

# VIEW Conference 2009 - Digital Convergency

## 10th International Computer Graphics Conference

4 - 7 Nov 2009

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

### 4<sup>th</sup> Wednesday

[www.viewconference.it](http://www.viewconference.it)

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

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

# 5<sup>th</sup> Thursday

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

**5<sup>th</sup> Thursday**

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

**5<sup>th</sup> Thursday**

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

## 6<sup>th</sup> Friday

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

6 <sup>th</sup> Friday				
10:00 - 11:00	<b>ANIMATION &amp; VFX</b> "Storytelling Trends in Computer Animation"  <b>Isaac Kerlow</b> <i>Formerly at Disney Animation Studios</i>	09:45 - 10:00 Introduction <b>Lorenzo Benussi</b> <i>TOP-IX</i> <hr/> 10:00 - 10:30 Keynote "Open Source Creativity"  <b>Prof. Juan Carlos Demartin</b> <i>Founder and Co-Director, Nexa            Centre for Internet and Society,            Polytechnic of Turin</i> <hr/> 10:30 ShowCase "Project & Experience" Project and Experience	<b>Zbrush WORKSHOP 3</b>  "Zbrush Sculpting Sessions"  <b>Daniele Angelozzi</b> <i>3D Artist</i>	<b>MUSICAL WORKSHOP</b>  An hour class with the musical genius extraordinaire: <b>Michael Giacchino</b>
11:00 - 11:15	Coffee break			
11:15 - 12:15	<b>MEDICAL IMAGING</b>  im3D  Dr. Alberto Bert <i>Head of R&amp;D im3D</i>	ShowCase "Project & Experience" Project and Experience	<b>RENDERMAN WORKSHOP</b> Workshop Part One "Shading and Lighting for UP"  <b>By Dylan Sisson</b> RenderMan Technical Artist <i>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: <b>Lorenzo Benussi, TOP-IX</b>	TOP-IX Session in sala Cavour	<b>RENDERMAN WORKSHOP</b> Workshop Part Two "Introducing Pixar's RenderMan"  <b>By Dylan Sisson</b> RenderMan Technical Artist <i>Pixar Animation Studios</i>	
13:15 - 14:15	Lunch break			

6 <sup>th</sup> Friday				
14:15 - 15:15	<b>MEDICAL IMAGING</b>  "The contribution of a small enterprise in promoting innovation in radiology"  <b>Silvio Aime</b> <i>Professor of Molecular Imaging            Center for Molecular Imaging of the University of Torino</i>	14:15 - 16:15 Round table  "Open Teaching"  <b>Fabrizio Valpreda</b> <i>School of Industrial Design of            Politecnico di Torino</i>	<b>GOOGLE WORKSHOP</b> Workshop 3:  Incorporating Google Earth and Google Maps in your Website: (or how you can Start to Create a Game Online)  <b>Mike Springer</b> <i>Software Engineer            Google</i>	
15:15 - 16:15	<b>MEDICAL IMAGING</b>  "Training Doctors with Virtual Reality"  <b>Ofek Shilon</b> <i>Algorithmics Team Leader, Producer Project Manager            Symbionix Ltd</i>			
16:15 - 16:30	<b>Coffee break</b>			
16:30 - 17:30	<b>3D CINEMA: STEREOSCOPIC VISUALIZATION</b>  "Strategies, Challenges and Solutions for the Blue Sky's first ever Stereoscopic 3D film effort, Ice Age - Dawn of the Dinosaurs" <b>Jayne Wilkinson</b> <i>Stereoscopic Supervisor            Blue Sky Studios</i>	16:30 - 18:00 Round table  "Open source production"  <b>Francesco Paglia</b> <i>SparkDE</i>		
17:30 - 18:30	"The Future of Technology"  <b>Luca De Biase</b> <i>Journalist (Sole 24 Ore), Editor in chief of Nòva,            Writer "The Future of Technology"</i>			
18:30 - 19:30	<b>ANIMATION &amp; VFX</b>  "A Creative Journey through the Galaxy of Star Trek"  <b>Roger Guyett, Academy Award nominee</b> <i>Visual Effects Supervisor            Industrial Light &amp; Magic</i>			
<b>TEATRO SAN GIUSEPPE Via Andrea Doria, 18 - Torino</b>				
20:30	Concert direct by Michael Giacchino, performed by the <i>Associazione Filarmonica Felettese</i> di Feletto Canavese, where Michael's most famous compositions will be performed such as <i>Star Trek</i> , <i>Up</i> , <i>Ratatouille</i> and <i>The Incredibles</i>			

# 7<sup>th</sup> Saturday

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

7 <sup>th</sup> Saturday				
14:15 - 15:15	<b>ANIMATION &amp; VFX</b> "A World of Light" <b>Xavier Bernasconi</b> <i>Lighting Supervisor</i> <i>Starz Animation</i>	<b>STORYTELLING WORKSHOP</b>  With <b>Isaac Kerlow</b> <i>Formerly at Disney Animation Studios</i>		
15:15 - 16:15	<b>ANIMATION &amp; VFX</b> "Philanthropy: A Guerrilla Sci-Fi Production" <b>Giacomo Talamini</b> <i>Director / Project Leader</i> <b>Alessandro Schiassi</b> <i>VFX Supervisor</i> <b>Alberto Vazzola</b> <i>Lead 3d Artist / Animator</i> <b>Lamberto Azzariti</b> <i>Lead 2d Artist / Concept Designer</i>			
16:15 - 16:30	Coffee break			
16:30 - 17:30	<b>ANIMATION &amp; VFX</b> "Revenge of the Robots: Creating Bigger Robots and more Destruction for Transformers 2" <b>Jeff White</b> <i>Associate Visual Effects Supervisor</i> <i>Industrial Light &amp; Magic</i>			
17:30 - 18:30	<b>VIEW'S 2009 KEYNOTE SPEAKER: MICHAEL GIACCHINO</b> 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](http://www.viewfest.it)

30<sup>th</sup> October - 1<sup>st</sup> 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](http://www.viewconference.it)

09:00 - 18:00 VIRTUAL REALITY & MULTI MEDIA PARK 2<sup>nd</sup> Nov 2009

## VIEW PRESENTS:

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

[www.viewconference.it](http://www.viewconference.it)

14:00 - 16:00 Cinema Greenwich Village Via Po, 30 – Torino 7<sup>th</sup> Nov 2009

## VIEW PRESENTS:

Concerto diretto da **Michael Giacchino**, eseguito dall' Associazione Filarmonica Felettese di Feletto Canadese, dove verranno eseguite le composizioni più famose dell'artista come Star Trek, UP, Ratatouille e gli Incredibili.

[www.viewconference.it](http://www.viewconference.it)

20:30 Teatro San Giuseppe Via Andrea Doria, 18 – Torino 6 Nov 2009