

VIEW Conference 2009 - Digital Convergency

10th International Computer Graphics Conference

4 - 7 Nov 2009

Conference Center Torino Incontra, via Nino Costa 8, Turin, Italy

4th Wednesday

www.viewconference.it

08:00 - 09:00	Registration				
	CAVOUR	GIOLITTI	SELLA	EINAUDI	MOLLINO
09:00 - 10:00	Inauguration with Authorities				VIEW's Paper
10:00 - 11:00	OPENING TALK 3D CINEMA: STEREOSCOPIC VISUALIZATION "Three Dimensional Storytelling in UP, Toy Story and Toy Story 2" Bob Whitehill, <i>Stereoscopic Supervisor</i> <i>Pixar Animation Studios</i>				VIEW's Paper
11:00 - 11:15	Coffee break				
11:15 - 12:15	GAMES AND DIGITAL MEDIA "The Gamification of Digital Media" Glenn Entis , <i>Academy Award Winner</i> <i>Founding General Partner</i> <i>Vanedge Capital</i>	Zbrush WORKSHOP 1 "Zbrush 3.5: Sketching with Zsferes" Daniele Angelozzi <i>3D Artist</i>		NVIDIA CUDA WORKSHOP An overview of NVIDIA's tools and technology that are defining the future of GPU's	VIEW's Paper
12:15 - 13:15	STEREOSCOPIC VISUALIZATION "Living in a 3D World" Carlye Archibeque <i>Executive Producer</i> <i>SIGGRAPH 2009 Computer Animation Festival</i>	ANIMATION WORKSHOP "Creating Effective, Spontaneous Performance" Travis Hathaway <i>Animator</i> <i>Pixar Animation Studios</i>	PSDRevolution.it Presentation Matteo Introzzi <i>Chair Cultural Association PSDRevolution</i> Silvia Boldrini <i>Co-founder Project E@dicola</i> Sauro Pasquini <i>Co-founder of "Chiamata alle Arti"</i> Alessandro Masciari <i>Curator of "THR3aD" and "Condivisione Creativa"</i>	NVIDIA Workshop conducted by Will Braithwaite	

4 th Wednesday					
13:15 - 14:15	Lunch break				
14:15 - 15:15	URBAN SCREEN as a Digital Public Art Space "GreenPix": Zero Energy Media Walls Simone Giostra <i>Simone Giostra & Partners Architects</i>	RENDERMAN WORKSHOP Workshop Part One "Shading and Lighting for UP" By Dylan Sisson RenderMan Technical Artist <i>Pixar Animation Studios</i>	WORKSHOP TOP-IX Opensource for the Creativity Cinelerra By Raffaella Traniello	NVIDIA CUDA WORKSHOP An overview of NVIDIA's tools and technology that are defining the future of GPU's NVIDIA Workshop conducted by Will Braithwaite	VIEW's Paper
15:15 - 16:15	URBAN SCREEN as a Digital Public Art Space "The Urbane Potential of Public Screens for Urban Society" Mirjam Struppek <i>Urban Media Researcher</i>	RENDERMAN WORKSHOP Workshop Part Two "Introducing Pixar's RenderMan" By Dylan Sisson RenderMan Technical Artist <i>Pixar Animation Studios</i>			
16:15 - 16:30	Coffee break				
16:30 - 17:30	ANIMATION "Character Animation – Fundamental and Advanced Concepts" Melanie Beisswenger <i>Asst. Professor at the School of Art, Design and Media at Nanyang Technological University, Singapore</i>	"Augmented Reality, How to Use it from Scratch: Seac02 LinceoVR and Eligo sdk, a Complete Pipeline for Web, Mobile, Stand Alone Cross Platform Augmented Reality Applications" Andrea Carignano <i>SEAC02</i>	WORKSHOP TOP-IX Opensource for the Creativity Cinelerra By Raffaella Traniello	NVIDIA CUDA WORKSHOP An overview of NVIDIA's tools and technology that are defining the future of GPU's NVIDIA Workshop conducted by Will Braithwaite	VIEW's Paper
17:30 - 18:30	3D CINEMA: STEREOSCOPIC VISUALIZATION "Visual Storytelling with Lighting and Effects Animation" Danny Dimian <i>Senior CG Supervisor Sony Pictures Imageworks</i>				
18:30 - 19:30	3D CINEMA: STEREOSCOPIC VISUALIZATION "Cooking Up Cloudy's Styles and Inspiration: From Design to the Screen" Rob Bredow <i>Chief Technology Officer and Visual Effects Supervisor Sony Pictures Imageworks</i>				

5th Thursday

08:30 - 09:00	Registration				
	CAVOUR	GIOLITTI	SELLA	EINAUDI	MOLLINO
09:00 - 10:00	<p>"Elegant and Emotionally Rich Interactive Entertainment"</p> <p>Auriea Harvey <i>CEO Tale of Tales</i></p> <p>Michaël Samyn <i>CEO Tale of Tales</i></p>	<p>Zbrush WORKSHOP 2</p> <p>"Zbrush Brushes Overview"</p> <p>Daniele Angelozzi <i>3D Artist</i></p>	<p>TOP-IX WORKSHOP Opensource for the Creativity</p> <p>Blender Base: "There I Opened it! Now What?" By Enrico Valenza</p>		VIEW's Paper
10:00 - 11:00	<p>COMPANIES THAT CHANGE THE WORLD!</p> <p>The GPU Revolution - An overview of NVIDIA technology, what is new, different and who is using it? An overview of NVIDIA's tools and technology that are defining the future of GPU's</p> <p>Laura Dohrmann <i>Laura Dohrmann is NVIDIA's Worldwide Manager of Marketing to the Film Industry and Professional Solutions</i></p> <p>Will Braithwaite</p>	<p>ANIMATION WORKSHOP</p> <p>"Creating Effective, Spontaneous Performance"</p> <p>Travis Hathaway <i>Animator Pixar Animation Studios</i></p>		<p>"Faster than Google, Better than NASA"</p> <p>Fulvio Dominci Carnino <i>President of Ultramundum Foundation</i></p>	VIEW's Paper
11:00 - 11:15	Coffee break				
11:15 - 12:15	<p>COMPANIES THAT CHANGE THE WORLD!</p> <p>"Where World's Are Created - Rainmaker Entertainment"</p> <p>Catherine Winder <i>President of Rainmaker Entertainment</i></p> <p>"Starting up an Animation Studio Putting Together Creatives, Technologies and Marketing Ideas"</p> <p>Davide Tromba <i>CEO Animoka Studios s.r.l.</i></p> <p>Massimo Comuzio <i>CEO Animoka Studios s.r.l.</i></p>	<p>RENDERMAN WORKSHOP Workshop Part One "Shading and Lighting for UP"</p> <p>By Dylan Sisson RenderMan Technical Artist <i>Pixar Animation Studios</i></p>	<p>TOP-IX WORKSHOP Opensource for the Creativity</p> <p>Blender Base: "There I Opened it! Now What?" By Enrico Valenza</p>		VIEW's Paper

5th Thursday

<p>12:15 - 13:15</p>	<p>COMPANIES THAT CHANGE THE WORLD!</p> <p>“Microcinema: The New Satellite Route for Cinema and Culture”</p> <p>Roberto Bassano <i>CEO Microcinema</i></p> <p>“Maga Animation Studios: An Overview”</p> <p>Massimo Carrier Ragazzi <i>Owner, Creative Director, Executive Producer Maga Animation Studio</i></p>	<p>RENDERMAN WORKSHOP Workshop Part Two "Introducing Pixar's RenderMan"</p> <p>By Dylan Sisson RenderMan Technical Artist <i>Pixar Animation Studios</i></p>		<p>MUSICAL WORKSHOP</p> <p>An hour class with the musical genius extraordinaire: Michael Giacchino</p>	<p>VIEW's Paper</p>
<p>13:15 - 14:15</p>	<p>Lunch break</p>				
<p>14:15 - 15:15</p>	<p>COMPANIES THAT CHANGE THE WORLD!</p> <p>“GoldTooth Creative Agency”</p> <p>Kody Sabourin <i>Co-founder Goldtooth Creative</i></p> <p>Tyler Weiss <i>Co-founder Goldtooth Creative</i></p> <p>“Enanimation: An Overview of the Studio”</p> <p>Stefania Raimondi <i>President Enanimation</i></p>	<p>Rainbow CGI</p> <p>Stefano Cieri <i>Designer and Digital Content Creator</i></p>	<p>TOP-IX WORKSHOP Opensource for the Creativity</p> <p>Blender Advanced “Character Animations” By Fernando Luceri</p>		<p>VIEW's Paper</p>
<p>15:15 - 16:15</p>	<p>COMPANIES THAT CHANGE THE WORLD!</p> <p>“Lavazza: Adv as Contemporary Language, from Stop- motion to Open Air Exhibitions”</p> <p>Francesca Lavazza <i>Company Image Director And Member of the Board of Directors</i></p>	<p>GOOGLE WORKSHOP Workshop 1:</p> <p>“Using Google SketchUp for Design and Geo-Modeling: A Beginner's Course”</p> <p>Mike Springer <i>Software Engineer Google</i></p>			<p>VIEW's Paper</p>

5th Thursday

16:15 - 16:30	Coffee break				
16:30 - 17:30	ANIMATION & VFX "The Pixar Creative Process in UP" Travis Hathaway <i>Animator</i> <i>Pixar Animation Studios</i>		TOP-IX WORKSHOP Opensource for the Creativity Blender Advanced "Character Animations" By Fernando Luceri		
17:30 - 19:30	"I LOVE INTERNET," Award Ceremony Wired Italia, Telecom Italia and Zooppa Riccardo Luna <i>Writer, Journalist, Editor in Chief Wired Italia</i> Marco Montemagno <i>Codice Internet Co-founder</i> Salvo Mizzi <i>Internet Media & Digital Communication Manager</i> <i>External Relations Director</i> Wil Merritt <i>CEO Zooppa.com</i>				

6th Friday

08:30 - 09:00	Registration				
	CAVOUR	GIOLITTI	SELLA	EINAUDI	
09:00 - 10:00	CULTURAL HERITAGE "The Future in Reading of Cultural Heritage: Immersive 3D Virtual Reality" Elena Biondi <i>Researcher and Developer Computer Aided Restoration</i> <i>Centro Conservazione Restauro "La Venaria Reale"</i> Alessandro Bovero <i>Digital 3D Artist</i> <i>Centro Conservazione Restauro "La Venaria Reale"</i>	09:00 -09:30 TOP-IX Registration <hr/> 09:30 - 09:45 Welcome Speech Prof. Angelo Raffaele Meo <i>Polytechnic of Turin</i>	GOOGLE WORKSHOP Workshop 2: "Creating Game/Movie CG Backgrounds using Google SketchUp and Google StreetView" Mike Springer <i>Software Engineer</i> <i>Google</i>		

6 th Friday				
10:00 - 11:00	ANIMATION & VFX "Storytelling Trends in Computer Animation" Isaac Kerlow <i>Formerly at Disney Animation Studios</i>	09:45 - 10:00 Introduction Lorenzo Benussi <i>TOP-IX</i> <hr/> 10:00 - 10:30 Keynote "Open Source Creativity" Prof. Juan Carlos Demartin <i>Founder and Co-Director, Nexa Centre for Internet and Society, Polytechnic of Turin</i> <hr/> 10:30 ShowCase "Project & Experience" Project and Experience	Zbrush WORKSHOP 3 "Zbrush Sculpting Sessions" Daniele Angelozzi <i>3D Artist</i>	MUSICAL WORKSHOP An hour class with the musical genius extraordinaire: Michael Giacchino
11:00 - 11:15	Coffee break			
11:15 - 12:15	"The Art and Science of Improvisational Acting: What It Is and Why It matters" Brenda Bakker Harger <i>Theatre Director, Improviser, and Professor of Entertainment Technology at Carnegie Mellon University's Entertainment Technology Center</i>	ShowCase "Project & Experience" Project and Experience	RENDERMAN WORKSHOP Workshop Part One "Shading and Lighting for UP" By Dylan Sisson <i>RenderMan Technical Artist Pixar Animation Studios</i>	
12:15 - 13:15	"Open Source for Creativity Joint Session with TOP-IX" InterVIEW with creative innovation, start-up and development of a creative business Glenn Entis InterVIEWed by David Orbam Moderator: Lorenzo Benussi, TOP-IX	TOP-IX Session in sala Cavour	RENDERMAN WORKSHOP Workshop Part Two "Introducing Pixar's RenderMan" By Dylan Sisson <i>RenderMan Technical Artist Pixar Animation Studios</i>	
13:15 - 14:15	Lunch break			

6 th Friday				
14:15 - 15:15	MEDICAL IMAGING Silvio Aime <i>Professor of Molecular Imaging Center for Molecular Imaging of the University of Torino</i>	14:15 - 16:15 Round table “Open Teaching” Fabrizio Valpreda <i>School of Industrial Design of Politecnico di Torino</i>	GOOGLE WORKSHOP Workshop 3: Incorporating Google Earth and Google Maps in your Website: (or how you can Start to Create a Game Online) Mike Springer <i>Software Engineer Google</i>	
15:15 - 16:15	MEDICAL IMAGING “Training Doctors with Virtual Reality” Ofek Shilon <i>Algorithmics Team Leader, Producer Project Manager Symbionix Ltd</i>			
16:15 - 16:30	Coffee break			
16:30 - 17:30	3D CINEMA: STEREOSCOPIC VISUALIZATION “Strategies, Challenges and Solutions for the Blue Sky’s first ever Stereoscopic 3D film effort, Ice Age - Dawn of the Dinosaurs” Jayne Wilkinson <i>Stereoscopic Supervisor Blue Sky Studios</i>	16:30 - 18:00 Round table “Open source production” Francesco Paglia <i>SparkDE</i>		
17:30 - 18:30	“The Future of Technology” Luca De Biase <i>Journalist (Sole 24 Ore), Editor in chief of Nòva, Writer “The Future of Technology”</i>			
18:30 - 19:30	ANIMATION & VFX “A Creative Journey through the Galaxy of Star Trek” Roger Guyett, Academy Award nominee <i>Visual Effects Supervisor Industrial Light & Magic</i>			

7th Saturday

08:30 - 09:00	Registration			
	CAVOUR	GIOLITTI	SELLA	
09:00 - 10:00	URBAN SCREEN as a Digital Public Art Space Andrea Di Stefano <i>Urban Screen Italia</i>	RENDERMAN WORKSHOP Workshop Part One "Shading and Lighting for UP" By Dylan Sisson RenderMan Technical Artist <i>Pixar Animation Studios</i>	TOP-IX WORKSHOP Opensource for the Creativity "Artistic Content: Knowing how to deal with it before it's too late" By Lorenzo Benussi	
10:00 - 11:00	COMPANIES THAT CHANGE THE WORLD! "Google Earth, Google Maps and a <i>VIEW</i> on the World" Mike Springer <i>Software Engineer</i> <i>Google</i>	RENDERMAN WORKSHOP Workshop part two "Introducing Pixar's RenderMan" By Dylan Sisson RenderMan Technical Artist <i>Pixar Animation Studios</i>		
11:00 - 11:15	Coffee break			
11:15 - 12:15	VIDEOGAMES "Dante's Inferno: Adapting Literature for Video Games" Jonathan Knight <i>Executive Producer EA's Visceral Games Studio</i> <i>Electronics Arts</i>		TOP-IX WORKSHOP Opensource for the Creativity "Artistic Content: Knowing how to deal with it before it's too late" By Lorenzo Benussi	
12:15 - 13:15	VIDEOGAMES "Art Direction Tools for Photo Real Games" Henry LaBounta, Academy Award nominee <i>Chief Visual Officer Electronics Arts Black Box</i> <i>Electronics Arts</i>			
13:15 - 14:15	Lunch break			

7 th Saturday				
14:15 - 15:15	ANIMATION & VFX "A World of Light" Xavier Bernasconi <i>Lighting Supervisor Starz Animation</i>	STORYTELLING WORKSHOP With Isaac Kerlow <i>Formerly at Disney Animation Studios</i>		
15:15 - 16:15	ANIMATION & VFX "Philanthropy: A Guerrilla Sci-Fi Production" Giacomo Talamini <i>Director / Project Leader</i> Alessandro Schiassi <i>VFX Supervisor</i> Alberto Vazzola <i>Lead 3d Artist / Animator</i> Lamberto Azzariti <i>Lead 2d Artist / Concept Designer</i>			
16:15 - 16:30	Coffee break			
16:30 - 17:30	ANIMATION & VFX "Revenge of the Robots: Creating Bigger Robots and more Destruction for Transformers 2" Jeff White <i>Associate Visual Effects Supervisor Industrial Light & Magic</i>			
17:30 - 18:30	VIEW'S 2009 KEYNOTE SPEAKER: MICHAEL GIACCHINO Emmy Award Winner, Michael Giacchino, is the most famous composer of musical scores for animated movies. Michael wrote the music for UP, Partly Cloudy, Star Trek, Ratatouille, The Incredibles, Mission: Impossible III, Speed Racers, Cloverfield, and for the TV series LOST and ALIAS.			

VIEW PRESENTS: VIEWFest – Digital Movie Festival

www.viewfest.it

30th October - 1st November, Cinema Massimo, Via Verdi 18, Turin

VIEW PRESENTS: An all day workshop with with Siggraph prize winner, Paul Debevec,
"Image-Based Techniques for Photoreal Computer Graphics in Cinema and Games"

www.viewconference.it

09:00 - 18:00

VIRTUAL REALITY & MULTI MEDIA PARK 2nd Nov 2009

VIEW PRESENTS:

ITALIAN PREMIERE of Disney's *A Christmas Carol* in 3D, Directed by Robert Zemeckis

www.viewconference.it

14:00 - 16:00

2009 CINEMA IDEAL 7th Nov 2009