

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 th Wednesday		www.viewconference.it			
08:30 - 09:00	Registration				
	CAVOUR	GIOLITTI	EINAUDI	GOBETTI	MOLLINO
09:00 - 10:00	Inauguration with Authorities				
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>				
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>	ANIMATION WORKSHOP "Creating effective, spontaneous performance" Travis Hathaway <i>Animator</i> <i>Pixar Animation Studios</i>		VIEW's Papers	
12:15 - 13:15	STEREOSCOPIC VISUALIZATION "Living in a 3D World" Carlye Archibeque <i>Executive producer</i> <i>SIGGRAPH 2009 Computer Animation Festival</i>		PSD Revolutions		

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 <i>Workshop part one</i> "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	VIEW's Papers	
15:15 - 16:15	URBAN SCREEN as a Digital Public Art Space Myriam Struppek (TBC) Andrea Di Stefano <i>Urban Screen Italia</i>	RENDERMAN WORKSHOP <i>Workshop part two</i> "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>	SEAC02 Andrea Carignano <i>SEAC02</i>	WORKSHOP TOP-IX Opensource for the Creativity Cinelerra By Raffaella Traniello	VIEW's Papers	
17:30 - 18:30	3D CINEMA: STEREOSCOPIC VISUALIZATION "Visual Storytelling with Lighting and Effects Animation" Danny Dimian <i>Senior CG Supervisor</i> <i>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</i> <i>Sony Pictures Imageworks</i>				

5th Thursday

08:30 - 09:00	Registration				
	CAVOUR	GIOLITTI	EINAUDI	GOBETTI	MOLLINO
09:00 - 10:00	3D CINEMA: STEREOSCOPIIC VISUALIZATION “Strategies, challenges and solutions for the Blue Sky’s first ever stereoscopic 3D film effort, Ice Age Dawn of the Dinosaurs” Jayme Wilkinson <i>Stereoscopic Supervisor</i> <i>Blue Sky Studios</i>		TOP-IX WORKSHOP Opensource for the Creativity Blender Base: There I opened it! Now what? By Enrico Valenza	VIEW’s Papers	
10:00 - 11:00	COMPANIES THAT CHANGE THE WORLD! 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” Laura Dohrmann <i>Laura Dohrmann is NVIDIA’s worldwide manager of marketing to the film industry and Professional solutions</i> Will Braithwaite			VIEW’s Papers	
11:00 - 11:15	Coffee break				
11:15 - 12:15	COMPANIES THAT CHANGE THE WORLD! Rainmaker Entertainment Company “Enanimation: An Overview of the Studio” Stefania Raimondi <i>President Enanimation</i>	RENDERMAN WORKSHOP <i>Workshop part one</i> <i>“Shading and Lighting for UP”</i> By Dylan Sisson <i>RenderMan Technical Artist</i> <i>Pixar Animation Studios</i>	TOP-IX WORKSHOP Opensource for the Creativity Blender Base: There I opened it! Now what? By Enrico Valenza	VIEW’s Papers	

5th Thursday

12:15 - 13:15	<p>COMPANIES THAT CHANGE THE WORLD!</p> <p>Microcinema</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 <i>Workshop part two "Introducing Pixar's RenderMan"</i></p> <p>By Dylan Sisson <i>RenderMan Technical Artist Pixar Animation Studios</i></p>		VIEW's Papers	
13:15 - 14:15	Lunch break				
14:15 - 15:15	<p>COMPANIES THAT CHANGE THE WORLD!</p> <p>Goldtooth Creative Company</p> <p>Animoka</p>	<p>Laboratorio Linfa</p> <p>Stefano Cieri</p>	<p>TOP-IX WORKSHOP Opensource for the Creativity</p> <p>Blender Advanced Character Animations By Fernando Luceri</p>	VIEW's Papers	
15:15 - 16:15	<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>		VIEW's Papers	
16:15 - 16:30	Coffee break				
16:30 - 17:30	<p>ANIMATION & VFX</p> <p>"The Pixar Creative Process in UP"</p> <p>Travis Hathaway <i>Animator Pixar Animation Studios</i></p>		<p>TOP-IX WORKSHOP Opensource for the Creativity</p> <p>Blender Advanced Character Animations By Fernando Luceri</p>		

5th Thursday

17:30 - 19:30	<p>"I LOVE INTERNET," Award Ceremony. Wired Italia, Telecom Italia and Zooppa</p> <p>Riccardo Luna <i>Writer, Journalist, Editor in Chief Wired Italia</i></p> <p>Marco Montemagno <i>Codice Internet Cofounder</i></p> <p>Salvo Mizzi <i>Responsabile Internet Media & Digital Communication Direzione External Relations</i></p> <p>Wil Merritt <i>CEO Zooppa.com</i></p>				
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6th Friday

08:30 - 09:00	Registration				
	CAVOUR	GIOLITTI	EINAUDI	GOBETTI	MOLLINO
09:00 - 10:00	<p>CULTURAL HERITAGE</p> <p>"The future in reading of cultural heritage: immersive 3D Virtual reality"</p> <p>Elena Biondi <i>Centro Conservazione Restauro "La Venaria Reale" Researcher and Developer Computer Aided Restoration</i></p> <p>Alessandro Bovero <i>Digital 3D Artist Centro Conservazione Restauro "La Venaria Reale"</i></p>	<p>09:00 -09:30 TOP-IX Registration</p> <hr/> <p>09:30 - 09:45 Welcome speech Prof. Angelo Raffaele Meo <i>Polytechnic of Turin</i></p> <hr/>	<p>GOOGLE WORKSHOP Workshop 2:</p> <p>"Creating Game/Movie CG Backgrounds using Google SketchUp and Google StreetView"</p> <p>Mike Springer <i>Software Engineer Google</i></p>		

6 th Friday					
10:00 - 11:00	<p>VIDEOGAMES</p> <p>“Alan Wake” (TBC)</p> <p>Remedy Entertainment Microsoft Games Studios</p>	<p>09:45 - 10:00 Introduction Lorenzo Benussi <i>TOP-IX</i></p> <hr/> <p>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></p> <hr/> <p>10:30 ShowCase “Project & Experience” Project and Experience</p>			
11:00 - 11:15	Coffee break				
11:15 - 12:15	<p>“The Art and Science of Improvisational Acting: What it is and Why It matters”</p> <p>Brenda Harger <i>Theatre Director, improviser, and Professor of Entertainment Technology at Camagie Mellon University’s Entertainment Technology Center</i></p>	<p>ShowCase “Project & Experience” Project and Experience</p>	<p>RENDERMAN WORKSHOP <i>Workshop part one “Shading and Lighting for UP”</i></p> <p>By Dylan Sisson RenderMan Technical Artist <i>Pixar Animation Studios</i></p>		
12:15 - 13:15	<p>“Open Source for Creativity Joint Session with TOP-IX” Inter <i>VIEW</i> with creative innovation, start-up and development of a creative business – Glenn Entis Inter <i>VIEW</i>ed by David Orban</p> <p>Moderator: Lorenzo Benussi, TOP-IX</p>	<p>Top-ix Session in sala Cavour</p>	<p>RENDERMAN WORKSHOP <i>Workshop part two “Introducing Pixar’s RenderMan”</i></p> <p>By Dylan Sisson RenderMan Technical Artist <i>Pixar Animation Studios</i></p>		
13:15 - 14:15	Lunch break				

6 th Friday					
14:15 - 15:15	MEDICAL IMAGING IRCAD, Dr. Soller	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)		
15:15 - 16:15	MEDICAL IMAGING “Surgical Simulations Commercial Usage of VR in Medical Training” Ofek Shilon <i>Algorithms Team Leader, Producer Project Manager Symbionix Ltd</i>		Mike Springer <i>Software Engineer Google</i>		
16:15 - 16:30	Coffee break				
16:30 - 17:30	ANIMATION & VFX “Angels and Demons” Ryan Cook (TBC) <i>VFX Supervisor Double Negative</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 Nova, 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	EINAUDI	GOBETTI	MOLLINO
09:00 - 10:00	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 <i>Workshop part one</i> <i>"Shading and Lighting for UP"</i> By Dylan Sisson <i>RenderMan Technical Artist</i> <i>Pixar Animation Studios</i>	TOPIX WORKSHOP Opensource for the Creativity Artistic Content: Knowing how to deal with it before it's too late By Lorenzo Benussi		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
10:00 - 11:00	VIDEOGAMES Tales of Tales	RENDERMAN WORKSHOP <i>Workshop part two</i> <i>"Introducing Pixar's RenderMan"</i> By Dylan Sisson <i>RenderMan Technical Artist</i> <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>		TOPIX WORKSHOP Opensource for the Creativity Artistic Content: Knowing how to deal with it before it's too late By Lorenzo Benussi		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
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 "Gnomeo and Juliet" Xavier Bernasconi <i>Lighting Supervisor</i> <i>Starz Animation</i>				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
15:15 - 16:15	VIDEOGAMES Ken Perlin <i>Academy Award Winner</i> <i>Professor Media Research Laboratory</i> <i>New York University</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</i> <i>Industrial Light and 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, for the TV series LOST, Alias and Cloverfield.				

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