		26 - 29 Oct 2010				www.viewconf	erence.it
n	CAVOUR	GIOLITTI	EINAUDI	SELLA	MOLLINO	ANTONELLI	JUVARRA
				TUESDAY O			
h 8.00-9.00	CAVOUR	GIOLITTI	EINAUDI	SELLA	MOLLINO	ANTONELLI	JUVARRA
			REGISTRATION	1			
9.00- 10.00	Inauguration with Autorities						
10.00-	OPENING TALK						
11.00	LIGHT DESIGN						
	"The Lighting of Toy Story 3"						
	Kim White, Technical Director Pixar Animation Studios						
11.00-			coffee break				
11.15 11.15-	VFX	REALFLOW 5 WORKSHOP	TOP-IX WORKSHOP	CREATURE DESIGN			
12.15	"The Making of the effects for	"Fluid Alchemy"	"Digital Media for the Creativity: Learn	WORKSHOP			
	Lost, the final season"	-	basics Blender"	Part One			
	Adam Avitable, Visual Effects	Gustavo Sanchez Perez, Senio FX/ TD, Next Limit	Riccardo Gagliarducci, architect	Simone Corso, Professor Scuola Internazionale di Comics			
	Supervisor LOOK Effects, Inc.		Alessandro Balbo, Ph.D at the	SFEI Academy Collaborator			
		Expert Pictorion das werk	Polytechnic of Turin				
12.15 – 13.15	ANIMATION	REALFLOW 5 WORKSHOP	TOP-IX WORKSHOP	CREATURE DESIGN WORKSHOP			
13.15	"10 Obvious Secrets in	"Fluid Alchemy"	"Digital Media for the Creativity: Learn				
	Animation"	Gustavo Sanchez Perez, Senio	basics Blender"	Part Two Simone Corso, Professor			
	Craig Caldwell, USTAR Senior Research Professor in Digital Media		Riccardo Gagliarducci, architect	Scuola Internazionale di Comics			
	University of Utah	Expert Pictorion das Werk	Alessandro Balbo, Ph.D at the Polytechnic of Turin	SFEI Academy Collaborator			
13.15-							
14.15			lunch				
14.15 - 15.15	MECHANICS MEETS ART	RENDERMAN WORKSHOP	TOP-IX WORKSHOP	CREATURE DESIGN WORKSHOP			
	"Building a Real Wall-E Robot in	Part One "Talking Trash about Toy					
	Just Six Months"	Story 3"	Production Pipeline with the Blender Game Engine"	Part Three Simone Corso, Professor			
	Michael Shantzis, Accademy Award Winner, Senior Software Engineer	Dylan Sisson, RenderMan Technical Artist, Pixar Animation	Dalai Felinto, architect	Scuola Internazionale di Comics SFEI Academy Collaborator			
	Pixar Animation Studios	Studios		SPEI Academy Collaborator			
15.15 -	CAREER OPPORTUNITIES	RENDERMAN WORKSHOP	TOP-IX WORKSHOP	CREATURE DESIGN			
16.15	"Career Realities for VFX"			WORKSHOP			
	Career realities IOF VEA	Part Two "Talking Trash about Toy Story 3"	"Digital Media for the Creativity: Production Pipeline with the Blender Game	Part four			
	Pam Hogart, Director of Marketing LOOK Effects	Dylan Sisson, RenderMan	Engine"	Simone Corso, Professor Scuola Internazionale di Comics			
		Technical Artist, Pixar Animation	Dalai Felinto, architect	Scuola Internazionale di Comics SFEI Academy Collaborator			
		Studios					
16.15-			coffee break				

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CENTRC า	CONGRESSI TORINO INCON CAVOUR	ITRA, Via Nino Costa 8 GIOLITTI	EINAUDI	SELLA	MOLLINO	ANTONELLI	JUVARRA
				WEDNESDAY O	CTOBER 27		
า	CAVOUR	GIOLITTI	EINAUDI	SELLA	MOLLINO	ANTONELLI	JUVARRA
.00-9.00			REGISTRATIO	u			
.00-	GAMES	ZBRUSH WORKSHOP	TOP-IX WORKSHOP	REALTIME AND PRE-	TECH TALKS		
0.00	"CriticalCity Upload, building real	"Zbrush 4: New Features"	"Digital Media for the Creativity: Advanced	RENDERED VISUALIZATIONS	"Educational Robots:		
	world pervasive games"	ZDIUSIT4. New Teatures	concept art with Free/Libre Open Soure	WORKSHUP	a bridge between		
		Daniele Angelozzi, 3D Artist and	software on Linux"	Part One	two worlds"		
	Augusto Pirovano, CriticalCity Upload project leader	Pixologic Certified Instructor	David Revoy, french freelance digital	"A closer analysis to nextgen systems"	Emanuele Micheli,		
			painter and art director		Robotics School		
				Luca Benzi Deriu, Rendering and Shader Enigineer - SFEI			
				Training DVD instructor			
0.00-	VFX	ZBRUSH WORKSHOP	TOP-IX WORKSHOP	REALTIME AND PRE-	MARKET BRIEF		
1.00		"Zbrush 4: in Production"		RENDERED VISUALIZATIONS	FOR ONTARIO		
	"The making of the effects for IRON MAN 2"		"Digital Media for the Creativity: Advanced concept art with Free/Libre Open Soure	WORKSHOP	COMPANIES		
		Daniele Angelozzi, 3D Artist and Pixologic Certified Instructor	software on Linux"	Part Two	organized by Think		
	Ged Wright, VFX Supervisor, Double Negative	Pixologic Certified Instructor	David Revoy, french freelance digital	"A closer analysis to nextgen systems"	Up - Advanced ICT Solutions from		
			painter and art director	3936113	Torino Piemonte		
				Luca Benzi Deriu, Rendering and Shader Enigineer - SFEI	- RESERVED -		
				Training DVD instructor	- RESERVED -		
1.00- 1.15			coffee break	I		11	
		GOOGLE WORKSHOP	TOP-IX WORKSHOP	REALTIME AND PRE-	MARKET BRIEF		
2.15	session	Workshop 1	"Digital Media for the Creativity: Advanced	RENDERED VISUALIZATIONS	FOR ONTARIO COMPANIES		
	Chiara Ventura, Fondazione CRT	"SketchUp Basics"	concept art with Free/Libre Open Soure				
	David Schaub, VES award winner, Animation Director Sony Pictures	Mike Springer, Software	software on Linux"	Part Three "A closer analysis to nextgen	organized by Think Up - Advanced ICT		
	Imageworks	Engineer Google	David Revoy, french freelance digital	systems"	Solutions from		
	Pam Hogart, Director of Marketing		painter and art director		Torino Piemonte		
	LOOK Effects Marco Genovesi, Head of 3D			Luca Benzi Deriu, Rendering and Shader Enigineer - SFEI	- RESERVED -		
	Digital Matte Painting at MPC			Training DVD instructor			
2.15 –	GAMES	GOOGLE WORKSHOP	TOP-IX WORKSHOP	MANFONT COMICS	MARKET BRIEF		
3.15	"Motionon orto TM:	Weder o		WORKSHOP			
	"Motionsports™: when key frame animation meets Kinect™"	Workshop 2 "Advanced SketchUp"	"Digital Media for the Creativity: Advanced concept art with Free/Libre Open Soure	"Comics on iPad, a new creative	COMPANIES		
			software on Linux"	frontier"	organized by Think		
	Gian Marco Zanna, Producer Ubisoft	Mike Springer, Software Engineer Google	David Revoy, french freelance digital	Manfredi Toraldo, Script writer	Up - Advanced ICT Solutions from		
	Luisa Reviglio della Veneria, Lead	Liginool Google	painter and art director	and editor - Comic School	Torino Piemonte		
	Animator Ubisoft			Teacher	- RESERVED -		
					- KESERVED -		
3.15-			<u> </u>	l			
4.15			lunch				

	CAVOUR	GIOLITTI	EINAUDI	SELLA	MOLLINO	ANTONELLI	JUVARRA
4.15 - 5.15	COMPANIES THAT CHANGE THE WORLD - SHOWCASE ONTARIO Giant Step - Gil and Eyal Katz,	VIDEOGAMES: ENTERTAINMENT, CREATIVITY AND LEGAL ASPECTS	RENDERMAN WORKSHOP Part One "Talking Trash about Toy Story 3".	TOP-IX WORKSHOP "Digital Media for the Creativity: Fluids, Smoke and Particles:	TECH TALKS "Clashing and Splashing"		
	Managing Partners Imarion - Alex Olegnowicz, President Side Effects Software - Richard Hamel, VP, Marketing and Sales	15.00 Greetings from the authorities Guido Bolatto , Secretary General, Chamber of Commerce, Turin Maria Elena Gutierrez , Director, VIEW Conference	Dylan Sisson, RenderMan Technical Artist, Pixar Animation Studios	From Simulation to VFX" Mike Pan, CG expert	Gustavo Sanchez Perez, Senio FX/ TD, Next Limit Florian Koebisch, Realflow Expert Pictorion das Werk		
5.15- 6.15	COMPANIES THAT CHANGE THE WORLD - SHOWCASE ONTARIO Xenophile Media - Patrick Crowe, Executive Producer Starz Animation Toronto - David Steinberg, Executive Vice President & General Manager	VIDEOGAMES: ENTERTAINMENT, CREATIVITY AND LEGAL ASPECTS 15.30 Stefano Frache, CEO of Dynamix Italia S.r.I. 15.50 Mario Aprà and Maurizio Ferro, Consultants on Industrial Property	RENDERMAN WORKSHOP Part Two "Talking Trash about Toy Story 3", Dylan Sisson, RenderMan Technical Artist, Pixar Animation Studios	TOP-IX WORKSHOP "Digital Media for the Creativity: Fluids, Smoke and Particles: From Simulation to VFX" Mike Pan, CG expert			
6.15- 6.30			coffee break				
6.30 - 7.30	"Experience of Open Source Migration in 2D digital graphic industry" David Revoy, <i>Art Director, Sintel</i>	VIDEOGAMES: ENTERTAINMENT, CREATIVITY AND LEGAL ASPECTS 16.20 Claudio Costa, Lawyer 16:50 Luca Barbero, Consultant on Industrial Property	DIGITAL PAINTING WORKSHOP Part One "Sunk World, digital painting overview" Andrea Gatti, Digital illustrator - SFEI Training DVD instructor	TOP-IX WORKSHOP "Digital Media for the Creativity: Fluids, Smoke and Particles: From Simulation to VFX" Mike Pan, CG expert			
7.30 - 8.30	VFX "The Visual Effects of Avatar" Bruce Holcomb, <i>Digital Modeling</i> <i>Supervisor, Industrial Light & Magic</i>	VIDEOGAMES: ENTERTAINMENT, CREATIVITY AND LEGAL ASPECTS 17:20 Juan Carlos De Martin, Co director of NEXA, Centre for Internet & Society, Polytechnic of Turin 17.40 Giancarlo Borio, Chief of the EMC's Department of LACE – Corep 18:00 Mariangela Ravasenga, Centre PATLIB - Chamber of Commerce, Turin	DIGITAL PAINTING WORKSHOP Part Two "Sunk World, digital painting overview" Andrea Gatti, Digital illustrator - SFEI Training DVD instructor	TOP-IX WORKSHOP "Digital Media for the Creativity: Fluids, Smoke and Particles: From Simulation to VFX" Mike Pan, CG expert			
:00 - 3:00	SCHOOL PROGRAM - 3D Kim White will be present		story III", in 3D, in Italian - Ci	nema Massimo, Via Vero	di 18 - Torino	ı	

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	CONGRESSI TORINO INCON CAVOUR	GIOLITTI	EINAUDI	SELLA	MOLLINO	ANTONELLI	JUVARRA
				THURSDAY O	CTOBER 28		
I	CAVOUR	GIOLITTI	EINAUDI	SELLA	MOLLINO	ANTONELLI	TERRAZZA GIOLITTI
.00-9.00			REGISTRATIO	4			
.00-	VFX & 3D STEREO	TOP-IX CONFERENCE	TOP-IX WORKSHOP	ZBRUSH WORKSHOP			B2B BETWEEN
0.00	"Creating visual effects for historical movies, Stereographic shooting for 3D cinema and 2Dto3D conversion" Gianluca Dentici, Visual effects Supervisor "3D pipeline and tools for next CGI TV shows" Massimo Carrier Ragazzi, Owner - Creative Director - Executive Producer Maga Animation Studio Maurizio Turoni, Technical Director Maga Animation Studio 3D STEREO "Step Up 3D" Dan Schrecker, Visual Effects Supervisor at LOOK Effects	AID – Digital Authors TOP-IX CONFERENCE AID – Digital Authors	"Digital Media for the Creativity: LUXRENDER beyond Blender's internal engine" Riccardo Covino , architect and collaborator at the Architecture University of Turin TOP-IX WORKSHOP "Digital Media for the Creativity: LUXRENDER beyond Blender's internal engine"	"Zbrush 4: New Features" Daniele Angelozzi, 3D Artist and Pixologic Certified Instructor ZBRUSH WORKSHOP "Zbrush 4: in Production" Daniele Angelozzi, 3D Artist and Pixologic Certified Instructor			PIEMONTE MULTIMEDIA COMPANIES AN ONTARIO COMPANIES organized by Thir Up - Advanced IC Solutions from Torino Piemonte B2B BETWEEN PIEMONTE MULTIMEDIA COMPANIES AN ONTARIO COMPANIES
1.00-			Riccardo Covino, architect and collaborator at the Architecture University of Turin				organized by Thin Up - Advanced IC Solutions from Torino Piemonte
1.15			coffee break			-	
11.15- 12.15	3D STEREO WORKSHOP "Stereoscopy in Film Production: Theory and Practice" Parag Havaldar, Software R&D Supervisor, Sony Pictures Imageworks	TOP-IX CONFERENCE	TOP-IX WORKSHOP "Digital Media for the Creativity: LUXRENDER beyond Blender's internal engine" Riccardo Covino, architect and collaborator at the Architecture University of Turin	ITALIAN REALITIES "S3D: stereoscopic narrative and perspectives" Stefano Cieri, designer e digital content creator - Linfa Lab			B2B BETWEEN PIEMONTE MULTIMEDIA COMPANIES ANI ONTARIO COMPANIES organized by Thin Up - Advanced IC Solutions from Torino Piemonte
12.15 - 13.15	GAMES & FILM "Creative Industries: Convergence and Collaboration in Games and Film" Terrence Masson, Director of Creative Industries at Northeastern University	TOP-IX CONFERENCE AID – Autori in Digitale	TOP-IX WORKSHOP "Digital Media for the Creativity: LUXRENDER beyond Blender's internal engine" Riccardo Covino, architect and collaborator at the Architecture University of Turin	ITALIAN REALITIES From idea to real object in one day: create, study, communicate Leonardo Peretti, co-founder of ProTocuBe snc Alberto Barberis, co-founder of ProTocuBe snc			B2B BETWEEN PIEMONTE MULTIMEDIA COMPANIES ANI ONTARIO COMPANIES organized by Thin Up - Advanced IC Solutions from Torino Piemonte

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CENTRO	CENTRO CONGRESSI TORINO INCONTRA, Via Nino Costa 8									
h	CAVOUR	GIOLITTI	EINAUDI	SELLA	MOLLINO	ANTONELLI	JUVARRA			
13.15- 14.15			lunch							

	CAVOUR	GIOLITTI	EINAUDI	SELLA	MOLLINO	ANTONELLI	JUVARRA
14.15 -	GAMES	TOP-IX CONFERENCE	TOP-IX WORKSHOP	RENDERMAN WORKSHOP			B2B BETWEEN
5.15	"iCoolhunt"	AID – Digital Authors	"Digital Media for the Creativity: Special effects, the italian horror tradition meet	Part One "Talking Trash about Toy Story 3"			PIEMONTE MULTIMEDIA COMPANIES ANI
	Alessio Morena & Luca Morena, Co-Founders of iCoolhunt		Open source" Fernando Luceri, computer graphics	Dylan Sisson, RenderMan Technical Artist, Pixar Animation			ONTARIO COMPANIES
			freelance professional Sergio Stivaletti, expert of the italian horror and fantasy special effects	Studios			organized by Thin Up - Advanced IC Solutions from Torino Piemonte
5.15- 6.15	GAMES	TOP-IX CONFERENCE	TOP-IX WORKSHOP	RENDERMAN WORKSHOP			B2B BETWEEN PIEMONTE
0.15	"Making the Design for Machinarium"	AID – Digital Authors	"Digital Media for the Creativity: Special effects, the italian horror tradition meet Open source"	Part Two "Talking Trash about Toy Story 3"			MULTIMEDIA COMPANIES AND ONTARIO
	Adolf Lachman, <i>Painter, Amanita</i> Design		Fernando Luceri, computer graphics	Dylan Sisson, RenderMan Technical Artist, Pixar Animation			COMPANIES
			freelance professional Sergio Stivaletti, expert of the italian horror and fantasy special effects	Studios			organized by Think Up - Advanced ICT Solutions from Torino Piemonte
6.15- 6.30			coffee break	т т с		1	1
6.30 - 7.30	GAMES	TOP-IX CONFERENCE	TOP-IX WORKSHOP	INVENTING COMIC WORKSHOP			B2B BETWEEN PIEMONTE
	"The Art of NFS Hot Pursuit - re- inventing a franchise by going back to it's roots"	AID – Digital Authors	"Digital Media for the Creativity: Special effects, the italian horror tradition meet Open source"	Part One "To invent a comic" Dante and Francesco			MULTIMEDIA COMPANIES AND ONTARIO COMPANIES
	Henry LaBounta, Senior Art Director, Electronic Arts		Fernando Luceri, computer graphics freelance professional Sergio Stivaletti, expert of the italian	Bastianoni, Comics Creator - Comic School Teacher			organized by Think
			horror and fantasy special effects				Solutions from Torino Piemonte
17.30 - 18.30	ANIMATION	TOP-IX CONFERENCE	TOP-IX WORKSHOP	INVENTING COMIC WORKSHOP			B2B BETWEEN PIEMONTE
	" <i>Alice in Wonderland</i> . Animating Underland"	AID – Digital Authors	"Digital Media for the Creativity: Special effects, the italian horror tradition meet Open source"	Part Two "To invent a comic"			MULTIMEDIA COMPANIES AND ONTARIO
	David Schaub, VES award winner, Animation Director		Fernando Luceri, computer graphics	Dante and Francesco Bastianoni, Comics Creator -			COMPANIES
	Sony Pictures Imageworks		freelance professional Sergio Stivaletti, expert of the italian horror and fantasy special effects	Comic School Teacher			organized by Think Up - Advanced IC Solutions from Torino Piemonte
9:00 - 13:00	SCHOOL PROGRAM - 3D	STEREO SCREENING	1	1 1		1	
	Tim Johnson will be pres	ent at the screening of	"How to train your dragon", in 3	3D, in Italian - Cinema Mas	simo, Via Ver	di 18 - Torino	

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CENTRO	D CONGRESSI TORINO INCON						
h	CAVOUR	GIOLITTI	EINAUDI	SELLA	MOLLINO	ANTONELLI	JUVARRA
				FRIDAY OC	CTOBER 29		
h	CAVOUR	GIOLITTI	EINAUDI	SELLA	MOLLINO	ANTONELLI	JUVARRA
8.00-9.00							
0.00	ANIMATION & VFX		REGISTRATION TOP-IX WORKSHOP	N ITALIAN REALITIES		1	
9.00- 10.00	ANIMATION & VEX	ZBRUSH WORKSHOP	TOP-IX WORKSHOP	ITALIAN REALITIES			
10.00	"Cartoons and Vfx: the path for	"Zbrush 4: New Features"	"Digital Media for the Creativity: Creativity	"The art of Creative Shares"			
	success"		and technique in the digital direction"				
	Guido Polcan, <i>BigRock</i>	Daniele Angelozzi, 3D Artist and Pixologic Certified Instructor	Lino Sturiale, photographer, director and	Alessandro Masciari, THR3aD Francesco Sternativo THR3aD			
	Calab Foldar, Lightoon		producer				
10.00- 11.00	ANIMATION & VFX	ZBRUSH WORKSHOP	TOP-IX WORKSHOP	ITALIAN REALITIES			
11.00	"Despicable me"	"Zbrush 4 in Production"	"Digital Media for the Creativity: Creativity	"The art of Creative Shares"			
			and technique in the digital direction"				
	Bruno Mahé, Global Technology	Daniele Angelozzi, 3D Artist and Pixologic Certified Instructor		Guglielmo Rovere, THR3aD			
	Supervisor, Illumination Entertainment / Universal		Lino Sturiale, photographer, director and producer	Laura Ballardini, THR3aD			
			F				
11.00 -						1 1	
11.15			coffee break			7	
11.15- 12.15	LIGHT DESIGN	GOOGLE WORKSHOP	TOP-IX WORKSHOP	TECH TALKS			
12.15	"Lighting Robin Hood"	Workshop 3	"Digital Media for the Creativity: Creativity	SEAC02			
		"Geo-Modeling"	and technique in the digital direction"				
	Daniele Bigi, <i>Lead Lighting TD,</i>	Mike Springer, Software	Lino Sturiale, photographer, director and	Andrea Carignano, SEAC02			
	MFC	Engineer Google	producer				
			F				
12.15-	ANIMATION WORKSHOP	GOOGLE WORKSHOP	TOP-IX WORKSHOP	CULTURAL HERITAGE			
13.15	"The art and science of animating	Workshop 4	"Digital Media for the Creativity: Creativity	"Fleonora's project"			
	expressive eyes"	"Earth/Maps API"	and technique in the digital direction"				
				Elena Biondi, Imaging Lab -			
	David Schaub, VES award winner,		Lino Sturiale, photographer, director and producer	Centro Conservazione e Restauro "La Venaria Reale"			
	Animation Director Sony Pictures	Engineer Google	producer	Alessandro Bovero, Imaging			
				Lab - Centro Conservazione e			
10.15				Restauro "La Venaria Reale"			
13.15- 14.15			lunch				

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4.15 -		RENDERMAN WORKSHOP	TOP-IX WORKSHOP						
5.15	"The future of human/computer interfaces "	Part One "Talking Trash about Toy Story 3",	"Digital Media for the Creativity: InkScape"						
	Ken Perlin, Academy Award Winner, Professor of Computer Science at NYU Media Research Lab	Dylan Sisson, RenderMan Technical Artist, Pixar Animation Studios	Alessandro Balbo, Ph.D at the Polytechnic of Turin						
5.15- 6.15	3D STEREO	RENDERMAN WORKSHOP	TOP-IX WORKSHOP						
0.15	"Behind the Curtain of <i>Day</i> & <i>Night</i> "	Part Two "Talking Trash about Toy Story 3",	"Digital Media for the Creativity: InkScape"						
	Sandra Karpman, Technical Director Day & Night, Pixar Animation Studios	Dylan Sisson, RenderMan Technical Artist, Pixar Animation Studios	Alessandro Balbo, Ph.D at the Polytechnic of Turin						
6.15- 6.30			coffee break						
6.30 - 7.30	VFX		TOP-IX WORKSHOP						
	"The Visual Effects of Inception"		"Digital Media for the Creativity: InkScape"						
	Paul Franklin, VFX Supervisor for Inception and Co-founder of Double Negative		Alessandro Balbo, Ph.D at the Polytechnic of Turin						
7.30 - 8.30	KEYNOTE ANIMATION & VFX		TOP-IX WORKSHOP						
0.00	"Creating a Hero"		"Digital Media for the Creativity: InkScape"						
	Tim Johnson, Award-winning director and executive producer, PDI/DreamWorks		Alessandro Balbo, Ph.D at the Polytechnic of Turin						
:00 - 3:00	SCHOOL PROGRAM - 3D STEREO SCREENING								
	Sandra Karpman will be p	present at the screening o	of "Toy Story III", in 3D, in Italia	n - Cinema Massimo, Via	a Verdi 18 - To	rino			
0:00	WORLD PREMIERE: KUN Cinema Massimo - Via Ve		SPECIAL IN 3D STEREO WITH T	THE DIRECTOR TIM JOH	NSON!				