



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>		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>
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>VRMP 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>
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 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>			



VIEW 8 | Virtuality Conference

Creating a Digital Future 6-9 NOV 07

Wed Nov 7

	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 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	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	
12:15 - 13:15	Virtual Worlds 12.15-12.40 The Italia Vera Project Carlo Biscaretti di Ruffia Gnosys	12.40 - 13.05 Second Life Mattia Crespi Partner Linden Lab	Virtual Reality and real business: international opportunities and comparisons Torino Chamber of Commerce and A.P.I. Torino	MASTERCLASSES Softimage XSI Let's PLAY—3D Game Development SOFTIMAGE Special Guest: Playstos Entertainment	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 Turinetto Robertino Auricchio, Luigi Gilli Fondazione Ultramundum	VIEW'S CLASSES Designing the Virtual Image Fabrizio Valpreda Ordinary Professor Politecnico of Torino	MASTERCLASSES Softimage XSI Let's PLAY—3D Game Development SOFTIMAGE 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 Fondazione Ultramundum	VIEW'S CLASSES Open Source Solutions for video streaming Angelo Raffaele Meo Ordinary Professor Politecnico of Torino	MASTERCLASSES Softimage XSI Let's PLAY—3D Game Development SOFTIMAGE 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 The House of Curves	VIEW'S CLASSES Lights, Pictures and Visions: from Reality to Virtuality Nello Balossino Ordinary Professor University of Torino	MASTERCLASSES 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 17.30 - 17.55 EDI's work pipeline in comparison Gaia Bussolati Andrea Zimbaro EDI Effetti Digitali Italiani	17.55 - 18.20 The Red Baron Project Mohsen Mousavi Pixomondo	MASTERCLASSES 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				



VIEW 8 | Virtuality Conference

Creating a Digital Future 6-9 NOV 07

Thu Nov 8

Sala Cavour

Sala Giolitti

Sala Einaudi

Sala Sella

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>	<p>MASTERCLASSES</p> <p>NVSG – The High Quality, Real-time Rendering Scene Graph Holger Kunz NVIDIA Workstation Tools and SDKs team Manager NVIDIA</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 ANTYCIP</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</p>	<p>MASTERCLASSES</p> <p>Softimage XSI for Visual Effects (VFX) Special First Time: Technology demo of "moondust", particles & rendering SOFTIMAGE Special Guest: Xchanges VFX</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 First Time: Technology demo of "moondust", particles & rendering SOFTIMAGE Special Guest: Xchanges VFX</p>		
15:15 - 16:15	<p>EU Realities 15.15 - 15.45 The Landscape and Roadmap of Presence Research in Europe PEACH Gianluca Zaffiro</p> <p>15.45 - 16.15 Torino 2008 World Design Capital Paola Zini</p>	<p>MASTERCLASSES</p> <p>Softimage XSI for Visual Effects (VFX) Special First Time: Technology demo of "moondust", particles & rendering SOFTIMAGE Special Guest: Xchanges VFX</p>		
16:15 - 16:30	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK
16:30 - 17:30	<p>GAMING & MOVIES</p> <p>Bridging the Gap between Games & Movies Ken Perlin Professor Media Research Laboratory New York University</p>	<p>MASTERCLASSES</p> <p>Geocities Mike Springer Software engineer GOOGLE</p>		
17:30 - 18:30	<p>SCHOOLS</p> <p>Animation, Visual Effects and Digital Postproduction at Filmakademie Sabine Hirtes Studies Coordinator and 2D/3D Software Support Filmakademie</p>	<p>MASTERCLASSES</p> <p>Geocities Mike Springer Software engineer GOOGLE</p>		
18:30 - 19:30	<p>ANIMATION & VFX</p> <p>Digital Face Cloning at ILM Christophe Hery Research and Development Lead Industrial Light and Magic</p>			
EVERYDAY at Ristorino in front of the Torino Hall	<p>ART INSTALLATION</p> <p>SOE THE SPACE ON EARTH PROJECT Immersive 3D Stereo Interactive Virtual Reality Art Installation by Franz Fishnaller F.A.B.R.I.CATORS 2007</p>			



VIEW 8 | Virtuality Conference

Creating a Digital Future 6-9 NOV 07

Fri Nov 9

Sala Cavour

Sala Giolitti

Sala Einaudi

Sala Sella

09:00 - 10:00	<p>ANIMATION & VFX Beowulf: Creating Compelling Character Animation Parag Havaladar Lead R&D Engineer Sony Pictures Imageworks</p>	<p>MASTERCLASSES Softimage XSI There's something new under the hood SOFTIMAGE Special Guest: Milestone</p>		
10:00 - 11:00	<p>ALTERNATIVE REALITY GAME Unbound: Digital Storytelling in a Boundaryless World Dave Szulborski</p>	<p>MASTERCLASSES Softimage XSI There's something new under the hood SOFTIMAGE Special Guest: Milestone</p>		
11:00 - 11:15	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK
11:15 - 12:15	<p>ALTERNATIVE REALITY GAME Play It Before You Live It : World Without Oil and the Future(s) of Serious Alternate Reality Games Ken Eklund</p>	<p>MASTERCLASSES Softimage XSI There's something new under the hood SOFTIMAGE Special Guest: Milestone</p>		
12:15 - 13:15	<p>ARCHITECTURE, VISUALISATION, ENGINEERING The Future of Visualization Doug Eberhard Chief Technology Officer Parsons Brinckerhoff</p>	<p>MASTERCLASSES Softimage XSI There's something new under the hood SOFTIMAGE Special Guest: Milestone</p>		
13:15 - 14:15	LUNCH	LUNCH	LUNCH	LUNCH
14:15 - 15:15	<p>ARCHITECTURE, VISUALISATION, DESIGN Visualization and Design</p>	<p>TED Technology Entertainment Design Ted</p>		
15:15 - 16:15	<p>ARCHITECTURE, VISUALISATION, DESIGN Visualization and Design</p>	<p>MASTERCLASSES AUTODESK TBC</p>		
16:15 - 16:30	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK	COFFEE BREAK
16:30 - 17:30	<p>GAMING The future of Virtual Universes Jorgen Tharaldsen Game Director Funcom</p>	<p>MASTERCLASSES AUTODESK TBC</p>		
17:30 - 18:30	<p>FEATURE PRESENTATION Creating the Look for Ratatouille Sharon Calahan Director of Photography and Lighting Pixar Animation Studios</p>			
<p>EVERYDAY at Ristorino In front of the Torino Hall</p>	<p>ART INSTALLATION SOE THE SPACE ON EARTH PROJECT Immersive 3D Stereo Interactive Virtual Reality Art Installation by Franz Fishnaller F.A.B.I.CATORS 2007</p>			