



VIEW Conference | 12TH INTERNATIONAL COMPUTER GRAPHICS CONFERENCE
www.viewconference.it | 25 - 28 oct 2011 - Torino Incontra, Via Nino Costa 8

h	CAVOUR	GIOLITTI	EINAUDI	SELLA	MOLLINO
					MONDAY OCTOBER 24
8.00-9.00	REGISTRATION				
9.00 - 11.00		<p>WORKSHOP</p> <p>Clarity: using visual thinking to collaborate, innovate and get things done</p> <p>TOM WUJEC, <i>Academy Award Winner, Fellow Autodesk, Author, Singularity University Professor</i></p> <p><i>laboraTOrio digitale</i></p>			
11.00 - 13.00		<p>WORKSHOP</p> <p>Reflections on Light and Color - This workshop is intended as discussion about using light and color to create memorable images that support the story. Sharon will talk about her favorite images and why they captivate.</p> <p>SHARON CALAHAN, <i>Director of Photography/Lighting, Pixar Animation Studios</i></p> <p><i>laboraTOrio digitale</i></p>			
13.00 - 15.00	LUNCH				
15.00 - 18.00		<p>WORKSHOP</p> <p>RenderMan: Understanding Shading on SIMD architectures</p> <p>DAVIDE PESARE, <i>Shading TD and Software Engineer, Pixar Animation Studios</i></p> <p><i>laboraTOrio digitale</i></p>			

h	CAVOUR	GIOLITTI	EINAUDI	SELLA	MOLLINO
					TUESDAY OCTOBER 25
8.00-9.00	REGISTRATION				
9.00-10.00	Inauguration with the authorities				
10.00-11.00	<p>OPENING KEYNOTE ADDRESS</p> <p>Cars2 - An International Adventure</p> <p>SHARON CALAHAN, <i>Director of Photography/Lighting, Pixar Animation Studios</i></p>				
11.00-11.15	COFFEE BREAK				
11.15-12.15	<p>PLENARY</p> <p>Gaming Evangelists Adobe</p> <p>TOM KRCHA, <i>Gaming Evangelist, Adobe Systems</i> ANDREA AMEDEO, <i>Business Development Manager, Adobe Systems</i></p>	<p>COMPANIES THAT CHANGE THE WORLD</p> <p>ANDREA CARIGNANO, <i>CEO and Co-Founder, Seac02 S.r.l.</i></p>	<p>TOP- IX WORKSHOP</p> <p>Producing a short film with computer graphics - Part 1</p> <p>GIOSUÈ BOETTO, <i>Director</i> ENRICO VALENZA, <i>Art Director</i> ANTONELLA GUDAZZOLI, <i>Executive Producer</i> SILVANO IMBODEN, <i>Production Manager</i> FRANCESCO PAGLIA, <i>Animation Director</i> RICCARDO COVINO, <i>Head Lights</i></p>	<p>WACOM WORKSHOP</p> <p>Creativity, efficiency and ergonomics: Wacom's tools for digital creatives - Part 1</p> <p>PAOLO BACCOLO, <i>Guru, Adobe Systems, Evangelist, Wacom Europe</i></p> <p><i>laboraTOrio digitale</i></p>	
12.15 - 13.15	<p>ANIMATION & VFX</p> <p>Captain America: Creating a digital Marvel</p> <p>GAVIN GRAHAM, <i>Co- Head of 3D, Double Negative</i></p>	<p>ADOBE WORKSHOP</p> <p>After Effects for TV</p> <p>TESTIMONIAL ADOBE. FRANCESCO LO TORTO, <i>Art Director, Mediaset</i></p> <p><i>laboraTOrio digitale</i></p>	<p>TOP- IX WORKSHOP</p> <p>Producing a short film with computer graphics - Part 2</p> <p>GIOSUÈ BOETTO, <i>Director</i> ENRICO VALENZA, <i>Art Director</i> ANTONELLA GUDAZZOLI, <i>Executive Producer</i> SILVANO IMBODEN, <i>Production Manager</i> FRANCESCO PAGLIA, <i>Animation Director</i> RICCARDO COVINO, <i>Head Lights</i></p>	<p>WACOM WORKSHOP</p> <p>Creativity, efficiency and ergonomics: Wacom's tools for digital creatives - Part 2</p> <p>PAOLO BACCOLO, <i>Guru, Adobe Systems, Evangelist, Wacom Europe</i></p> <p><i>laboraTOrio digitale</i></p>	
13.15-14.15	LUNCH				
14.15 - 15.15	<p>3D</p> <p>Variety's history of 3D</p> <p>DAVID S. COHEN, <i>Associate Editor, Variety</i></p>	<p>ADOBE WORKSHOP</p> <p>Starling 2D game framework</p> <p>TOM KRCHA, <i>Gaming Evangelist, Adobe Systems</i></p> <p><i>laboraTOrio digitale</i></p>	<p>TOP- IX WORKSHOP</p> <p>Producing a short film with computer graphics - Part 3</p> <p>GIOSUÈ BOETTO, <i>Director</i> ENRICO VALENZA, <i>Art Director</i> ANTONELLA GUDAZZOLI, <i>Executive Producer</i> SILVANO IMBODEN, <i>Production Manager</i> FRANCESCO PAGLIA, <i>Animation Director</i> RICCARDO COVINO, <i>Head Lights</i></p>	<p>WORKSHOP</p> <p>Digital Painting: Free/Liber Open-source software. Part 1 Workshop with tablets provided by Wacom</p> <p>DAVID REVOY, <i>Digital Painter & Art Director</i></p> <p><i>laboraTOrio digitale</i></p>	

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15.15 - 16.15	<p>15:15 - 15:35 3D Models for Cultural Heritage: Beyond Plain Visualization PAOLO CIGNONI, Senior Researcher, Visual Computing Laboratory, Best Young Researcher Winner, ISTI - CNR</p> <p>15:35 - 15:55 The revolution in lighting control devices SIMONA BRAGA, Artistic Director, ArtLab</p> <p>15:55 - 16:15 Q&A</p>	<p>WORKSHOP</p> <p>"Pixar's RenderMan Roadmap for 2011" Cars 2, Courseware, and RenderMan - part 1</p> <p>DYLAN SISSON, RenderMan Technical Artist, Pixar Animation Studios</p> <p><i>laboraTOrio digitale</i></p>	<p>TOP- IX WORKSHOP</p> <p>Producing a short film with computer graphics - Part 4</p> <p>GIOSUÈ BOETTO, Director ENRICO VALENZA, Art Director ANTONELLA GUDAZZOLI, Executive Producer SILVANO IMBODEN, Production Manager FRANCESCO PAGLIA, Animation Director RICCARDO COVINO, Head Lights</p>	<p>WORKSHOP</p> <p>Digital Painting: Free/Liber Open-source software. Part 2 Workshop with tablets provided by Wacom</p> <p>DAVID REVOY, Digital Painter & Art Director</p> <p><i>laboraTOrio digitale</i></p>	
16.15-16.30	COFFEE BREAK				
16.30-17.30	<p>3D</p> <p>CheckMate: 3D Modeling Standards for Today's Pipelines MICHELE BOUSQUET, CheckMate Ambassador, TurboSquid</p>	<p>WORKSHOP</p> <p>"Pixar's RenderMan Roadmap for 2011" Cars 2, Courseware, and RenderMan - part 2</p> <p>DYLAN SISSON, RenderMan Technical Artist, Pixar Animation Studios</p> <p><i>laboraTOrio digitale</i></p>	<p>TOP- IX WORKSHOP</p> <p>Producing a short film with computer graphics - Part 5</p> <p>GIOSUÈ BOETTO, Director ENRICO VALENZA, Art Director ANTONELLA GUDAZZOLI, Executive Producer SILVANO IMBODEN Production Manager FRANCESCO PAGLIA, Animation Director RICCARDO COVINO, Head Lights</p>	<p>CHINESE DELEGATION</p>	<p>SFEI WORKSHOP</p> <p>Digital Concept art Warage Card Game - Part 1 ANDREA GATTI, Digital artist, Advanced training Teacher, SFEI</p>
17.30 - 18.30	<p>ANIMATION & VFX</p> <p>17:30 - 17:50 Garibaldi and the Kid Brothers of Italy MARIA FARES, Co-founder & Executive Producer, Lanterna Magica MICHELE BURI, Executive Producer, Lanterna Magica</p> <p>17:50 - 18:10 Taxiceratops: Anatomy and Behaviour of a digital creature born in Rome STEFANO CIERI, Lighting and Rendering TD, Canecane GIUSEPPE SQUILLACI, CEO and VFX Supervisor, Canecane</p> <p>18:10 - 18:30 Q&A</p>	<p>WORKSHOP</p> <p>Retrogaming, how to learn from the past: successes and mistakes in the history of video games</p> <p>MARCO MAZZAGLIA, IT Manager and Video Game Evangelist, Milestone</p> <p><i>laboraTOrio digitale</i></p>	<p>TOP- IX WORKSHOP</p> <p>Producing a short film with computer graphics - Part 6</p> <p>GIOSUÈ BOETTO, Director ENRICO VALENZA, Art Director ANTONELLA GUDAZZOLI, Executive Producer SILVANO IMBODEN, Production Manager FRANCESCO PAGLIA, Animation Director RICCARDO COVINO, Head Lights</p>	<p>CHINESE DELEGATION</p>	<p>SFEI WORKSHOP</p> <p>Digital Concept art Warage Card Game - Part 2 ANDREA GATTI, Digital artist, Advanced training Teacher, SFEI</p>
18.30 - 19.30	<p>VFX</p> <p>Creating the World of <i>The Adventures of Tintin</i> WAYNE STABLES, Visual Effects Supervisor, Weta Digital</p>				
h	CAVOUR	GIOLITTI	EINAUDI	SELLA	MOLLINO
WEDNESDAY OCTOBER 26					
8.00-9.00	REGISTRATION				
9.00-10.00	<p>VIDEOGAMES</p> <p>Make your passion your profession: how to get into the videogame industry MARCO MAZZAGLIA, IT Manager and Video Game Evangelist, Milestone</p>	<p>ADOBE WORKSHOP</p> <p>AE as you've never seen before GIOVANNI ANTICO, Guru, Adobe Systems</p> <p><i>laboraTOrio digitale</i></p>	<p>TOP- IX WORKSHOP</p> <p>Camera Tracking with Blender - Part 1 SEBASTIAN KÖNING, 3D Artist and Blender Foundation Certified Trainer</p>	<p>WORKSHOP</p> <p>Digital Painting: Free/Liber Open-source software. Part 1 Workshop with tablets provided by Wacom</p> <p>DAVID REVOY, Digital Painter & Art Director</p> <p><i>laboraTOrio digitale</i></p>	

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10.00-11.00	VIDEOGAMES Beyond Badges. Gamification for the Real World GLENN ENTIS, Academy Award Winner, Co-Founder and General Partner, Vanedge Capital	ADOBE WORKSHOP Multiplatform Games for Computer & Tablet with Flash & AIR TESTIMONIAL ADOBE ANDREA PONTIGGIA, Owner and IT Director, Creoo Studio <i>laboraTOrio digitale</i>	TOP- IX WORKSHOP Camera Tracking with Blender - Part 2 SEBASTIAN KÖNING, 3D Artist and Blender Foundation Certified Trainer	WORKSHOP Digital Painting: Free/Liber Open-source software. Part 2 Workshop with tablets provided by Wacom DAVID REVOY, Digital Painter & Art Director <i>laboraTOrio digitale</i>	
11.00-11.15	COFFEE BREAK				
11.15-12.15	VIDEOGAMES Superbrothers: sword & sworcery ep / Design Sworcery KRIS PIOTROWSKI, Co-Founder and Creative Director, CAPY	AUTODESK WORKSHOP Optimising your Previsualisation Pipeline PATRICE PARADIS, Product Specialist, Autodesk <i>laboraTOrio digitale</i>	TOP- IX WORKSHOP Camera Tracking with Blender - Part 3 SEBASTIAN KÖNING, 3D Artist and Blender Foundation Certified Trainer	WORKSHOP Digital Painting: Free/Liber Open-source software. Part 3 Workshop with tablets provided by Wacom DAVID REVOY, Digital Painter & Art Director <i>laboraTOrio digitale</i>	
12.15 – 13.15	CAREER OPPORTUNITIES How to Succeed in Visual Effects: A Case Study PAM HOGARTH, Director of Marketing, LOOK Effects and Vice Chair, Visual Effects Society	AUTODESK WORKSHOP Optimising your Previsualisation Pipeline PATRICE PARADIS, Product Specialist, Autodesk <i>laboraTOrio digitale</i>	TOP- IX WORKSHOP Camera Tracking with Blender - Part 4 SEBASTIAN KÖNING, 3D Artist and Blender Foundation Certified Trainer	WORKSHOP Digital Painting: Free/Liber Open-source software. Part 4 Workshop with tablets provided by Wacom DAVID REVOY, Digital Painter & Art Director <i>laboraTOrio digitale</i>	
13.15-14.15	LUNCH				
14.15 - 15.15	TRAINING NEW ANIMATION TALENTS Creating Animators for the Future PROF. MORTEN THORNING, General Director, The Animation Workshop	WORKSHOP "Pixar's RenderMan Roadmap for 2011" Cars 2, Courseware, and RenderMan - part 1 DYLAN SISSON, RenderMan Technical Artist, Pixar Animation Studios <i>laboraTOrio digitale</i>	TOP- IX WORKSHOP VrayBlender - Part 2 NICOLÒ ZUBBINI, CG Environment Artist	WORKSHOP Digital Painting: Free/Liber Open-source software. Part 5 Workshop with tablets provided by Wacom DAVID REVOY, Digital Painter & Art Director <i>laboraTOrio digitale</i>	
15.15-16.15	COMPANIES THAT CHANGE THE WORLD 15:15 - 15:35 A dream come true ROBERTO REMMERT, Co-founder, Petra s.r.l. 15:35 - 15:55 The Business of Visual Effects: LOOK Effects, a Case Study HENRIK FETT, Visual Effects Supervisor and Co-founder, LOOK Effects 15:55 - 16:15 Q&A	WORKSHOP "Pixar's RenderMan Roadmap for 2011" Cars 2, Courseware, and RenderMan - part 2 DYLAN SISSON, RenderMan Technical Artist, Pixar Animation Studios <i>laboraTOrio digitale</i>	TOP- IX WORKSHOP VrayBlender - Part 3 NICOLÒ ZUBBINI, CG Environment Artist	WACOM WORKSHOP Creativity, efficiency and ergonomics: Wacom's tools for digital creatives - Part 1 PAOLO BACCOLO, Guru, Adobe Systems, Evangelist, Wacom Europe <i>laboraTOrio digitale</i>	
16.15-16.30	COFFEE BREAK				
16.30 - 17.30	VFX Green Lantern: Parallax - The creation of a complex villain PETER NOFZ, Digital FX Supervisor, Sony Pictures Imageworks	WORKSHOP ZBrush4. Release 2 - Part 1 DANIELE ANGELOZZI, 3D Artist and Z-Brush Certified Instructor <i>laboraTOrio digitale</i>	TOP- IX WORKSHOP VrayBlender - Part 4 NICOLÒ ZUBBINI, CG Environment Artist	WACOM WORKSHOP Creativity, efficiency and ergonomics: Wacom's tools for digital creatives - Part 2 PAOLO BACCOLO, Guru, Adobe Systems, Evangelist, Wacom Europe <i>laboraTOrio digitale</i>	

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17.30 - 18.30	RIGGING Character Rigging for animation feature movies LUCIA MODESTO , <i>Character Technical Director Supervisor, PDI/Dreamworks Animation</i>	WORKSHOP ZBrush4. Release 2 - Part 2 DANIELE ANGELOZZI , <i>3D Artist and Z-Brush Certified Instructor laboraTOrio digitale</i>	TOP- IX WORKSHOP VrayBlender - Part 5 NICOLÒ ZUBBINI , <i>CG Environment Artist</i>	SFEI WORKSHOP 3D Creature Workshop - Part 1 Simone Corso , <i>3D Digital artist, Advanced Trainig teacher, SFEI</i> Giulio Pennella , <i>Traditional and Digital artist, Director, Professor, SFEI</i>		
18.30 - 19.30	KEYNOTE ADDRESS Detente: peaceful co-existence between the arts, creative business and the Internet CORY DOCTOROW , <i>Locus and Sunburst Awards Winner, named World Economic Forum's Young Global Leaders for 2007 and Forbes Magazine's 2007/8/9/10 Web Celebrities, Science Fiction Novelist, Blogger and Technology Activist</i>	SFEI WORKSHOP 3D Creature Workshop - Part 2 Simone Corso , <i>3D Digital artist, Advanced Trainig teacher, SFEI</i> Giulio Pennella , <i>Traditional and Digital artist, Director, Professor, SFEI</i>				
h		CAVOUR	GIOLITTI	EINAUDI	SELLA	MOLLINO
OCTOBER THURSDAY 27						
8.00-9.00	REGISTRATION					
9.00-10.00	ANIMATION & VFX <i>09:00 - 09:20 An efficient an uniform geometry workflow for animated features and Vfx projects</i> STÉPHANE DEVERLY , <i>C.T.O., Duran Duboi</i> <i>09:20 - 09:40 Xchanges Visual Effects</i> FABRIZIO VOLPI , <i>3D Supervisor/Composer, Xchanges VFX</i> MARCO NEGRI , <i>3D Artist, Xchanges VFX</i> <i>09:40 - 10:00 Q&A</i>	ADOBE WORKSHOP Flash & 3D DAVIDE FAMOSO , <i>Guru, Adobe Systems</i> <i>laboraTOrio digitale</i>	TOP- IX WORKSHOP Fablab: new opportunities for animation, 3d graphic, and cinema - Part 1 ENRICO BASSI , <i>Product and industrial designer, Fablab Italia</i> LORENZO ROMAGNOLI , <i>Software and physical computing developer, Fablab Italia</i>	WORKSHOP Creature-Creation Situation Workshop ERMINIO PINQUE , <i>Creature fabricator/performer and Art Director, Big Nazo Lab, Instructor RISD</i> <i>laboraTOrio digitale</i>	ADOBE WORKSHOP After Effects for beginners DAVIDE FAMOSO , <i>Guru, Adobe Systems</i> MANLIO ESPOSITO , <i>Guru, Adobe Systems</i> <i>laboraTOrio digitale</i>	
10.00-11.00	COMPANIES THAT CHANGE THE WORLD 3D tile format: a novel frame compatible approach for 3D video broadcasting ROBERTO DINI , <i>Founder, SISVEL</i>	ADOBE WORKSHOP The Eaters - Premiere Pro and After Effects TESTIMONIAL ADOBE LUCA BONI , <i>Director, Extreme Video</i> <i>laboraTOrio digitale</i>	TOP- IX WORKSHOP Fablab: new opportunities for animation, 3d graphic, and cinema - Part 2 ENRICO BASSI , <i>Product and industrial designer, Fablab Italia</i> LORENZO ROMAGNOLI , <i>Software and physical computing developer, Fablab Italia</i>	WORKSHOP Creature-Creation Situation Workshop ERMINIO PINQUE , <i>Creature fabricator/performer and Art Director, Big Nazo Lab, Instructor RISD</i> <i>laboraTOrio digitale</i>	ADOBE WORKSHOP Animation with After Effects GIOVANNI ANTICO , <i>Guru, Adobe Systems</i> <i>laboraTOrio digitale</i>	
11.00-11.15	COFFEE BREAK					
11.15-12.15	PART 1 Beyond the movies - transforming Pixar stories into Disney theme park experiences ROGER GOULD , <i>Creative Director, Pixar's Theme Park Group</i>	WORKSHOP "Pixar's RenderMan Roadmap for 2011" Cars 2, Courseware, and RenderMan - part 1 DYLAN SISSON , <i>RenderMan Technical Artist, Pixar Animation Studios</i> <i>laboraTOrio digitale</i>	TOP- IX WORKSHOP Fablab: new opportunities for animation, 3d graphic, and cinema - Part 3 ENRICO BASSI , <i>Product and industrial designer, Fablab Italia</i> LORENZO ROMAGNOLI , <i>Software and physical computing developer, Fablab Italia</i>	WORKSHOP Creature-Creation Situation Workshop ERMINIO PINQUE , <i>Creature fabricator/performer and Art Director, Big Nazo Lab, Instructor RISD</i> <i>laboraTOrio digitale</i>	ADOBE WORKSHOP Opening titles with After Effects GIOVANNI ANTICO , <i>Guru, Adobe Systems</i> <i>laboraTOrio digitale</i>	

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12.15 - 13.15	PART 2 Beyond the movies - transforming Pixar stories into Disney theme park experiences ROGER GOULD , <i>Creative Director, Pixar's Theme Park Group</i>	WORKSHOP "Pixar's RenderMan Roadmap for 2011" Cars 2, Courseware, and RenderMan - part 2 DYLAN SISSON , <i>RenderMan Technical Artist, Pixar Animation Studios</i> <i>laboraTOrio digitale</i>	TOP- IX WORKSHOP Fablab: new opportunities for animation, 3d graphic, and cinema - Part 4 ENRICO BASSI , <i>Product and industrial designer, Fablab Italia</i> LORENZO ROMAGNOLI , <i>Software and physical computing developer, Fablab Italia</i>	WORKSHOP Creature-Creation Situation Workshop ERMINIO PINQUE , <i>Creature fabricator/performer and Art Director, Big Nazo Lab, Instructor RISD</i> <i>laboraTOrio digitale</i>	ADOBE WORKSHOP Expressions and scripts for After Effects GIOVANNI ANTICO , <i>Guru, Adobe Systems</i> DAVIDE FAMOSO , <i>Guru, Adobe Systems</i> <i>laboraTOrio digitale</i>
13.15-14.15	LUNCH				
14.15 - 15.15	MEDICAL IMAGING 14:15 - 14:35 Augmented Reality for Preoperative Planning and Minimally Invasive Surgery LUCCIO DE PAOLIS , <i>Professor in Information Processing Systems, University of Salento</i> 14:35 - 14:55 Using Motion Capture to Improve Analysis and Diagnosis of Joint Disorders CAECILIA CHARBONNIER , <i>PhD, Co-Founder, President & Research Director, ArtAnim</i> 14:55 - 15:15 Q&A	CARTOONS: FUN, CREATIVITY AND LEGAL ISSUES 14:30 Istitutional Greetings GUIDO BOLATTO , <i>Secretary General, Chamber of Commerce of Turin</i> MARIA ELENA GUTIERREZ , <i>Director VIEW Conference</i> 14:50 Brief Introduction to the issues of Rights in the audiovisual industry SERGIO TOFFETTI , <i>General Manager, CSC</i>	WORKSHOP SketchUp 101 - What is SketchUp? How Can I Use it? MIKE SPRINGER , <i>Software Engineer, Google</i> <i>laboraTOrio digitale</i>	WACOM WORKSHOP Creativity, efficiency and ergonomics: Wacom's tools for digital creatives - Part 1 PAOLO BACCOLO , <i>Guru, Adobe Systems, Evangelist, Wacom Europe</i> <i>laboraTOrio digitale</i>	ADOBE WORKSHOP After Effects for beginners GIOVANNI ANTICO , <i>Guru, Adobe Systems</i> MANLIO ESPOSITO , <i>Guru, Adobe Systems</i> <i>laboraTOrio digitale</i>
15.15-16.15	MEDICAL IMAGING Virtual Reality and Augmented Reality applied to surgery PROF. LUC SOLER , <i>Computer World Smithsonian Award Winner, World Summit Award in the Health category Winner, 'Le monde de l'informatique' trophy in the Health category Winner, MICCAI/Kitware Best Biomedical Visualization Award Winner, Research and Development Director, IRCAD</i>	CARTOONS: FUN, CREATIVITY AND LEGAL ISSUES 15:15 New projects and business from young animation creators: some cues for the analysis CHIARA MAGRI , <i>Animation Course Coordinator, CSC</i> 15:35 1993-1998 – The two sides of the Atlantic save Mickey Mouse... because copyright matters MAURIZIO FERRO , <i>Lawyer</i>	WORKSHOP SketchUp 201 - Advanced Tips & Tricks, Rendering MIKE SPRINGER , <i>Software Engineer, Google</i> <i>laboraTOrio digitale</i>	WACOM WORKSHOP Creativity, efficiency and ergonomics: Wacom's tools for digital creatives - Part 2 PAOLO BACCOLO , <i>Guru, Adobe Systems, Evangelist, Wacom Europe</i> <i>laboraTOrio digitale</i>	ADOBE WORKSHOP Character Animation in After Effects GIOVANNI ANTICO , <i>Guru, Adobe Systems</i> <i>laboraTOrio digitale</i>
16.15-16.30	COFFEE BREAK				
16.30 - 17.30	VFX Black Swan and Limitless: Using Visual Effects to Tell a Story HENRIK FETT , <i>Visual Effects Supervisor and Co-founder, LOOK Effects</i>	CARTOONS: FUN, CREATIVITY AND LEGAL ISSUES 16:30 Pocket Boy, application for iPhone CLYO PARECCHINI and GOFFREDO MAROCCHI , <i>AddictiveColors</i> 16:50 Brands, design and merchandising of the characters in animated films CLAUDIO COSTA , <i>Lawyer</i> CRISTINA ROLANDO , <i>Lawyer</i>	WORKSHOP ZBrush4. Release 2 - Part 1 DANIELE ANGELOZZI , <i>3D Artist and Z-Brush Certified Instructor</i> <i>laboraTOrio digitale</i>	SFEI WORKSHOP Drawing Classic Comics with Modern Instruments - Part 1 Paolo Armitano & Davide Furnò , <i>Comics drawers and Illustrators, Professors of Realistic Comics Drawing, SFEI</i>	ADOBE WORKSHOP After Effects for 3D workflows DAVIDE FAMOSO , <i>Guru, Adobe Systems</i> MANLIO ESPOSITO , <i>Guru, Adobe Systems</i> <i>laboraTOrio digitale</i>
17.30 - 18.30	VFX The Visual Effects of Transformers: Dark of the Moon SCOTT FARRAR , <i>Academy Award Winner, Senior VFX Supervisor, ILM</i>	CARTOONS: FUN, CREATIVITY AND LEGAL ISSUES 17:30 The Chamber of commerce of Turin at the service of technological innovation MARIANGELA RAVASENGA , <i>Patent, Brands and PATLIB manager</i>	WORKSHOP ZBrush4. Release 2 - Part 2 DANIELE ANGELOZZI , <i>3D Artist and Z-Brush Certified Instructor</i> <i>laboraTOrio digitale</i>	SFEI WORKSHOP Drawing Classic Comics with Modern Instruments - Part 2 Paolo Armitano & Davide Furnò , <i>Comics drawers and Illustrators, Professors of Realistic Comics Drawing, SFEI</i>	ADOBE WORKSHOP Post-production with the suite Production Premium MANLIO ESPOSITO , <i>Guru, Adobe Systems</i> <i>laboraTOrio digitale</i>

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18.30 - 19.30	KEYNOTE ADDRESS The democratization of technology: what's happening in other industries and what's next TOM WUJEC, Academy Award Winner, Fellow Autodesk, Author, Singularity University Professor				
h	CAVOUR	GIOLITTI	EINAUDI	SELLA	MOLLINO
					OCTOBER FRIDAY 28
8.00-9.00	REGISTRATION				
9.00-10.00	Neophilia: Adventures in a Post-PC World JIM SPOTO, President, Creative Director and Co-Founder, Dot Matrix Interactive Design	WORKSHOP Google Maps/Google Earth - How to use these powerful tools MIKE SPRINGER, Software Engineer, Google <i>laboraTOrio digitale</i>	DESIGN / ROBOTICS Design and robotics for people with special needs EMANUELE MICHELI, Education Management Professional, School of Robotics PROF. NICCOLO CASIDDU, School of Architecture of Genova	WORKSHOP Digital Painting: Free/Liber Open-source software. Part 1 Workshop with tablets provided by Wacom DAVID REVOY, Digital Painter & Art Director <i>laboraTOrio digitale</i>	
10.00-11.00	CREATURE DESIGN & SPECIAL EFFECTS Creature Adventures and Special Effects Off Screen and On The Street ERMINIO PINQUE, Creature fabricator/performer and Art Director, Big Nazo Lab, Instructor RISD	ADOBE WORKSHOP Switch to Premiere MANLIO ESPOSITO, Guru, Adobe Systems <i>laboraTOrio digitale</i>	WORKSHOP ZBrush4. Release 2 - Part 1 DANIELE ANGELOZZI, 3D Artist and Z-Brush Certified Instructor <i>laboraTOrio digitale</i>	WORKSHOP Digital Painting: Free/Liber Open-source software. Part 2 Workshop with tablets provided by Wacom DAVID REVOY, Digital Painter & Art Director <i>laboraTOrio digitale</i>	
11.00 - 11.15	COFFEE BREAK				
11.15-12.15	ANIMATION & VFX X-Men: First class - From Concept to Screen, a Job for Mutants! DANIELE BIGI, Lighting Supervisor, MPC ADRIANO RINALDI, Head of Effects, MPC	ADOBE WORKSHOP Adobe Creative Suite for ADV FABRIZIO VOLPI, 3D Supervisor/Compositor, Xchanges VFX <i>laboraTOrio digitale</i>	WORKSHOP ZBrush4. Release 2 - Part 2 DANIELE ANGELOZZI, 3D Artist and Z-Brush Certified Instructor <i>laboraTOrio digitale</i>	WORKSHOP Introducing Blender. Part 1 DARIO CAFFONI, Graphic and Webdesigner, Administrator, BlenderITALIA ALFONSO ANNARUMMA, 3D Generalist, Moderator BlenderITALIA, Administrator Blender Magazine Italia Section SANDRO PIZZILO, 3D Generalist, Visual Artist, Moderator BlederITALIA <i>laboraTOrio digitale</i>	
12.15-13.15	AUTOMOTIVE Driving Innovation: state-of-the-art computer graphics for automotive design, visualization and in-vehicle safety DANIEL SHAPIRO, Director of Automotive Division, NVIDIA	WORKSHOP Google Apps & AppEngine - Scaling your tools with your business MIKE SPRINGER, Software Engineer, Google <i>laboraTOrio digitale</i>	TOP- IX WORKSHOP MESH, software open-source per previsualizzazione e produzione - Part 1 DAVIDE DI GIANNANTONIO, Software Engineer e Production Designer, ASALab (Art & Science Allies Laboratory)	WORKSHOP Introducing Blender. Part 2 DARIO CAFFONI, Graphic and Webdesigner, Administrator, BlenderITALIA ALFONSO ANNARUMMA, 3D Generalist, Moderator BlenderITALIA, Administrator Blender Magazine Italia Section SANDRO PIZZILO, 3D Generalist, Visual Artist, Moderator BlederITALIA <i>laboraTOrio digitale</i>	

h	CAVOUR	GIOLITTI	EINAUDI	SELLA	MOLLINO
13.15-14.15	LUNCH				
14.15 - 15.15	AUTOMOTIVE 14.15 - 14.35 Visualization technologies in the Automotive Product Life Cycle: Applications and Perspectives ALDO MAGGIORE , Director of B.U. ICT Engineering Methods & Services, Fiat ITEM 14.35 - 14.55 Extreme Prototype Development MICHAEL ROBINSON , Design & Brand Director, Bertone 14:55 - 15:15 Q&A	WORKSHOP "Pixar's RenderMan Roadmap for 2011" Cars 2, Courseware, and RenderMan - part 1 DYLAN SISSON , RenderMan Technical Artist, Pixar Animation Studios <i>laboraTOrio digitale</i>	TOP- IX WORKSHOP MESH , software open-source per previsualizzazione e produzione - Part 2 DAVIDE DI GIANNANTONIO , Software Engineer e Production Designer, ASALab (Art & Science Allies Laboratory)	WACOM WORKSHOP Creativity, efficiency and ergonomics: Wacom's tools for digital creatives - Part 1 PAOLO BACCOLO , Guru, Adobe Systems, Evangelist, Wacom Europe <i>laboraTOrio digitale</i>	
15.15-16.15	AUTOMOTIVE 15:15 - 15:35 VANETs and Visualization Techniques: Scientific and Commercial Purposes FRANCESCO FILEPPO , Project Manager and Research Engineer, ISMB 15:35 - 15:55 Sustainable mobility - Educational and thoughts on the contemporary paradigm of mobility LAURA MILANI , CEO at Istituto d'Arte Applicata e Design, IAAD 15:55 - 16:15 Q&A	WORKSHOP "Pixar's RenderMan Roadmap for 2011" Cars 2, Courseware, and RenderMan - part 2 DYLAN SISSON , RenderMan Technical Artist, Pixar Animation Studios <i>laboraTOrio digitale</i>	TOP- IX WORKSHOP MESH , software open-source per previsualizzazione e produzione - Part 3 DAVIDE DI GIANNANTONIO , Software Engineer e Production Designer, ASALab (Art & Science Allies Laboratory)	WACOM WORKSHOP Creativity, efficiency and ergonomics: Wacom's tools for digital creatives - Part 2 PAOLO BACCOLO , Guru, Adobe Systems, Evangelist, Wacom Europe <i>laboraTOrio digitale</i>	
16.15-16.30	COFFEE BREAK				
16.30 - 17.30	VFX The Visual Effects of Cowboys & Aliens ROGER GUYETT , BAFTA / VES Award Winner, VFX Supervisor, ILM	SFEI WORKSHOP Project materiel in Realtime e UDK using - Part 1 Luca Deriu , PLAYSYS Founder, Advanced training Teacher, SFEI	TOP- IX WORKSHOP MESH , software open-source per previsualizzazione e produzione - Part 4 DAVIDE DI GIANNANTONIO , Software Engineer e Production Designer, ASALab (Art & Science Allies Laboratory)		
17.30 - 18.30	VFX Real Steel: Bringing Virtual Production Into the Real World ERIK NASH , Overall Visual Effects Supervisor on REAL STEEL, Digital Domain	SFEI WORKSHOP Project materiel in Realtime e UDK using - Part 2 Luca Deriu , PLAYSYS Founder, Advanced training Teacher, SFEI			
18.30 - 19.30	CLOSING KEYNOTE ADDRESS Sound Design in Pre-Production RANDY THOM , Twice Academy Award Winner, Director of Sound Design, Skywalker Sound				