

THE BANFF CENTRE

BANFF NEW MEDIA INSTITUTE

2003

## Interactive Screen

July 15<sup>th</sup>- 20<sup>th</sup>, 2003

This event is made possible through the support of:



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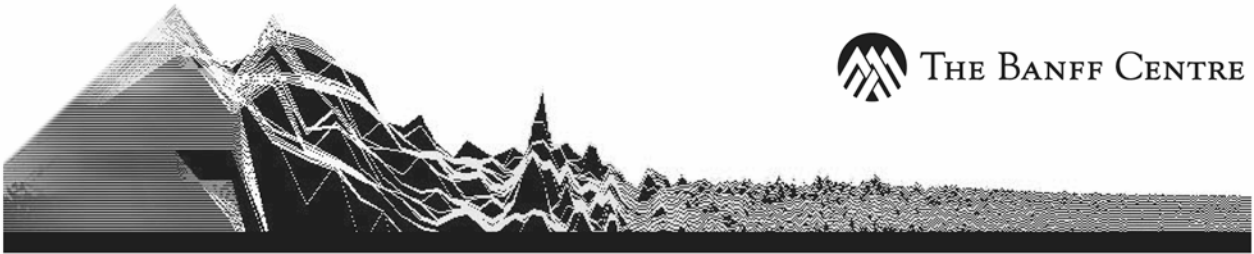
Canada



Alberta Science and  
Research Authority

Arts Training programs at The Banff Centre are supported by the Department of Canadian Heritage and Human Resources Development Canada through the National Arts Training Contribution Program.

Listen live at [www.horizonzero.ca](http://www.horizonzero.ca) OR  
[www.banffcentre.ca/bnmi](http://www.banffcentre.ca/bnmi)



## BANFF NEW MEDIA INSTITUTE

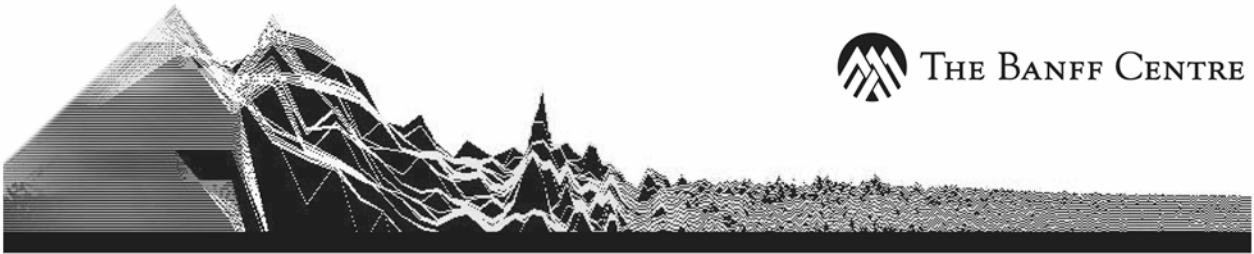
### THEMES AND GOALS

2003

Interactive Screen Agenda

Now in its ninth offering, Interactive Screen is an international project development laboratory and networking opportunity for new media creators, technologists, convergent industries, researchers, and companies. Led by an international faculty with participation of leading creative artists, Interactive Screen combines formal and informal exchanges, a sense of play, and skill developing workshops to explore issues in the conceptualizing, writing, design, development, planning, and financing of ideas and projects that explore the potential of interactive content and software.

During the first part of the workshop participants develop the ability to negotiate the complex world of financing and the ever-shifting world of rights and legal strategies for new media. From peer-to-peer to micro-payment schemes to the power of the scheduler, there is both invention and redefinition of terms. The second part of Interactive Screen focuses on creating content for convergent media: wireless and broadband networks, cross-disciplinary visualization, and collaborative environments. As well as formal presentations, participants take part in small projects and games, collaborations, individual project development, and one-on-one mentoring and peer learning sessions.



BANFF NEW MEDIA INSTITUTE

AGENDA

2003

Interactive Screen Agenda

Sara Diamond, Executive Producer, TV & New Media, Artistic Director, Media and Visual Arts, The Banff Centre, will moderate or co-moderate all sessions unless otherwise noted.

Monday, July 14th

9:00pm

Meet and Greet

Location: Foyer, The TransCanada Pipeline Pavilion, (TCPL)

There will be an opportunity to introduce yourself and your goals for the summit. We will introduce some collaborative games.

Tuesday, July 15th

8:00am – 9:00am

Technical Run Through

Location: Room 201 TransCanada Pipelines Pavilion (TCPL)

All presenters FOR THE DAY must attend - see technical run through schedule for times.

9:00am – 9:45am

Welcome and Goals:

Location: Room 201 TransCanada Pipelines Pavilion (TCPL)

- Sara Diamond – Executive Producer, TV & New Media, Artistic Director, Media and Visual Arts, The Banff Centre

9:45am – 10:00am

BREAK

10:00am – 12:00pm

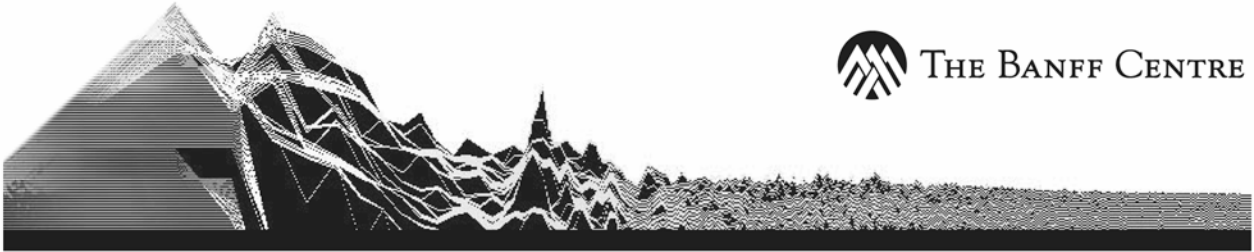
Opening Roundtable

Location: Room 201 TransCanada Pipelines Pavilion (TCPL)

New Media in Challenging Times: How to understand current trends and stay alive and creative!

Moderator: Sara Diamond – Executive Producer, TV & New Media, Artistic Director, Media and Visual Arts, The Banff Centre

- Dewey Reid – Creative Director of EAT.TV, (California, USA)



## BANFF NEW MEDIA INSTITUTE

2003

Interactive Screen Agenda

- **Roma Khanna** – Executive VP, Marketing and Strategic Development, Snap Media Corp. (Toronto, ON)
- **Mark Resch** – CEO, Onomy Labs Inc. (California, USA), *Tech Transfer R+ D*
- **Peter Bruck** – Prof. Dr., Head, Business Unit Interactive Media, Jet2Web Internet Services GmbH, Telekom Austria Group (Salzburg, Austria)
- **Sheila Robinson** – Managing Director, Solvebrand Limited & Amtek UK Limited (U.K.)

**12:00pm – 1:00pm**  
**LUNCH**

**1:00pm – 3:00pm**

**Three Success Stories: Case Studies**

**Moderator: Susan Kennard**, Producer, Banff New Media Institute, The Banff Centre  
*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

- **Dennis Silverthorne**, Producer/Director of Smiley Guy Studios and **Jonas Diamond** - Executive Producer of Smiley Guy Studios (Toronto, ON)
- **Orlando Mathias** – Interactive Director, Digit London Ltd. (London, UK)
- **Martha Ladly** - Creative Director – HorizonZero, Banff New Media Institute (Banff, AB)

**3:00pm – 3:15pm**  
**BREAK**

**3:15pm – 6:00pm**

**Doors of Perception Outdoor / Indoor Design Experience and Debrief**

*Location: Meet at Room 201 TransCanada Pipelines Pavilion (TCPL)*

**Facilitators: Sara Diamond** – Executive Producer, TV & New Media, Artistic Director, Media and Visual Arts, The Banff Centre **and Faculty**

**6:00pm – 8:00pm**

**DINNER AND FREE TIME**

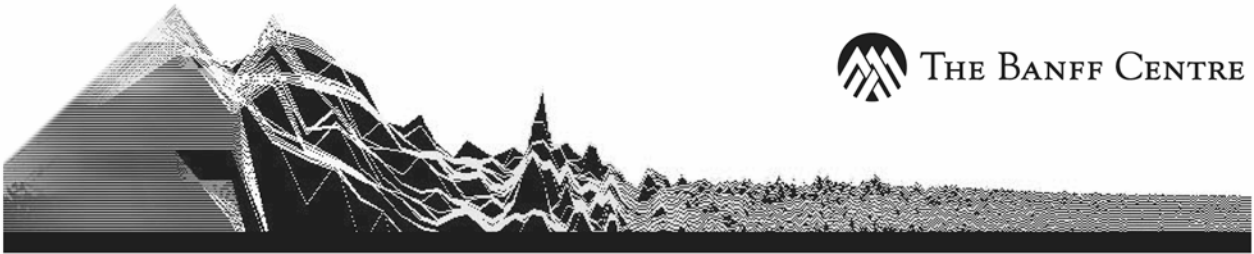
**Please Note:** *Today's dinner will be in the Private Function Rooms #3-5 located in the Lower Level of Donald Cameron Hall (DCH)*

**8:00pm – 11:00pm**

**Show and Tell: 5 Minutes of Fame with Wine and Beer**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

All participants will give brief presentations of their work.



## BANFF NEW MEDIA INSTITUTE

### Wednesday, July 16<sup>th</sup>

8:00am – 9:00am

**Technical Run Through**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

**All presenters FOR THE DAY must attend - see technical run through schedule for times.**

9:00am – 9:45am

**Review of Day One: Check in and Design Debrief**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

- **Sara Diamond** – Executive Producer, TV & New Media, Artistic Director, Media and Visual Arts, The Banff Centre

9:45am – 12:30pm

**Money and the Law Part One: Law Issues and Approaches**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

**Moderators: Self-Moderated with help from Sara Diamond** - Executive Producer, TV & New Media, Artistic Director, Media and Visual Arts, The Banff Centre  
This Overview will provide a sense of current challenges on right, patents, etc.

- **Christene Hirschfeld** – Barrister and Solicitor, Boyne and Clark (Dartmouth, NS)
- **Stephen Selznick** – Barrister and Solicitors, Cassels Brock and Blackwell LLP (Toronto, ON)
- **Ravi Shukla** – Technology Counsel, Long Michener Barristers and Solicitors (Toronto, ON)

12:30pm – 1:30pm

**LUNCH**

1:30pm – 2:45pm

**Rights Commons, Open Source, Public Rights with Discussions**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

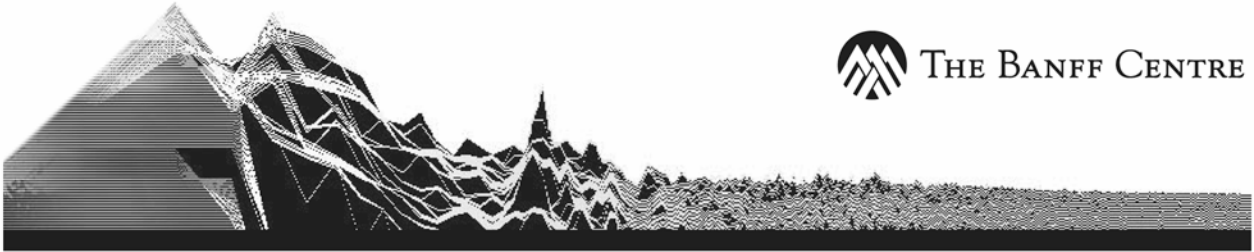
**Keynote: James Love** – Director, Consumer Project on Technology (Washington D.C., USA)

2:45pm – 3:00pm

**BREAK**

2003

Interactive Screen Agenda



## BANFF NEW MEDIA INSTITUTE

2003

Interactive Screen Agenda

**3:00pm – 5:30pm**

**BNMI-Inside Interactive Screen: This is a public event which is part of the Banff Summer Arts Festival**

*Location: Foyer, TransCanada Pipelines Pavilion (TCPL)*

This hour-long screening will feature work from many Interactive Screen senior artists and will be followed by a cash bar and a chance to meet the participants of the Interactive Screen workshop.

- **Roma Khanna** – Executive VP, Marketing and Strategic Development, Snap Media Corp. (Toronto, ON)
- **Anthony Rowe** – Founder and Leading Member of Squidsoup (London, UK)
- **Paul Ortchianian** – Art Director / Web Designer, reflektions.com (Montreal, PQ)
- **Leonard Paul** – Game Audio, Art Institute: Centre for Digital Imaging and Sound / Lotus Audio (Vancouver, BC)
- **Dennis Silverthorne** – Producer / Director of Smiley Guy Studios and **Jonas Diamond** – Executive Producer of Smiley Guy Studios (Toronto, ON)
- **Michael-Andreas Kuttner** – Chief Operating Officer and "Commissar," Collideascope Digital Productions Inc. (Halifax, NS)

**5:30pm – 7:30pm**

**DINNER**

**7:30pm - 8:30pm**

**Writing and Interactive Media: An Introduction**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

This will be an introduction to the writing clinics that will follow.

**Keynote: Daniel Canty** – Independent Writer and Director (Montreal, PQ)

**9:00pm – 10:00pm**

**Meeting of faculty and staff with people who want to start a project (optional)**

*Location: Room 202 TransCanada Pipelines Pavilion (TCPL)*

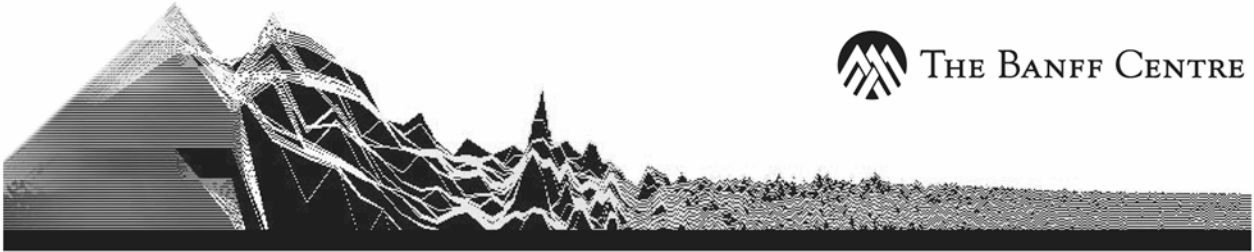
### **Thursday, July 17<sup>th</sup>**

**8:00am – 9:00am**

**Technical Run Throughs**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

**\*ALL PRESENTERS FOR THE DAY MUST ATTEND (return early from the hike if necessary) - see technical run through schedule for times.**



## BANFF NEW MEDIA INSTITUTE

2003

Interactive Screen Agenda

8:15am – 11:00am  
**Hike to the Hoodoos**

11:00am – 11:15am  
**BREAK**

11:15am – 1:00pm  
**Money and the Law Part Two: Meet the Funders**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

**Moderator: Justine Bizzocchi** –Technology Manager, University Industry Liaison Office, Simon Fraser University (Burnaby, BC)

- **Peter Bruck** – Dr., Head, Business Unit Interactive Media, Jet2Web Internet Services GmbH, Telekom Austria Group (Salzburg, Austria)
- **Agnes Zak** – Senior New Media Analyst - Telefilm Canada/Ontario and Nunavut, Telefilm Canada (Toronto, ON)
- **Ted Bairstow** – Director General, Canadian Heritage, Canadian Culture Online (Ottawa, ON), **and Norm Jones** – Senior Policy Analyst, Canadian Culture Online (Ottawa, ON)

1:00pm – 2:00pm  
**LUNCH**

2:00pm – 4:00pm  
**From Convergence to New Media: To TV and Back**

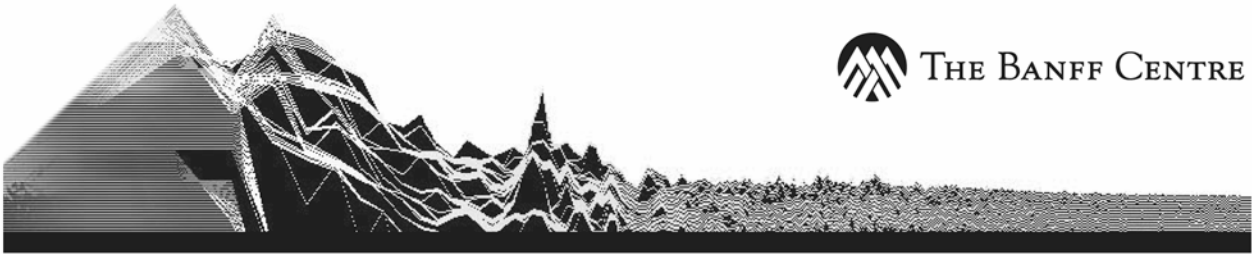
*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

**Moderator: Sara Diamond** – Executive Producer, TV & New Media, Artistic Director, Media and Visual Arts, The Banff Centre

- **Rae Hull** – Senior Director of Network Programming and Executive in Charge of Production of ZeD, CBC (Vancouver, BC)
- **Dewey Reid** – Creative Director of EAT TV (California, USA)
- **Heather Croall** – Senior Project Officer of Content Development, South Australian Film Corporation (Hendon, South Australia)
- **Barbara Jones** – President/Executive Producer, SailorJones Media (Toronto, ON)
- **Michael-Andreas Kuttner** – Chief Operating Officer and "Commissar", Collideascope Digital Productions Inc. (Halifax, NS)

4:00pm – 4:15pm  
**BREAK**

4:15pm – 6:15pm  
**Clinics: Please see board (located in foyer) to sign up in advance**



## BANFF NEW MEDIA INSTITUTE

2003

Interactive Screen Agenda

**Writing Clinic I** - Daniel Canty - Independent Writer and Director  
(Montreal, PQ)

**Legal Clinic I**

**Funder Clinic I**

**Educational New Media Sub-Group Clinic I** - Jim Bizzocchi  
Assistant Professor of Interactive Arts, Simon Fraser University and  
**Justine Bizzocchi** - Technology Manager, University-Industry Liaison  
Office Simon Fraser University (Burnaby, BC)

6:15pm – 8:00pm  
DINNER

8:00pm – 9:00pm

**Presentation of Work with Wine and Beer**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

**Moderator: Susan Kennard**, Producer, Banff New Media Institute

- **Anthony Rowe** – Founder and Leading Member of Squidsoup (London, UK)

9:00pm – 10:30pm

**One on One Mentor Sign - Up and Project Group Facilitation**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

**Friday, July 18<sup>th</sup>**

8:00am – 9:00am

**Technical Run Through**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

**All presenters FOR THE DAY must attend - see technical run through schedule for times.**

9:00am – 9:30am

**Review of Day Three:**

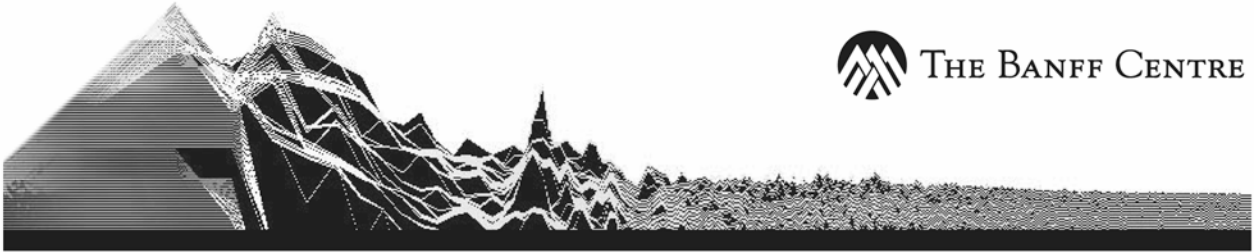
*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

- **Sara Diamond** – Executive Producer, TV & New Media, Artistic Director, Media and Visual Arts, The Banff Centre

9:30am – 11:00am

**Building the New Media Team**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*



## BANFF NEW MEDIA INSTITUTE

2003

Interactive Screen Agenda

- **Horizon Zero Team - Sara Diamond**, Executive Producer, TV & New Media, Artistic Director, Media and Visual Arts, The Banff Centre, **Justine Bizzocchi**, Former Producer of Horizon Zero, The Banff Centre, **Angus Leech**, Writer, HorizonZero, **Jeff Dawson**, Interactive Designer, **Myron Campbell**, Graphic Designer, *Horizon Zero Case Study*
- **Roma Khanna** – Executive VP, Marketing and Strategic Development, Snap Media Corp. (Toronto, ON)
- **Luke Azevedo** – Director of Operations, MVA/CEE, The Banff Centre, *Thinking About Your Tech Team*

**11:00am – 11:15am**

**BREAK**

**11:15am – 12:30pm**

**Building the New Media Budget**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

**Moderator: Sara Diamond** – Executive Producer, TV & New Media, Artistic Director, Media and Visual Arts, The Banff Centre

- **Roma Khanna** – Executive VP, Marketing and Strategic Development, Snap Media Corp. (Toronto, ON)
- **Agnes Zak** – Senior New Media Analyst - Telefilm Canada/Ontario and Nunavut, Telefilm Canada (Toronto, ON)
- **Michael-Andreas Kuttner** – Chief Operating Officer and "Commissar", Collideascope Digital Productions Inc. (Halifax, NS)

**12:30pm – 1:30pm**

**LUNCH**

**1:30pm – 3:00pm**

**Design and New Media Aesthetics and Interface**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

**Moderator: Sara Diamond** – Executive Producer, TV & New Media, Artistic Director, Media and Visual Arts, The Banff Centre

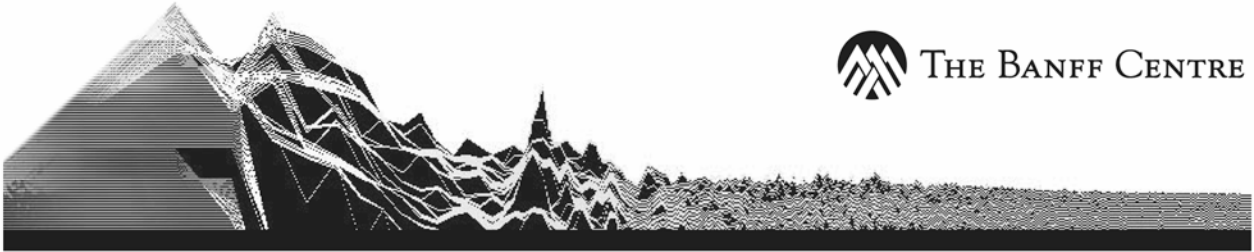
- **Paul Ortchianian** – Art Director / Web Designer, reflektions.com (Montreal, PQ)
- **Vera Roberts** – Research Officer, Adaptive Technology Resource Centre, University of Toronto, CNICE (Toronto, ON)
- **Orlando Mathias** – Interactive Director, Digit London Ltd. (London, UK)

**3:00pm – 3:15pm**

**BREAK**

**3:15pm – 6:15pm**

**Design Workshop**



## BANFF NEW MEDIA INSTITUTE

2003

Interactive Screen Agenda

*Location: Room 204 Jeanne & Peter Lougheed Building (JPL)*

**Moderator: Susan Kennard** - Producer, Banff New Media Institute, The Banff Centre

- **Leonard Paul** – Game Audio, Art Institute: Centre for Digital Imaging and Sound / Lotus Audio (Vancouver, BC)

**6:15pm – 8:00pm**  
**DINNER**

**8:00pm – 2:00am**

**Sara House Party**

**Meet in at the roadside in front of Lloyd Hall at the Banff Centre** to take the bus to Sara's house. There will be two return trips at 12:00pm and 2:00am. The bus will stop at the liquor store on the way to Sara's house in Canmore (BYOB). We can enjoy the hot tub until 10:00pm, so bring your bathing suits! Have nice toes or socks: no shoes allowed in the house! Bring shoes for a possible walk.

**Saturday, July 19<sup>th</sup>**

*Please Note: Today's breakfast will be in the Private Function Rooms #3-5 located in the Lower Level of Donald Cameron Hall (DCH)*

**9:00am – 10:00am**

**Technical Run Through**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

**All presenters FOR THE DAY must attend - see technical run through schedule for times.**

**10:00am – 10:30am**

**Review of Day Four**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

- **Sara Diamond** – Executive Producer, TV & New Media, Artistic Director, Media and Visual Arts, The Banff Centre

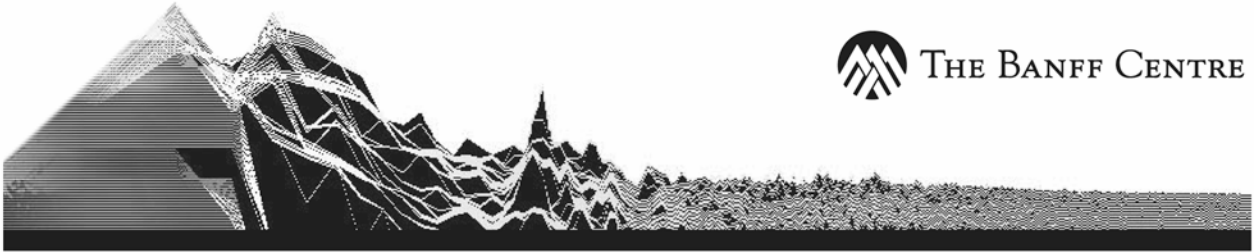
**10:30am – 11:00am**

**Tour of Media and Visual Arts Facilities**

*Location: Meet at Room 201 TransCanada Pipelines Pavilion (TCPL)*

- **Luke Azevedo** – Director of Operations and Technology, MVA/CEE, The Banff Centre

**11:00am – 12:45pm**



## BANFF NEW MEDIA INSTITUTE

2003

Interactive Screen Agenda

### **Technology and New Media: Emerging Technologies and Transfer, Don't Forget to Think About the Tech**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

- **Mark Resch** – CEO, Onomy Labs Inc. (California, USA)
- **Lee Kruszewski** – Director of Software, Alberta Innovation and Science (Edmonton, AB)
- **Sara Diamond** – Executive Producer, TV & New Media, Artistic Director, Media and Visual Arts, The Banff Centre, *Imaging future R +D Cycle*
- **David Bastedo** – President, Tenplusone Communications (Toronto, ON)

**12:45pm – 1:45pm**

#### **LUNCH**

*Please Note: Today's lunch will be in the Private Function Rooms #3-5 located in the Lower Level of Donald Cameron Hall (DCH)*

**1:45pm – 2:45pm**

### **Computer Science R + D and Relevance to New Media Creativity**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

- **Andrew Salway** – Computing Department, University of Surrey (UK), *Case Study: AI and Narrative Research*

**2:45pm – 3:45pm**

### **CNICE Forum: Making Work Accessible- What Is Lost? What Is Gained?**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

Please join our colleagues from the CNICE project as they ask artists and producers how their work can be made accessible to all.

**Moderators: Charles Silverman** - Project Coordinator, ITM/Centre for Learning Technologies, Ryerson University, and **Vera Roberts** - Research Officer, Adaptive Technology Resource Centre, University of Toronto (Toronto, ON)

**3:45pm – 4:00pm**

#### **BREAK**

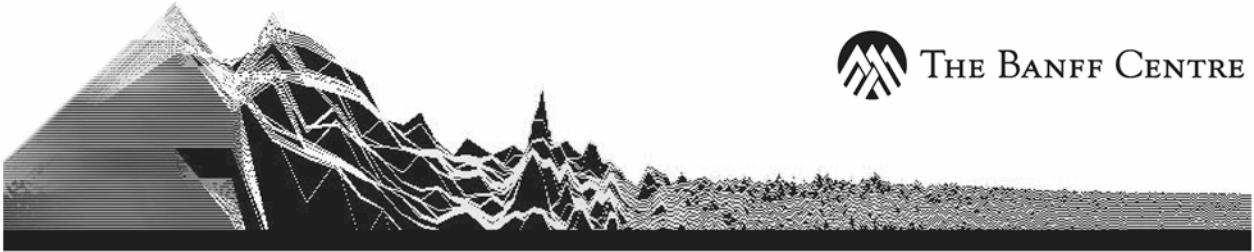
**4:00pm – 5:30pm**

#### **Clinics**

**Facilitators: Susan Kennard** – Producer, The Banff New Media Institute, **Sara Diamond** - Executive Producer, TV & New Media, Artistic Director, Media and Visual Arts, The Banff Centre, **Justine Bizzocchi** - Technology Manager, University-Industry Liaison Office, Simon Fraser University (Burnaby, BC)

**Design Clinic I - Leonard Paul** – Game Audio, Art Institute: Centre for Digital Imaging and Sound / Lotus Audio (Vancouver, BC)

*Location: Room 221, Jeanne and Peter Lougheed Building (JPL)*



## BANFF NEW MEDIA INSTITUTE

2003

Interactive Screen Agenda

**Writing Clinic II** - Daniel Canty – Independent Writer and Director

**Funder Clinic II**

**Budget Clinic I**

**Legal Clinic I**

**Tech Advice I** – Luke Azevedo – Director of Operations and Technology, MVA/CEE, The Banff Centre

**Producer Advice I: Survival Strategies**

**5:30pm – 6:30pm**

**Mobility and New Media**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

**Moderator: Sara Diamond** – Executive Producer, TV & New Media, Artistic Director, Media and Visual Arts, The Banff Centre

- **Sheila Robinson** – Managing Director, Solvebrand Limited & Amtek UK Limited (E.U.)

**6:30pm – 7:30pm**

**DINNER**

***Please Note:*** Today's dinner will be in the Private Function Rooms #3-5 located in the Lower Level of Donald Cameron Hall (DCH)

**7:30pm – 9:00pm**

**Tips for Preparing the Perfect Pitch (Optional, but recommended for all participants pitching projects)**

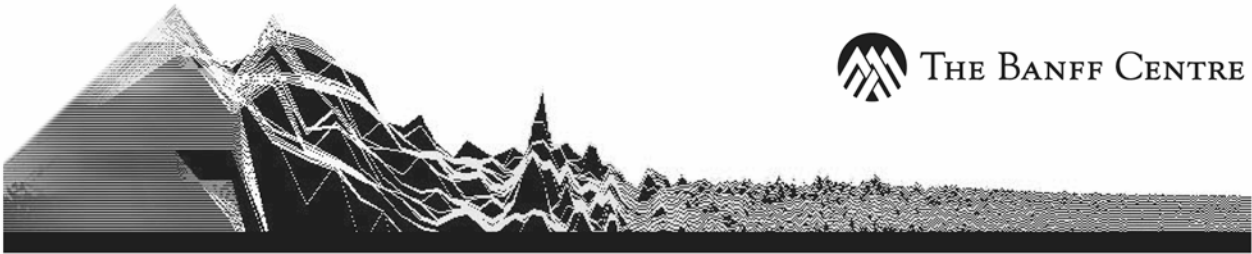
*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

- **Sara Diamond** – Executive Producer, TV & New Media, Artistic Director, Media and Visual Arts, The Banff Centre
- **Sheila Robinson** – Managing Director, Solvebrand Limited & Amtek UK Limited (E.U.)

Or

**Attend The Banff Arts Festival Activities**

**Sunday, July 20<sup>th</sup>**



## BANFF NEW MEDIA INSTITUTE

2003

Interactive Screen Agenda

9:00am – 10:00am

**Technical Run Through**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

**All presenters FOR THE DAY must attend - see technical run through schedule for times.**

10:00am – 10:30am

**Review of Day Five**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

10:30am – 12:30pm

**Project Pitches (4 minutes and 4 minutes of Questions and Answers)**

*Location: Room 201 TransCanada Pipelines Pavilion (TCPL)*

12:30pm – 1:30pm

**LUNCH**

1:30pm – 3:30pm

**Tunnel Mountain: HIKE!**

**Wear good footwear and bring water**

*Location: Meet outside Room 201 TransCanada Pipelines Pavilion (TCPL)*

3:30pm – 5:30pm

**Discussion/Closing Comments and Evaluations**

5:30pm – 7:00pm

**Closing Reception**

*Location: Foyer, TransCanada Pipelines Pavilion (TCPL)*