



Tue Nov 6

VIEW 8 | Virtuality Conference

Creating a Digital Future 6-9 NOV 07

	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>		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>LINFA LAB</u>	MASTERCLASSES Softimage XSI "There's something new under the hood" <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 "There's something new under the hood" <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" <u>SOFTIMAGE</u>	VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
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 Softimage XSI "There's something new under the hood" <u>SOFTIMAGE</u>	VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
17:30 - 18:30	ANIMATION & VFX Spider-Man 3: Triple Play Peter Nofz 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>		VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
20:30 - 22:30 at CINEMA MASSIMO	MOVIE PREMIERES Khan Kluay 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>			



Wed Nov 7

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	Sala Cavour	Sala Giolitti	Sala Einaudi	Sala Sella
09:00 - 10:00	VIEW'S CLASSES Painting Paris for Ratatouille: A Matte Painter at Pixar Paul Topolos Digital Matte Painter <u>Pixar Animation Studios</u>	Virtual Reality and real business: international opportunities and comparisons <u>Torino Chamber of Commerce</u> 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 <u>Pixar Animation Studios</u>	Virtual Reality and real business: international opportunities and comparisons <u>Torino Chamber of Commerce</u> 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	ANIMATION & VFX Pixar Animation Studios' Ratatouille: Technical Challenges & Achievements Jessica McMackin Technical Director <u>Pixar Animation Studios</u>	Virtual Reality and real business: international opportunities and comparisons <u>Torino Chamber of Commerce</u> and A.P.I. Torino		VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
12:15 - 13:15	Virtual Worlds 12.15-12.40 The Italia Vera Project Carlo Biscaretti di Ruffia <u>Gnosys</u>	Virtual Reality and real business: international opportunities and comparisons <u>Torino Chamber of Commerce</u> and A.P.I. Torino	MASTERCLASSES Softimage XSI Let's PLAY—3D Game Development <u>SOFTIMAGE</u> Special Guest: Playstos Entertainment	VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
12:40 - 13:05	Second Life Mattia Crespi Partner <u>Linden Lab</u>			
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 <u>Fondazione Ultramundum</u>	VIEW'S CLASSES Designing the Virtual Image Fabrizio Valpreda Ordinary Professor <u>Politecnico of Torino</u>	MASTERCLASSES Softimage XSI Let's PLAY—3D Game Development <u>SOFTIMAGE</u> Special Guest: Playstos Entertainment	VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
15:15 - 16:15	CULTURAL HERITAGE & ARCHITECTURE Local Marketing and New Virtual Media Greg Howes, Lorenzo Bidone Fulvio Dominici <u>Fondazione Ultramundum</u>	VIEW'S CLASSES Open Source Solutions for video streaming Angelo Raffaele Meo Ordinary Professor <u>Politecnico of Torino</u>	MASTERCLASSES Softimage XSI Let's PLAY—3D Game Development <u>SOFTIMAGE</u> Special Guest: Playstos Entertainment	VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
16:15 - 16:30	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK
16:30 - 17:30	ANIMATION & VFX Get a grip! Andrew Daffy Managing Director <u>The House of Curves</u>	VIEW'S CLASSES Lights, Pictures and Visions: from Reality to Virtuality Nello Balossino Ordinary Professor <u>University of Torino</u>	MASTERCLASSES Speed Animation: input-driven 3D Animations techniques Luigi Tramontana CTO/Head of R&D <u>Craft Animations AB</u>	VIEW - VIRTUALITY AWARD Screening VIEW - VIRTUALITY Award
17:30 - 18:30	EU Realities 17.30 - 17.55 EDI's work pipeline in comparison Gaia Bussolati Andrea Zimbaro <u>EDI</u> Effetti Digitali Italiani	17.55 - 18.20 The Red Baron Project Mohsen Mousavi <u>Pixomondo</u>	MASTERCLASSES Speed Animation: input-driven 3D Animations techniques Luigi Tramontana CTO/Head of R&D <u>Craft Animations AB</u>	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 <u>PDI Dreamworks</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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09:00 - 10:00	ANIMATION & VFX Surf's Up A Practical Guide to Making Waves Danny Dimian Computer Graphics Supervisor <u>Sony Pictures Imageworks</u>	MASTERCLASSES NVSG – The High Quality, Real-time Rendering Scene Graph Holger Kunz NVIDIA Workstation Tools and SDKs team Manager <u>NVIDIA</u>		
10:00 - 11:00	DIGITAL DESIGN Progressive Film Design new tendencies in digital times Tino Schaedler Art Director for digital sets	MASTERCLASSES NVSG – The High Quality, Real-time Rendering Scene Graph Holger Kunz NVIDIA Workstation Tools and SDKs team Manager <u>NVIDIA</u>		
11:00 - 11:15	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK
11:15 - 12:15	DIGITAL DESIGN Conceptual Design and the Digital Process James Clyne Conceptual Artist	MASTERCLASSES Virtual Reality, Simulation, Training: commercial-off-the-shelf software concepts - the experience effect Gael Ramaen <u>ANTYCIP</u>		
12:15 - 13:15	DIGITAL DESIGN Digital Design Down Under: New Tools for the Film Production Designer in Australasia Grant Major Production Designer	MASTERCLASSES Softimage XSI for Visual Effects (VFX) Special First Time: Technology demo of "moondust", particles & rendering <u>SOFTIMAGE</u> Special Guest: Xchanges VFX		
13:15 - 14:15	LUNCH	LUNCH	LUNCH	LUNCH
14:15 - 15:15	DESIGN Pragmatized Emotions The art of the future designers Muqem Khan Assistant professor of Graphic Design <u>Virginia Commonwealth University in Qatar</u>	MASTERCLASSES Softimage XSI for Visual Effects (VFX) Special First Time: Technology demo of "moondust", particles & rendering <u>SOFTIMAGE</u> Special Guest: Xchanges VFX		
15:15 - 16:15	EU Realities 15.15 - 15.45 The Landscape and Roadmap of Presence Research in Europe PEACH Gianluca Zaffiro	15.45 - 16.15 Torino 2008 World Design Capital Paola Zini	MASTERCLASSES Softimage XSI for Visual Effects (VFX) Special First Time: Technology demo of "moondust", particles & rendering <u>SOFTIMAGE</u> Special Guest: Xchanges VFX	
16:15 - 16:30	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK
16:30 - 17:30	GAMING & MOVIES Bridging the Gap between Games & Movies Ken Perlin Professor Media Research Laboratory <u>New York University</u>	MASTERCLASSES Geocities Mike Springer Software engineer <u>GOOGLE</u>		
17:30 - 18:30	SCHOOLS Animation, Visual Effects and Digital Postproduction at Filmakademie Sabine Hirtes Studies Coordinator and 2D/3D Software Support <u>Filmakademie</u>	MASTERCLASSES Geocities Mike Springer Software engineer <u>GOOGLE</u>		
18:30 - 19:30	ANIMATION & VFX Digital Face Cloning at ILM Christophe Hery Research and Development Lead <u>Industrial Light and Magic</u>			
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Fri Nov 9

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	Sala Cavour	Sala Giolitti	Sala Einaudi	Sala Sella
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 SOFTIMAGE Special Guest: Milestone		
10:00 - 11:00	ALTERNATIVE REALITY GAME Unbound: Digital Storytelling in a Boundaryless World Dave Szulborski	MASTERCLASSES Softimage XSI There's something new under the hood SOFTIMAGE Special Guest: Milestone		
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 SOFTIMAGE Special Guest: Milestone		
12:15 - 13:15	ARCHITECTURE, VISUALISATION, ENGINEERING The Future of Visualization Doug Eberhard Chief Technology Officer Parsons Brinckerhoff	MASTERCLASSES Softimage XSI There's something new under the hood SOFTIMAGE Special Guest: Milestone		
13:15 - 14:15	LUNCH	LUNCH	LUNCH	LUNCH
14:15 - 15:15	ARCHITECTURE, VISUALISATION, DESIGN Visualization and Design	TED Technology Entertainment Design Ted		
15:15 - 16:15	ARCHITECTURE, VISUALISATION, DESIGN Visualization and Design	MASTERCLASSES AUTODESK TBC		
16:15 - 16:30	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK
16:30 - 17:30	GAMING The future of Virtual Universes Jorgen Tharaldsen Game Director Funcom	MASTERCLASSES AUTODESK TBC		
17:30 - 18:30	FEATURE PRESENTATION Creating the Look for Ratatouille Sharon Calahan Director of Photography and Lighting Pixar Animation Studios			
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			