



13TH INTERNATIONAL COMPUTER GRAPHICS CONFERENCE  
www.viewconference.it 16-19 Oct 2012 Turin, Piedmont, Italy

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## VIEW 2012

### ITALY'S PREMIERE DIGITAL TECHNOLOGY CONFERENCE

### CONVENES OCTOBER 16 TO 19

- Directors **Genndy Tartakovsky** - Hotel Transylvania, Sony Pictures Animation
- **Eric Darnell** - Madagascar 3, Dreamworks Animation
- Director **Mark Walsh** - Partysaurus Rex, Disney •Pixar
- Directors Guild of America Winner **Daniel Attias** (The Wire, Sopranos, Deadwood, Lost)
- Seven-time Academy Award winning sound designer and Oscar-nominated short film director **Gary Rydstrom**

And Introducing:

The **Creative Bootcamp**, a lively, interactive, multi-day workshop that propels participants into new worlds of the future.

Turin, Italy (September 10) – Dedicated to bringing together experts from around the world to inspire, engage, teach, and astound, VIEW, Italy's leading computer graphics symposium, proudly announces highlights from its upcoming 13th annual confab.

"This is shaping up to be one of the most exciting VIEW conferences ever," says conference director Maria Elena Gutierrez. "We are privileged to bring two feature film directors to Torino this year, Genndy Tartakovsky and Eric Darnell. Also, the European premiere of the Pixar Animation Studios latest short, Partysaurus Rex presented by its director Mark Walsh and also the amazing Gary Rydstrom from Skywalker Sound, and director Dan Attias who shares his award-winning expertise in broadcast television. Plus, we have highly-honored speakers from the top visual effects and game development studios. And, we are offering our first Creative Bootcamp. I couldn't be more thrilled with the program this year."

Presenting the Italian premier of footage from Sony Pictures Animation's feature film Hotel Transylvania, **Genndy Tartakovsky** shares his experience directing this CG feature, his first. Tartakovsky has received 12 Emmy nominations and won three Emmys for his work in broadcast television, and in 2007, he received the Annie Awards' Winsor McCay Award.

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Writer/director **Eric Darnell** introduces VIEW to the wacky world of PDI/Dreamworks' Madagascar 3, the third film that Darnell has directed in the series. The critically-acclaimed Madagascar 3 has now earned more than half a billion dollars at the box office. **Dan Attias**, one of the top television directors in America, has 65 titles to his name including episodes of The Killing, House, Raising Hope, and Alias. In addition to winning the Directors Guild of America award for The Wire, Dan Attias has received DGS nominations for Six Feet Under and The Sopranos, and Emmy nominations for Entourage.

This year, Skywalker Sound's **Gary Rydstrom**, who joins the roster at VIEW for the first time, added sound design for Disney/Pixar's Brave and Wreck-It-Ralph to credits that extend across 96 films and videos for which he has received a remarkable seven Oscars and 16 Oscar nominations. Gary Rydstrom received two Oscar nominations in 2012, for sound mixing and sound editing for Steven Spielberg's War Horse.

In addition to these directors and sound designer, VIEW welcomes key artists from the visual effects studios behind films certain to be on the short list for 2013 visual effects Oscar.

Two-time Oscar nominee and Oscar winner (Inception) **Paul Franklin**, and one of the VIEW's favorite speakers, is back to present the Double Negative's work on Warner Bros.' The Dark Knight Rises. **Jason Smith**, associate visual effects supervisor at Industrial Light & Magic, joins VIEW for the first time to present the digital effects in Paramount Pictures' incredibly popular The Avengers, which has grossed \$1.5 billion dollars at the box office. Animation supervisor **David Schaub** from Sony Pictures Imageworks, whose presentation on animation two years ago at VIEW ranks as one of the best ever, returns to soar through the studio's work on Marvel Studios and Columbia Pictures' The Amazing Spider-Man.

Also highlighting the conference are these can't-miss speakers:

**Josh Holmes**, creative director of HALO, who will premiere HALO 4. **Rex Grignon**, head of animation at DreamWorks Animation. Mark Walsh, supervising animator at Pixar Animation Studios. **Rob Bredow**, CTO at Sony Pictures Imageworks. **Chris Perry**, founder of Bit Films, professor of media arts and sciences at Hampshire College, and a technical director for A Bug's Life and Finding Nemo. **Vander Caballero**, creative director for Minority Independent Studio, and creator of the beautifully compelling PAPO Y YO. And, video game evangelist **Marco Mazzaglia**.

And, with an eye toward the use of digital technology in everyday life, VIEW 2012 launches the exciting and innovative VIEW CREATIVE BOOTCAMP.

In this multi-day event, participants will explore ways in which technology, society, economies and industries may evolve. The workshop will bring together leaders working in



many industries to flex their creative powers. Together, they and the participants will design state-of-the-art cars, personal robots, miniscule medical equipment, smart running shoes, self-healing buildings, and, of course, future games and movies. Led by **Glenn Entis** co-founder of PDI, former chief visual officer for Electronic Arts, and now a founding partner in Vanage Capital, and **Tom Wujec**, Autodesk fellow and author of three books on innovation, the Creative Bootcamp promises to be a lively, interactive workshop that propels participants into new worlds of the future.

“With the Creative Bootcamp, we’re extending VIEW 2012 beyond entertainment into the real world in exciting new ways,” Gutierrez says. “It will be a wonderful adventure for the people who choose to attend.”

In addition to the speakers, VIEW 2012 again offers its extremely popular, practical workshops geared toward professionals and aspiring professionals who want to perfect their craft. A list of these workshops, which participants can reserve in advance, is on the VIEW conference website.

Preceding the VIEW conference, the annual VIEWFest, the Italian evolution of Resfest, features a screening of Disney/Pixar’s Nemo in stereo 3D, a compilation of Pixar Shorts, and the European premiere of Siggraph 2012’s Electronic Theater, a selection of the best short films, visual effects excerpts, scientific visualizations, game cinematics, and commercials.

“We are so fortunate to be able to bring such talented and highly-honored artists to Turin,” says Gutierrez. “I am grateful so many people are willing to help us continue building the best digital technology conference in Italy. They inspire me. I know they will inspire all the professionals and aspiring professionals who attend. I cannot wait for this conference to begin.”

VIEW Conference 2012 is made possible with the support of: Piedmont Region, Province of Turin, City of Turin, Compagnia di San Paolo, Fondazione CRT, Chamber of Commerce of Turin and Autodesk.

Registration is now open for the VIEW conference, which takes place October 16 to 19, and for VIEWFest, our digital movie festival following the VIEW Conference from 19 to 21 Oct. For more information, please visit our website <http://www.viewconference.it/>  
<http://www.viewfest.it/>



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Send us your work for our CONTESTS!

**VIEW SOCIAL CONTEST** / a movie, a short, a music video or an advertising using 2D/3D animation and/or VFX focusing on current social themes / deadline 15 September / First Prize: 1500€

**VIEW AWARD** / animated short with 2D/3D animation and VFX / videogames / deadline 15 September / First Prize: 2000€

**ITALIANMIX** / inspiring works by Italian filmmakers or by foreign filmmakers but having as their topic Italy or Italian subjects / deadline 15 September

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