computer Graphics Conference taking place in Turin from the 11th to the 14th of November.

More than **100** exhibits, talks, workshops, master classes and exhibitions. Amazing international guests from videogame masters and visual effects experts to film directors.

Cinema of Animation: the Seventh (digital) Art



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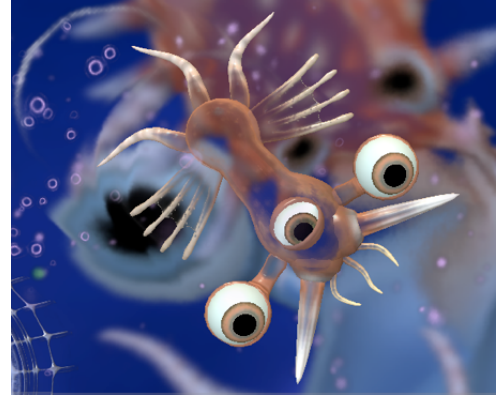
Pixar Animation Studios and **PDI-DreamWorks**, world giants that changed the language of animation film, will discuss the making of their latest films: **Wall-E** (Disney-Pixar Animation Studios) and **Madagascar 2** (PDI-DreamWorks). The behind the scenes secrets will be revealed by the producers, digital design artists and directors.

Brad Lewis (*Ratatouille*'s Producer), **Paul Topolos** (*Ratatouille*'s Matte Painter), and **Lucia Modesto** (*Shrek*'s Character Technical Director Supervisor) will play the starring roles in this section. Topolos, the "digital matt painter" genius, will explain the landscapes of **Wall-E**, the smash hit in the USA, which is expected in the Italian movie theaters on the 17th of October. **Brad Lewis** will describe his experiences as producer, from *Antz*, the film that marked the DreamWorks' debut in the field of the digital animation, to Pixar's *Ratatouille*, whereas **Lucia Modesto**, the creator of the characters of the *Shrek* trilogy, and a key figure on the team that made **Madagascar**, one of the most successful works by DreamWorks, will lead the audience to the discovery of **Madagascar 2**, expected in Italy in December.



Videogames: The Art of Interactive Imagination

The games section is of particular interest this year. Thanks also to the collaboration with Jaime D'Alessandro, journalist and expert in this field, a Who's Who in electronic games will be in Turin. Legendary names such as **Will Wright**, the creator of *The Sims*, *Sim City* and *Spore*, **Louis Castle**, the creator of the *Blade Runner* game, the *Command & Conquer* series and *Boom Blox*, **David Cage**, the visionary author of *Omikron: The Nomad Soul*, *Fahrenheit* and *Heavy Rain*, **Chris Taylor**: *Total Annihilation*, *Dungeon Siege* and *Supreme Commander*, **Hiroiyuki Kobayashi**: *Devil May Cry*, *Resident Evil 4*, *Devil Kings*. These videogames have distinguished themselves in the history of games: *The Sims*, for example, sold more than **100 millions copies**.



Multimedia and Visual Culture: new Paths for Digital Culture Experiments

This year VIEW, in an *ad hoc* section, will explore new visual forms of expression as well as patterns of digital culture.

In the "Visual Culture" section can be seen the participation of high level guests, including two Academy Award Winners: **Glenn Entis**, who was the CEO of DreamWorks Interactive, where he worked closely with Steven Spielberg and Jeffrey Katzenberg, and oversaw the development of the first titles in the *Medal of Honor* series. Glenn Entis received in 1998 a Scientific and Technical Award from the Academy of Motion Picture Arts and Sciences for his work at PDI. **David Salesin**, Professor in the Department of Computer Science & Engineering at the University of Washington, worked as a Senior Researcher at **Microsoft Research**. Since 2005 he is Senior Principal Scientist at **Adobe**, where he leads the Technologies Lab. Salesin worked also at Lucasfilm and at Pixar Animation Studios, where he contributed to many successes such as *Tin Toy*, winner of an Oscar, and *Young Sherlock Holmes*. VIEW proudly presents **Michael Rubin**, who graduated in Neuroscience and began his career at **Lucasfilm** to achieve prestige all over the world as the author of the cult book: *Droidmaker: George Lucas and the Digital Revolution*. At VIEW, Rubin will connect the dots from independent cinema to the Lucasfilm Computer Division, and trace the creation not only of Pixar, but also of modern editing, sound, animation, visual effects and games.

Among the guests of the "Visual Culture" section, it's impossible not to mention **Bruce Grenville**, from the Vancouver Art Gallery. Grenville is the curator of "KRAZY!", the avant-garde exhibition considered "one of the most exciting things the Vancouver comics scene has seen in quite some time". The focus of the Krazy show is on the art of Comics, Graphic Novels, Manga, Anime, Cartoons, Video Games and Visual Art. It is an odd assortment of pop culture entities, pulled together by Grenville in a stellar looking show. Another spectacular speaker in this section is **Brenda Bakker Harger**, professor of Entertainment technology who lends her expertise as a director (MFA Carnegie Mellon Drama) and as an improviser.



Bakker Harger will bring together theatrical improvisation with game design. This promises to be an utterly pyrotechnic experience.

But **VIEW Conference** also includes free workshops for all visitors; these will be organized by the most important companies in the field such as Softimage, Autodesk, nVidia, Google and Ubisoft as well as by professionals coming from the best Italian schools such as the University of Turin, the Polytechnic of Turin, and the European Design Institute.



This year VIEW brings a special edition: **VIEWFest** Digital Movie Festival, from the **7th to the 9th** of November at the Cinema Massimo & **View Conference** International Computer Graphics Conference, from the **11th to the 14th** of November at the Conference Centre Torino Incontra.

Also this year VIEW presents the **VIEW Award**, the international award for short films containing 3d and VFX: the best digital artists from all over the world will compete for each category (*Best 3D short; Best 3D Design; Best Environment Design; Best 3D Digital Character; Best Digital Visual Effects*): all these works will be judged by Italian and international experts in each field.

VIEW & PEACH in an exceptional partnership present:

1000VIEW of Torino: A Photographic Contest

Telecom Italia will enrich the PEACH Industry Event and VIEW 2008 providing the **1000VIEW of Torino** service trial, implemented by the R&D labs of Telecom Italia in Turin. The service will enable all participants at the event to send photos from their mobile phones, which will be published real-time on a large screen in the congress centre and on web/mobile portal. The service will simply require participants to use a MMS-enabled mobile phone, shoot a photo and send it following the instructions which will be provided during the event. Users will eventually be able to comment and vote on photos.

PEACH Industry Event | Presence: Present and Future Markets

The **PEACH Industry Event** is a conference and exhibition, organized by PEACH and Telecom Italia, taking place on **November 12-13, 2008** at the Centro Congressi Torino Incontra, Turin (Italy), and co-located with the **VIEW 2008 | Digital Transformations** conference. **PEACH** (Presence Research in Action) is a coordinated action funded under the 6th Framework Programme of the European Commission for Future and Emerging Technologies. Telecom Italia is partner of the PEACH consortium and is responsible for promoting market interaction. During the Event international experts on **Presence** will discuss on the



present and future markets of this area, giving examples of commercial applications, deepening R&D outcomes, bringing demonstrations and products. The Presence Science studies how to create the “real” sensation of virtually being somewhere, alone or with someone else, and has applications in virtual reality, augmented reality, mixed reality, virtual worlds and social presence.

VIEW | Digital Transformations

Turin, from the 11th to the 14th November 2008, at the **Conference Centre Torino Incontra**, via Nino Costa 8.

Places: **Conference Centre Torino Incontra**, via Nino Costa 8 (Centre for the manifestation reference)
Cinema Massimo, via Verdi 18.

Realized by: Associazione Culturale VIEW Conference.

Sponsor: Regione Piemonte, Provincia di Torino, Città di Torino, Compagnia di San Paolo, Fondazione CRT, Camera di Commercio Industria Artigianato e Agricoltura di Torino.

With the support of: Ministero dell’Innovazione, Ministero degli Affari Esteri, Ministero per i beni e le attività culturali, Polytechnic of Turin, University of Turin, European Design Institute of Turin.

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