

VIEW Conference 2008 | Digital Transformations

11, 12, 13 e 14 November, CENTRO CONGRESSI TORINO INCONTRA - Via Nino Costa, 8 – Torino

TUESDAY 11 November

8.30-9.00

REGISTRATION

CAVOUR

GIOLITTI

EINAUDI

MOLLINO

SELLA

GOBETTI

9.00 - 10.00

INAUGURATION with Authorities

10.00-11.00

FEATURE PRESENTATION
"A year in the life of WALL-E: from concept designs to final images I will show the artistic journey of one artist on WALL-E"
Paul Topolos
Artist, Pixar Animation Studios

Closed- Circuit
Real -time Video
Transmission of
Cavour talks

11.00-11.15

coffee break

11.15-12.15

FEATURE PRESENTATION
"Storytelling in Animation: Indie Shorts to Tentpole Features"
Mark Osborne
Co-Director Kung Fu Panda, PDI- DreamWorks

VIEW'S CLASSES
"The show must go green"
Stefano Cieri
Designer and digital content creator

Closed- Circuit
Real -time Video
Transmission of
Cavour talks

MASTER CLASSES
Introduction to Softimage|XSI & ICE
Hosted by **Enea LeFons**, Softimage

MASTER CLASSES
NVIDIA MIDDLEWARE
"NVIDIA provides professional tools and SDKs for professional graphics programmers"
Jörg Krall
Sr. Business Development Manager, NVIDIA Professional Solutions Group

12.15 -13.15

ANIMATION & VFX
"Blended Cinema: The Art and Imagination of Sony Pictures Digital Productions"
Jana Day
Director of Recruiting, Sony Pictures Animation

RECRUITMENT UBISOFT
"Want to create the future of interactive entertainment?"
Diane Peyredieu
Global Talent Acquisition Manager, Ubisoft

Closed- Circuit
Real -time Video
Transmission of
Cavour talks

MASTER CLASSES
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MASTER CLASSES
NVIDIA MIDDLEWARE
"NVIDIA provides professional tools and SDKs for professional graphics programmers"
Jörg Krall
Sr. Business Development Manager, NVIDIA Professional Solutions Group

13.15-14.15

lunch

14.15 -15.15

INVITED TALK
"CGI in advertising: from concept to final art"
Chris Christodoulou
Creative Partner- Director of CGI, Saddington & Baynes

TECHNOLOGIC TALK
"Realtime Design, the new way to visualize products"
Andrea Carignano
Founder and CEO Seac02

Closed- Circuit
Real -time Video
Transmission of
Cavour talks

MASTER CLASSES
Softimage|XSI in Games and Mod Tool
Hosted by **Enea LeFons**, Softimage

MASTER CLASSES
NVIDIA MIDDLEWARE
"Interactive Ray Tracing announcement"
Jörg Krall
Sr. Business Development Manager, NVIDIA Professional Solutions Group

15.15 -16.15	RECRUITMENT ROUNDTABLE Robin McDonald, Senior Recruiter Pixar Animation Studios Anne Gibeault, Animation Development Director, Ubisoft Montreal Diane Peyredieu Global Talent Acquisition Manager, Ubisoft Shelley Page, European Representative, PDI- DreamWorks Jana Day, Director of Recruiting, Sony Pictures Animation	VIEW'S CLASSES Virtual Reality, Gaming, Realtime "Good news, under the Open Source sun" Fabrizio Valpreda Researcher, Politecnico of Torino	Closed- Circuit Real -time Video Transmission of Cavour talks	MASTER CLASSES Softimage XSI in Games and Mod Tool Hosted by Enea LeFons, Softimage	MASTER CLASSES NVIDIA MIDDLEWARE "Interactive Ray Tracing announcement" Jörg Krall Sr. Business Development Manager, NVIDIA Professional Solutions Group	
16.15-16.30 coffee break						
16.30-17.30	FEATURE PRESENTATION "George Lucas, Pixar and the Digital Revolution" Michael Rubin Author "Droidmaker"	VIEW'S CLASSES "Games, visual forms and social spaces in the shift from mass culture to new media culture" Giulio Lughì Associate Professor, University of Turin	Closed- Circuit Real -time Video Transmission of Cavour talks			
17.30 -18.30	FEATURE PRESENTATION "Hair shells and bi-quad transition rig on Shrek the Halls and Madagascar escape 2 Africa" Lucia Modesto Character Technical Director Supervisor, PDI - Dreamworks		Closed- Circuit Real -time Video Transmission of Cavour talks			

WEDNESDAY 12 November

8.30-9.00

REGISTRATION

CAVOUR

GIOLITTI

EINAUDI

MOLLINO

SELLA

GOBETTI

	PEACH Presence: Present & Future Markets					
9.00-10.00	ANIMATION & VFX "Hellboy II: The Golden Army" Graham Jack Senior Technical Director, Double Negative	WELCOME ADDRESS Giulio Ruffini Coordinator, PEACH EU Project KEYNOTE SPEECH "Pervasive Media: A digital overlay on the physical world" Phil Stenton Manager, mscapes research, Pervasive Computing Lab, HP Labs (UK)	Closed- Circuit Real -time Video Transmission of Cavour talks	MASTER CLASSES Softimage XSI in Games and Mod Tool Hosted by Enea LeFons, Softimage		

<p>10.00-11.00</p>	<p>TEACHING ANIMATION Pam Hogart, Gnomon School of Visual Effects Thomas Alisi, Master in Multimedia Content Design Moderated by Larry Bafia, Independent Animator</p>	<p>PROMISING APPLICATION FIELDS Chairperson: Giulio Ruffini, Director, Starlab (Spain) "Overview on the Presence market (PEACH EU Project)" Gianluca Zaffiro, Project Manager, Telecom Italia (Italy) "Brainwave-reading technology for the mass consumer market" Greg Hyver, VP Marketing, NeuroSky (USA)</p>	<p>Closed- Circuit Real -time Video Transmission of Cavour talks</p>	<p>MASTER CLASSES Softimage XSI in Games and Mod Tool Hosted by Enea LeFons, Softimage</p>		
<p>11.00-11.15 coffee break</p>						
<p>11.15-12.15</p>	<p>VISUAL CULTURE ROUNDTABLE Glenn Entis, Educator and Consultant Former SVP, Chief Technology Officer, EA Giulio Ruffini, PEACH project coordinator and Director, Starlab (Spain) Sergio Pignatone, Little Nemo Michael Rubin, Author "DroidmaKer" Will Wright, Game Developer and Designer Maxis - Electronic Arts Moderator: Bruce Grenville, Senior Curator Vancouver Art Gallery</p>	<p>RECRUITMENT MILESTONE Simone Bechini Operations Manager di Milestone</p>	<p>Closed- Circuit Real -time Video Transmission of Cavour talks</p>		<p>MASTER CLASSES NVIDIA MIDDLEWARE "NVIDIA provides professional tools and SDKs for professional graphics programmers" Jörg Krall Sr. Business Development Manager, NVIDIA Professional Solutions Group</p>	
<p>12.15 -13.15</p>	<p>FEATURE PRESENTATION "The Struggle for Independence and the Making of Demigod" Chris Taylor CEO & Creative Director Gas Powered Games</p>	<p>TRAINING & EDUCATION Chairperson: Ralph Schroeder, James Martin Research Fellow, Oxford Internet Institute (UK) "Augmented reality for industrial maintenance: a real-life example" Franco Tecchia, Professor, Computer Graphics, PERCRO - Scuola Superiore Sant'Anna (Italy) "Visage SDK: creating and animating lifelike virtual characters" Marco Fratarcangeli, Senior Software Architect, Visage Technologies (Sweden)</p>	<p>Closed- Circuit Real -time Video Transmission of Cavour talks</p>		<p>MASTER CLASSES NVIDIA MIDDLEWARE "NVIDIA provides professional tools and SDKs for professional graphics programmers" Jörg Krall Sr. Business Development Manager, NVIDIA Professional Solutions Group</p>	

13.15-14.15		lunch			
14.15-15.15	VIDEOGAMES: THE ART OF INTERACTIVE IMAGINATION Antonio Farina Founder of Milestone "My Grandmother Plays Games - Designing Games for all the Family" Simon Prytherch Lightning Fish Games	(TELE) COMMUNICATIONS Chairperson: Francesco Vatalaro , Professor, University of Rome "Tor Vergata" (Italy) "The Telepresence Experience: Solutions and Challenges for Virtual Collaboration" Joshua McCloud , Defense Architect, Cisco (USA) "Co-presence technologies in the real world: overview, analysis and outlook" Ralph Schroeder , James Martin Research	Closed- Circuit Real -time Video Transmission of Cavour talks	MASTER CLASSES Introduction to Softimage XSI & ICE Hosted by Enea LeFons , Softimage	MASTER CLASSES NVIDIA MIDDLEWARE "Interactive Ray Tracing announcement" Jörg Krall Sr. Business Development Manager, NVIDIA Professional Solutions Group
15.15-16.15	FEATURE PRESENTATION "Bringing Elika to Life in Prince of Persia" Anne Gibeault Animation Development Director, Ubisoft Montreal Matthew Clarke Lead AI Programmer on Prince of Persia, Ubisoft Montreal	Fellow, Oxford Internet Institute (UK) "Psychologically augmented social interaction over networks (PASON EU Project)" Fabrizio Davide , Manager, Telecom Italia (Italy) "Next-Generation Virtual Teams" A. Remy Malan , Vice President, Enterprise, Qwaq, Inc. (USA)	Closed- Circuit Real -time Video Transmission of Cavour talks	MASTER CLASSES Introduction to Softimage XSI & ICE Hosted by Enea LeFons , Softimage	MASTER CLASSES NVIDIA MIDDLEWARE "Interactive Ray Tracing announcement" Jörg Krall Sr. Business Development Manager, NVIDIA Professional Solutions Group
16.15-16.30		coffee break			
16.30 -17.30	FEATURE PRESENTATION "Going KRAZY! Exhibiting the Delirious World of Anime + Comics + Video Games + Art" Bruce Grenville Senior Curator Vancouver Art Gallery	PRESENCE TECHNOLOGIES Chairperson: Igor S. Pandžić , Professor, University of Zagreb (Croatia) "Humanizing virtual agents: the role of speech technology in effective human-machine interaction" Davide Bonardo , Senior Software Architect, Loquendo (Italy) "Brain-computer interface for controlling a virtual environment (PRESENCCIA EU Project)" Guenter Edlinger , Co-founder, G.tec (Austria) "Holovizio – True 3D displays" Péter Tamás Kovács , Lead software engineer, Holografika (Hungary) "Augmented reality on mobile phones" Daniel Wagner , PostDoc Researcher, Graz University of Technology (Austria)	Closed- Circuit Real -time Video Transmission of Cavour talks		
17.30 -18.30	KEYNOTE ADDRESS VIDEOGAMES: THE ART OF INTERACTIVE IMAGINATION "Spore" Will Wright Game Developer and Designer Maxis - Electronic Arts Introduced by Jaime D'Alessandro, La Repubblica		Closed- Circuit Real -time Video Transmission of Cavour talks		

THURSDAY 13 November

8.30-9.00

REGISTRATION

CAVOUR

GIOLITTI

EINAUDI

MOLLINO

SELLA

GOBETTI

PEACH Presence: Present & Future Markets

9.00-10.00

VFX for ADVERTISING
 "Character animation techniques for commercials projects."
Jake Mengers
 Head of 3D Production, Commercials and TV, MPC

KEYNOTE SPEECH
 "The Power of Virtual Reality for Rehearsal and Training"
Mel Slater, ICREA Research Professor, University of Barcelona (Spain), and University College London (UK)

Closed- Circuit Real -time Video Transmission of Cavour talks

MASTER CLASSES Softimage|XSI in Film/Post Production (Guest- The Shift)
 Hosted by **Enea LeFons**, Softimage

10.00-11.00

ANIMATION & VFX
 "3D CGI Production Pipeline on Television Project"
Massimo Carrier Ragazzi
 CEO - creative director – executive producer Maga Animation Studio

PRESENCE RESEARCH
 Chairperson: **Stephen Dunne**, Applied Neuroscience R&D Manager, Starlab (Spain)
 "Closing the loop – Computer to brain interfaces"
Giulio Ruffini, Director, Starlab (Spain)
 "Master finger: a multifinger haptic interfaces for collaborative environments (IMMERSENCE EU Project)"
Jorge Barrio, Researcher, Universidad Politécnica de Madrid (Spain)
 "CITYCLUSTER A virtual reality & high speed networking project"
Franz Fischnaller, Chief Designer, Project & Production Manager, Fabricators (Italy)

Closed- Circuit Real -time Video Transmission of Cavour talks

MASTER CLASSES Softimage|XSI in Film/Post Production (Guest- The Shift)
 Hosted by **Enea LeFons**, Softimage

11.00-11.15

coffee break

11.15-12.15

INVITED TALK
 "3D City Models and their role in the GeoWeb"
Mike Springer
 GOOGLE Software Engineer

MARKETING & DESIGN
 Chairperson: **Marco Sacco**, Senior Researcher, ITIA-CNR (Italy)
 "Face the future: animating a 3D human digital assistant"
Umberto Basso, Founder & CEO, H-care (Italy)
 "Intelligent virtual assistants"
Pilar Manchón, CEO, Intelligent

Closed- Circuit Real -time Video Transmission of Cavour talks

WORKSHOP
 "From Concept to Virtual Prototype"
Mattia Cortese
 in collaboration with **SEAC02, ACHELON, AGMULTIVISION**

Workshop GTEC
 "Real-Time Data Processing and Feedback in Virtual Environments"
Dr. Günter Edlinger
 CEO, Guger Technologies (Austria)
 in collaboration with **PEACH**

		"Usage of interactive 3D avatars in commercial applications" Alexander B. Reinecke , Director R&D, Charamel (Germany)				
13.15-14.15 lunch						
14.15-15.15	VIDEOGAMES: THE ART OF INTERACTIVE IMAGINATION "The relation between videogames, comics and other media: benefits and drawbacks of using IP and cross-media characters" Riccardo Cangini CEO and Founder Artematica	MANUFACTURING & CONSTRUCTION Chairperson: Péter Tamás Kovács , Lead software engineer, Holografika (Hungary)"How 3D modeling and visualization are changing and advancing design and construction" Mark Kauffman , Technical Lead of Design Visualization, Parsons Brinckerhoff (USA)"Automatic generation of cities from public databases, real-time interactive high-quality virtual environments without human intervention" Fulvio Dominici , Founder, Ultramundum (Italy)"DiFac: framework a comprehensive digital factory solution" Marco Sacco , Senior Researcher, ITIA-CNR (Italy) Pietro Pittaro , Software Engineer, R&D Dept., Prima Industrie (Italy) "Virtual Reality in automotive content: system characteristics and actual use for ergonomic analysis" Silvia Quattrocchio , Product Ergonomics Dept. Manager, Centro Ricerche FIAT (Italy)	Closed- Circuit Real -time Video Transmission of Cavour talks	MASTER CLASSES Softimage XSI in Games (Guest- Plastos Studio)Hosted by Enea LeFons, Softimage	MASTER CLASSES "Come and learn how to incorporate Google SketchUp in your modeling workflow - from architecture to gaming, you'll learn how to leverage SketchUp's simple-but-powerful tools to maximize your modeling efficiency"Topics covered will include: drawing techniques--from basic to advanced, 3D Warehouse resources and Google Earth techniques. Mike Springer GOOGLE Software Engineer	
15.15-16.15	VIDEOGAMES: THE ART OF INTERACTIVE IMAGINATION "Prince of Persia: An Insider's Look" Matthew Clarke , Lead AI Programmer on Prince of Persia, Ubisoft Montreal Demo of the game with anecdotes from the development team. Session of Q&A		Closed- Circuit Real -time Video Transmission of Cavour talks	MASTER CLASSES Softimage XSI in Games (Guest- Plastos Studio) Hosted by Enea LeFons, Softimage	MASTER CLASSES "Come and learn how to incorporate Google Earth into your webpages" Google Earth provides a rich and powerful API that is easy to use and which helps create compelling, immersive web experiences. Topics covered will include: Google Earth Javascript controls, KML authoring and KML tips & tricks. Mike Springer GOOGLE Software Engineer	
16.15-16.30 coffee break						
16.30 -17.30	FEATURE PRESENTATION "The NYU Games for Learning Institute" Ken Perlin Professor Media Research Laboratory, New York University	INTERACTIVE BRAIN-WALK ACROSS POSTERS- Terrazza Giolitti ENTERTAINMENT Chairperson: Pilar Manchón , CEO, Intelligent Dialogue Systems (INDISYS) (Spain)	Closed- Circuit Real -time Video Transmission of Cavour talks			

17.30 -18.30	FEATURE PRESENTATION "Challenge towards cinematography from games-Resident Evil: Degeneration Project" Hiroyuki Kobayashi Producer Capcom	"Future of cinema: radically inserting audiences in the meaning-making process of storytelling" Ana Serrano , Director, CFC Media Lab (Canada) "Considerations for producers of virtual worlds for children" Lizzie Jackson , Researcher, School of Media, Arts & Design, University of Westminster (UK)	Closed- Circuit Real -time Video Transmission of Cavour talks			
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FRIDAY 14 November

8.30-9.00 REGISTRATION						
CAVOUR		GIOLITTI	EINAUDI	MOLLINO	SELLA	GOBETTI
9.00-10.00	ANIMATION & VFX "Managing complexity on The Tales of Despereaux" Stephane Deverly Pipeline Supervisor Framestore		Closed- Circuit Real -time Video Transmission of Cavour talks	MASTER CLASSES Introduction to Softimage XSI in Film/Post Production & ICE Hosted by Enea LeFons , Softimage	Best shorts competition: VIEW AWARD	
10.00-11.00	FEATURE PRESENTATION "CG - the next 30 years" Glenn Entis Educator and Consultant Former SVP, Chief Technology Officer, EA		Closed- Circuit Real -time Video Transmission of Cavour talks	MASTER CLASSES Introduction to Softimage XSI in Film/Post Production & ICE Hosted by Enea LeFons , Softimage	Best shorts competition: VIEW AWARD	
11.00-11.15 coffee break						
11.15-12.15	ANIMATION & VFX "Learning from the Past: One Animator's Transformation - Stop Motion Meets the Computer" Larry Bafia Independent Animator		Closed- Circuit Real -time Video Transmission of Cavour talks		Best shorts competition: VIEW AWARD	
12.15-13.15	"Intro to Improv" Brenda Bakker Harger MFA Carnegie Mellon Drama Introduced by Glenn Entis , Educator and Consultant, former SVP, EA		Closed- Circuit Real -time Video Transmission of Cavour talks		Best shorts competition: VIEW AWARD	
13.15-14.15 lunch						

14.15 -15.15	TEACHING ANIMATION "3D beyond the software" Guido Polcan , Training Director, BigRock Academy "Animation on the hill" Chiara Magri , Scuola Nazionale di Cinema Moderated by Larry Bafia , Independent Animator	MASTER CLASSES "Come and learn how to incorporate Google SketchUp in your modeling workflow - from architecture to gaming, you'll learn how to leverage SketchUp's simple-but-powerful tools to maximize your modeling efficiency" Topics covered will include: drawing techniques--from basic to advanced, 3D Warehouse resources and Google Earth techniques. Mike Springer GOOGLE Software Engineer	Closed- Circuit Real -time Video Transmission of Cavour talks	MASTER CLASSES Softimage XSI in Games & Mod Tool / CryEngine Hosted by Enea LeFons , Softimage		IMPROV FOR VIEW Brenda Bakker Harger MFA Carnegie Mellon Drama
15.15-16.15	ANIMATION & VFX "Uffa! Che pazienza" and "Mia and the Migou" Stefania Raimondi , President Enanimation	MASTER CLASSES "Come and learn how to incorporate Google Earth into your webpages" Google Earth provides a rich and powerful API that is easy to use and which helps create compelling, immersive web experiences. Topics covered will include: Google Earth Javascript controls, KML authoring and KML tips & tricks. Mike Springer GOOGLE Software Engineer	Closed- Circuit Real -time Video Transmission of Cavour talks	MASTER CLASSES Softimage XSI in Games & Mod Tool / CryEngine Hosted by Enea LeFons , Softimage		IMPROV FOR VIEW Brenda Bakker Harger MFA Carnegie Mellon Drama
16.15-16.30 coffee break						
16.30 -17.30	FEATURE PRESENTATION "Creating Painterly Images with Light" Sharon Calahan Director of Photography and Lighting, Pixar Animation Studios		Closed- Circuit Real -time Video Transmission of Cavour talks			
17.30 -18.30	KEYNOTE ADDRESS "A Dancing Monster, Mayor and Producer-What? From acting and dancing, to producing and directing animated feature films, and being the mayor of my home town?" Brad Lewis Producer and Director Pixar Animation Studios Introduced by Glenn Entis , Educator and Consultant, former SVP, EA		Closed- Circuit Real -time Video Transmission of Cavour talks			