



VIEW 8 | Virtuality Conference

Creating a Digital Future 6-9 NOV 07

Tue Nov 6

Sala Cavour

Sala Giolitti

Sala Einaudi

Sala Sella

09:00 - 10:00	Inauguration			
10:00 - 11:00	FEATURE PRESENTATION The Big Challenges for Interactive Computer Graphics Glenn Entis SVP <u>Electronic Arts</u>			
11:00 - 11:15	COFFEE BREAK			
11:15 - 12:15	ANIMATION & VFX The Paris Skylines of Ratatouille: An artistic look at a technical process Paul Topolos Digital Matte Painter <u>Pixar Animation Studios</u>	EUROPEAN REALITIES Stories and videogames: 3D graphics as expressive means Michel Palucci Alessio Restaino <u>BluMAI Studios</u>	MASTERCLASSES 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 <u>Softimage</u>	VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
12:15 - 13:15	GAMING Games & Entertainment Culture & Commerce Joseph Olin President <u>Academy of Interactive Arts & Sciences</u>	EUROPEAN REALITIES Nokia Design UK, rapid visuals + Armando, post-production Tommaso Lanza Stefano Cieri <u>Laboratorio Linfa</u>	MASTERCLASSES Softimage XSI THE SHIFT Special Presentation and workshop by CG Society EON challenge grand prize winner: THE SHIFT. Hosted By Enea Le Fons <u>Softimage</u>	VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
13:15 - 14:15	LUNCH			
14:15 - 15:15	GAMING The Art of LittleBigPlanet Kareem Ettouney Art Director <u>SONY</u>	Experiences and talents for a new national and local industrial projects <u>Torino Chamber of Commerce and A.P.I. Torino</u>	MASTERCLASSES 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 <u>Softimage</u>	VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
15:15 - 16:15	SCHOOLS 15.15 - 15.45 Presentation and goals of Supinfocom Marie-Anne Fontenier <u>Supinfocom</u>	15.45 - 16.05 Studying at S.N.C. Chiara Magri <u>S.N.C.</u>	Experiences and talents for a new national and local industrial projects <u>Torino Chamber of Commerce and A.P.I. Torino</u>	MASTERCLASSES Softimage XSI 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 <u>Softimage</u>
16:15 - 16:30	COFFEE BREAK			
16:30 - 17:30	SCHOOLS 16.30 - 17.00 Finding the right school Pam Hogarth <u>Gnomon School of Visual Effects</u>	17.00 - 17.20 Virtual Studies Vincenzo Lombardo <u>VRMMP School</u>	Experiences and talents for a new national and local industrial projects <u>Torino Chamber of Commerce and A.P.I. Torino</u>	MASTERCLASSES AUTODESK
17:30 - 18:30	ANIMATION & VFX Spider-Man 3: Triple Play Peter Nozf Digital Effects Supervisor <u>Sony Pictures Imageworks</u>	Experiences and talents for a new national and local industrial projects <u>Torino Chamber of Commerce and A.P.I. Torino</u>	MASTERCLASSES AUTODESK	VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
20:30 - 22:30 at CINEMA MASSIMO	MOVIE PREMIERES Khan Kluy by Kompin Kemgumnird Thailandia, 2006 <u>Kantana Animation</u>			
22:30 - 0:30 at CINEMA MASSIMO	MOVIE PREMIERES Free Jimmy Norway / UK, 2006 Director Christopher Nielsen will be present at the screening <u>Storm Studio</u>			
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 <u>F.A.B.R.I.CATORS 2007</u>			



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	Sala Cavour	Sala Giolitti	Sala Einaudi	Sala Sella
09:00 - 10:00	ANIMATION & VFX Pixar Animation Studios' Ratatouille: Technical Challenges & Achievements Jessica McMackin Technical Director Pixar Animation Studios	Virtual Reality and real business: international opportunities and comparisons Torino Chamber of Commerce and A.P.I. Torino		VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
10:00 - 11:00	ANIMATION & VFX 2D/3D effects in Pixar Animation Studios' Ratatouille Alex Harvill Technical Director Pixar Animation Studios	Virtual Reality and real business: international opportunities and comparisons Torino Chamber of Commerce and A.P.I. Torino		VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
11:00 - 11:15	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK
11:15 - 12:15	Virtual Worlds 11.15-11.40 The Italia Vera Project Carlo Biscaretti di Ruffia Gnosys	11.40 - 12.05 Second Life Mattia Crespi Linden Lab Global Provider	Virtual Reality and real business: international opportunities and comparisons Torino Chamber of Commerce and A.P.I. Torino	VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
12:15 - 13:15	CULTURAL HERITAGE & ARCHITECTURE Local Marketing and New Virtual Media Greg Howes, Lorenzo Bidone, Fulvio Dominici Fondazione Ultramundum	Virtual Reality and real business: international opportunities and comparisons Torino Chamber of Commerce and A.P.I. Torino	MASTERCLASSES 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	VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
13:15 - 14:15	LUNCH	LUNCH	LUNCH	LUNCH
14:15 - 15:15	CULTURAL HERITAGE & ARCHITECTURE Local Marketing and New Virtual Media Gabriele Guidi, Maurizio Turinetti, Robertino Auricchio, Luigi Gilli Fondazione Ultramundum	VIEW'S CLASSES Designing the Virtual Image Fabrizio Valpreda Ordinary Professor Politecnico of Torino	MASTERCLASSES 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	VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
15:15 - 16:15	ARCHITECTURE, VISUALISATION, ENGINEERING The Future of Design Visualization Kevin Gilson Director of Design Visualization Parsons Brinckerhoff	VIEW'S CLASSES Open Source Solutions for video streaming Angelo Raffaele Meo Ordinary Professor Politecnico of Torino	MASTERCLASSES 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	VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
16:15 - 16:30	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK
16:30 - 17:30	ARCHITECTURE, VISUALISATION, DESIGN Cinematic Storytelling Rodrigo Lopez Neoscape, INC	VIEW'S CLASSES Lights, Pictures and Visions: from Reality to Virtuality Nello Balossino Ordinary Professor University of Torino	TECHNOLOGY TALK Speed Animation: input-driven 3D Animations techniques Luigi Tramontana CTO/Head of R&D Craft Animations AB	VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
17:30 - 18:30	EU Realities Red baron , breakdown of a complex production pipeline Mohsen Mousavi Lead Crowd-Fx technical director Pixomondo Studio	TECHNOLOGY TALK CGI @ Automotive: Making of Audi R8 feature movie Andrea Gunschera Head Content Production RTT	TECHNOLOGY TALK Speed Animation: input-driven 3D Animations techniques Luigi Tramontana CTO/Head of R&D Craft Animations AB	VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
18:30 - 19:30	ANIMATION & VFX From Shrek to Shrek the Third Character Setup Evolution Lucia Modesto Character Technical Director Supervisor PDI Dreamworks			
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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09:00 - 10:00	<p>ANIMATION & VFX</p> <p>Surf's Up A Practical Guide to Making Waves Danny Dimian Computer Graphics Supervisor Sony Pictures Imageworks</p>					
10:00 - 11:00	<p>DIGITAL DESIGN</p> <p>Progressive Film Design new tendencies in digital times Tino Schaedler Art Director for digital sets</p>	<p>MASTERCLASSES</p> <p>NVSG – The High Quality, Real-time Rendering Scene Graph Holger Kunz NVIDIA Workstation Tools and SDKs team Manager NVIDIA</p>				
11:00 - 11:15	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK		
11:15 - 12:15	<p>DIGITAL DESIGN</p> <p>Conceptual Design and the Digital Process James Clyne Conceptual Artist</p>	<p>MASTERCLASSES</p> <p>Virtual Reality, Simulation, Training: commercial-off-the-shelf software concepts - the experience effect Gael Ramaen ANTYCIPI</p>				
12:15 - 13:15	<p>DIGITAL DESIGN</p> <p>Digital Design Down Under: New Tools for the Film Production Designer in Australasia Grant Major Production Designer Weta Digital</p>	<p>MASTERCLASSES</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 Softimage</p>				
13:15 - 14:15	LUNCH	LUNCH	LUNCH	LUNCH		
14:15 - 15:15	<p>DESIGN</p> <p>Pragmatized Emotions The art of the future designers Muqem Khan Assistant professor of Graphic Design Virginia Commonwealth University in Qatar</p>	<p>MASTERCLASSES</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 Softimage</p>				
15:15 - 16:15	<p style="text-align: center;">TED</p> <p>Technology Entertainment Design introduced by Bruno Giussani European Director</p>	<p style="text-align: center;">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 Softimage</p>				
16:15 - 16:30	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK		
16:30 - 17:30	<p>ANIMATION & VFX</p> <p>Get a grip! Andrew Daffy Managing Director The House of Curves</p>	<p>MASTERCLASSES</p> <p>Google Earth, Maps, SketchUp & the 3D Warehouse A Google Approach to Creating and Sharing Virtual Worlds Mike Springer Software engineer GOOGLE</p>				
17:30 - 18:30	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; border-right: 1px dashed red; padding: 5px;"> <p>SCHOOLS 15.15 - 15.45</p> <p>Animation and Visual Effects at Filmakademie Sabine Hirtes Filmakademie</p> </td> <td style="width: 50%; padding: 5px;"> <p>15.45 - 16.05</p> <p>Teaching the construction of Virtual Worlds Larry Bafia Vancouver Film School</p> </td> </tr> </table>	<p>SCHOOLS 15.15 - 15.45</p> <p>Animation and Visual Effects at Filmakademie Sabine Hirtes Filmakademie</p>	<p>15.45 - 16.05</p> <p>Teaching the construction of Virtual Worlds Larry Bafia Vancouver Film School</p>	<p>MASTERCLASSES</p> <p>Google Earth, Maps, SketchUp & the 3D Warehouse A Google Approach to Creating and Sharing Virtual Worlds Mike Springer Software engineer GOOGLE</p>		
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18:30 - 19:30	<p>VIEW'S CLASSES</p> <p>Painting Paris for Ratatouille: A Matte Painter at Pixar Paul Topolos Digital Matte Painter 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 F.A.B.R.I.CATORS 2007</p>					



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09:00 - 10:00	ANIMATION & VFX Beowulf: Creating Compelling Character Animation Parag Havaladar Lead R&D Engineer Sony Pictures Imageworks	MASTERCLASSES 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		
10:00 - 11:00	ALTERNATIVE REALITY GAME Unbound: Digital Storytelling in a Boundaryless World Dave Szulborski	MASTERCLASSES Softimage XSI ANIMO Special Presentation and workshop on characters animation and VFX by ANIMO s.r.l., Italian historical VFX house. Hosted By Enea Le Fons Softimage		
11:00 - 11:15	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK
11:15 - 12:15	ALTERNATIVE REALITY GAME Play It Before You Live It : World Without Oil and the Future(s) of Serious Alternate Reality Games Ken Eklund	MASTERCLASSES Softimage XSI 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. Hosted By Enea Le Fons Softimage		
12:15 - 13:15	EU Realities 12.15 - 12.45 An overview on Presence Based on EU PEACH Coordination Action Gianluca Zaffiro Innovation Trends Telecom Italia	12.45 - 13.15 Torino 2008 World Design Capital Paola Zini	MASTERCLASSES Softimage XSI 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	
13:15 - 14:15	LUNCH	LUNCH	LUNCH	LUNCH
14:15 - 15:15	GAMING The future of Virtual Universes with Age of Conan product demo Jorgen Tharaldsen Product Director Funcom	MASTERCLASSES AUTODESK		
15:15 - 16:15	GAMING & MOVIES Bridging the Gap between Games & Movies Ken Perlin Professor Media Research Laboratory New York University	MASTERCLASSES AUTODESK		
16:15 - 16:30	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK
16:30 - 17:30	EU Realities 16.30 - 17.00 EDI's work pipeline in comparison Gaia Bussolati Andrea Zimbaro EDI Effetti Digitali Italiani	Animation 17.00 - 17.30 Bruno Bozzetto Italian Animation Master	MASTERCLASSES AUTODESK	
17:30 - 18:30	FEATURE PRESENTATION Creating the Look for Ratatouille Sharon Calahan Director of Photography and Lighting Pixar Animation Studios			
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