

 THE BANFF CENTRE

BANFF NEW MEDIA INSTITUTE

2005

**Survival, Revival, Reunion:  
Interactive Screen 0.5 / Money and Law**

August 16<sup>th</sup> – August 23<sup>rd</sup>, 2005

**Celebrate BNMI's 10<sup>th</sup> Anniversary!**



Canadian Heritage    Patrimoine  
canadien

 Telefilm Canada

Canada



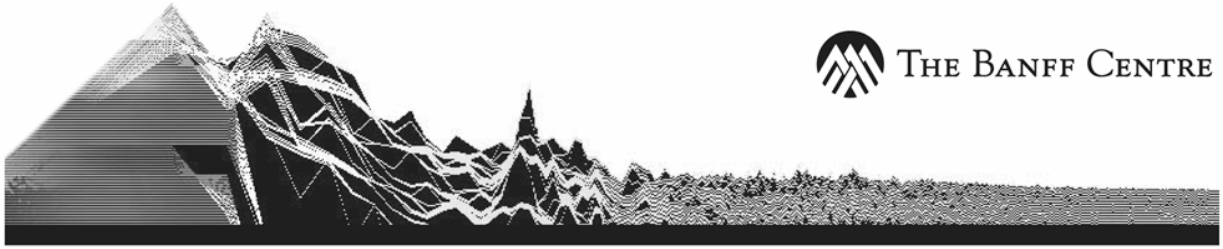
Canada Council  
for the Arts

Conseil des Arts  
du Canada

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.banffcentre.ca/bnmi](http://www.banffcentre.ca/bnmi)

Interactive Screen Agenda



BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

## THEMES AND GOALS

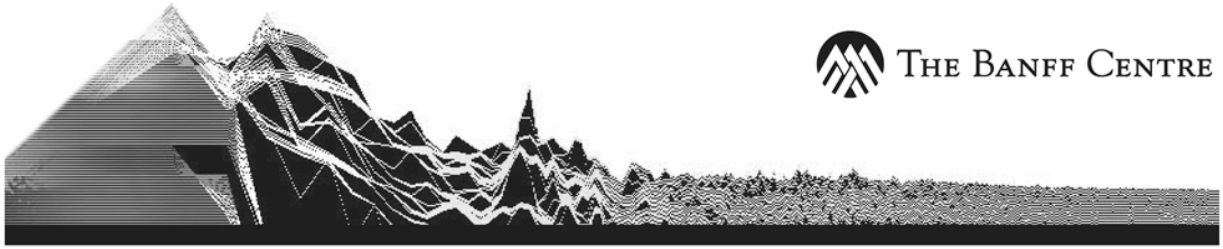
Now in its 11th offering, this year's Interactive Screen 0.5/Money and Law celebrates the anniversary of the BNMI and 10 years of creativity at high altitude! It will bring back a decade worth of alumni from all corners of the world representing best practices, lessons learned, and inspired innovation across the new media landscape. What worked? What failed? Where are we now? How do we move forward?

Led by an international faculty of BNMI alumni with the participation of leading creative producers and artists, Interactive Screen combines formal and informal exchanges, a sense of play, and skill developing workshops. We explore the history of new media, fantastic success stories, and spectacular failures. This year we will survey 10 years of conceptualizing, writing, designing, developing planning, and financing a decade worth of new media companies, concepts, and ideas!

Interactive Screen begins with Money and Law gathering leading companies in Canada, international partners, government and investors. This year, we explore the continuities, the ruptures, the survivals and the new waves of new media creativity and entrepreneurship with a special focus on mobile new media, personalization, and ubiquitous computing. What remains the same, what has come of age over the last decade, and what has faded away? We bring together contemporary visionaries with the leaders of the last new media wave.

New media advertising, mobile media, gaming, ubiquitous computing and personalization are increasingly ever-present and offer new challenges and new territories. How can companies stay nimble enough to respond to technological change, yet specialized enough to build expertise?

Money and Law will focus on the emergence of the mobile market, developing the value chain of interactive content. We will also discuss distribution models for Canadian content creation, strategies for approaching media consolidation and the form that companies might best take, including alliances between specialty companies. During the Money



THE BANFF CENTRE

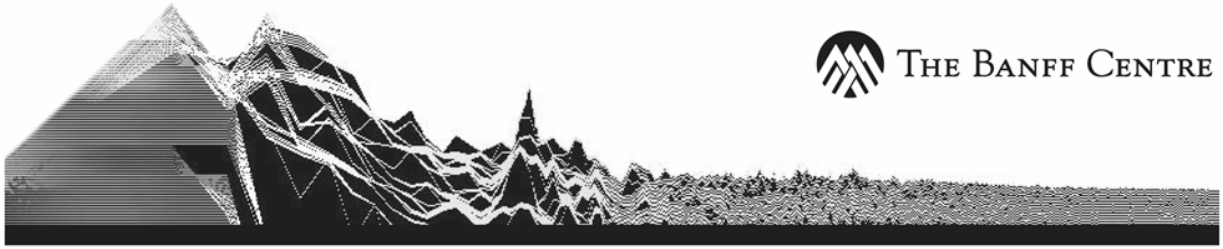
## BANFF NEW MEDIA INSTITUTE

2005

# Interactive Screen Agenda

and Law sessions, participants will develop the ability to negotiate the complex and ever-shifting world of financing, rights, and legal strategies for new media.

While including a thorough retrospective analysis of the new media science, Interactive Screen will also continue to focus on mobile media, gaming, ubiquitous computing and personalization within a decade long historical context. Participants are encouraged to bring their projects to the workshop for mentoring and development. 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. The goal of Interactive Screen is to stimulate the creation of emotionally powerful, creatively inspired, and economically viable interactive media in Canada and abroad.



BANFF NEW MEDIA INSTITUTE

2005

## AGENDA

### Monday, August 15<sup>th</sup>

7:30pm – 9:00pm

**Meet and Greet**

*Location: Professional Development Centre (PDC), Room 102*

There will be an opportunity to introduce yourself, meet the faculty and discuss your goals for the workshop.

### Tuesday, August 16<sup>th</sup>

8:00am – 9:00am

**Technical Run Through**

*Location: Professional Development Centre (PDC), Room 103*

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

9:00am – 9:20am

**Welcome and Goals**

*Location: Professional Development Centre (PDC), Room 103*

- **Susan Kennard**, Director/Executive Producer, Banff New Media Institute

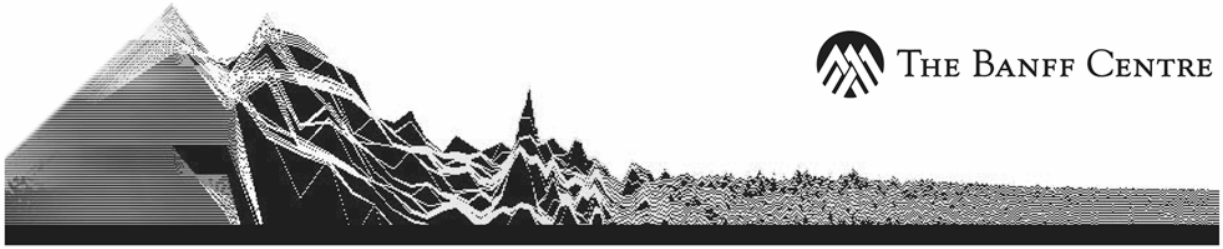
9:20am – 9:50am

**Meet the Faculty: Faculty have 5 minutes to introduce themselves**

*Location: Professional Development Centre (PDC), Room 103*

- **Martha Ladly**, Professor of Design, Ontario College of Art and Design (Ontario)
- **Daniel Canty**, Writer and Director (Québec)
- **Justine Bizzocchi**, Technology Manager, Simon Fraser University (British Columbia)
- **Sara Diamond**, President, Ontario College of Art and Design (Ontario)
- **Stephen Selznick**, Barrister and Solicitor, Cassels, Brock & Blackwell LLP (Ontario)
- **Mark Resch**, Independent (California)

Interactive Screen Agenda



## BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

**9:50am – 10:20am**

**Participant Introductions**

*Location: Professional Development Centre (PDC), Room 103*

- 30 seconds each

**10:20am – 10:30am**

**BREAK**

**10:30am – 11:30am**

**Talking About A Generation I: Divergence, Convergence, The Banff Method**

*Location: Professional Development Centre (PDC), Room 103*

We will take a look at the BNMI's 10 year history, trends, successes and failures in experimental creative development and financial and legal strategies. How has BNMI been positioned as a new media professional development environment in the context of the international scene? What have been the highlights and lowlights?

- **Keynote: Sara Diamond**, President, Ontario College of Art and Design (Ontario)

**11:30am – 11:45am**

**BREAK**

**11:45am – 12:30pm**

**BizDev for Doers: Savvy Business Development for Smart Marketers  
A Unique Perspective That Will Change How You Do Business**

*Location: Professional Development Centre (PDC), Room 103*

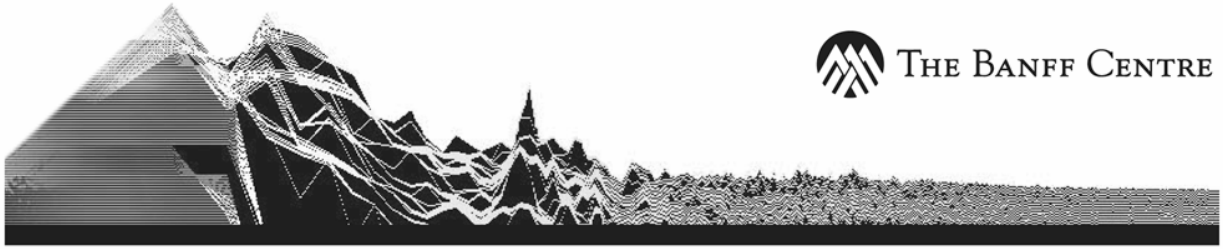
In today's complex and highly interdependent business environment, strategic business development and marketing techniques are a necessity in order to compete and survive. Whether you are an individual service provider, a small business, or part of a large company, half the challenge is identifying and refining what works best. This presentation provides a unique perspective about how creative business development can be fostered and forged to grow your business.

**Introduction by: Susan Kennard**, Director/Executive Producer, Banff New Media Institute

- **Hal Josephson**, President, Mediasense Inc. (California, Australia, New Zealand)

**12:30pm – 1:30pm**

**LUNCH**



## BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

1:30pm – 2:45pm

**Taking It to the Streets! Grassroots Approaches to Developing New Media Knowledge, Networks and Economies**

*Location: Professional Development Centre (PDC), Room 103*

**Moderator: Susan Kennard**, Director/Executive Producer, Banff New Media Institute

- **Mervin Jarman**, Digital Artist / Community Art Activist, Container Project (Jamaica); *Strategies for developing community based initiatives*
- **Fee Plumley**, Production Director, the-phone-book Limited (UK) and **Ben Jones**, Creative Director, the-phone-book Limited (UK); *Strategies for micro business, training, content development, cross platform*
- **Sandra Dametto**, Producer, Girl At Work Productions (Alberta); *DIY, getting the word out and the work done*

2:45pm – 4:00pm

**Talking About a Generation II - Precedence, Practice and the Present  
A Selection of Key New Media & Intellectual Property Landmark Moments**

*Location: Professional Development Centre (PDC), Room 103*

**Moderator: Susan Kennard**, Director/Executive Producer, Banff New Media Institute

- **Stephen Selznick**, Barrister and Solicitor, Cassels, Brock & Blackwell LLP (Ontario); *The knowledge economy and legal implications over time*
- **Narendra Pachkhede**, Founder Accented Technologies, Policy Researcher, Theorist and Media Artist (India, Canada); *Intellectual property and artistic interventions, the Canadian trilogy and IP and network relationship*
- **Jamie King**, Contributing Editor, Mute Magazine (UK); *Peer to peer, sharing and piracy, networks and information control, new systems of cultural production and remuneration*

4:00pm – 4:15pm

**BREAK**

4:15pm – 5:15pm

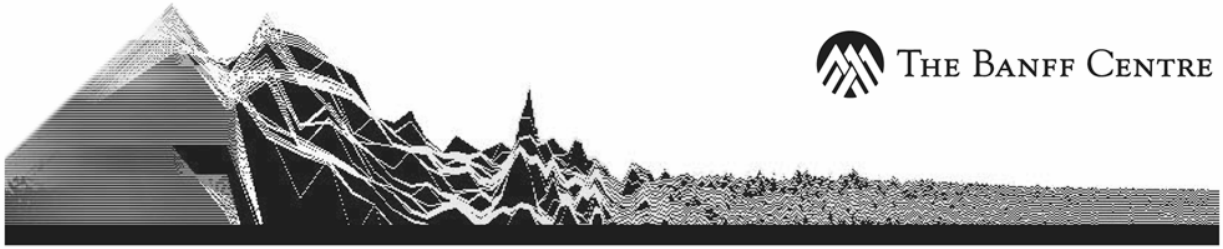
**Money and the Law: Contemporary Legal Issues and Approaches in Canada**

*Location: Professional Development Centre (PDC), Room 103*

This overview will provide a sense of current challenges on rights, patents, etc.

**Moderator: Stephen Selznick**, Barrister and Solicitors, Cassels, Brock & Blackwell LLP (Ontario)

- **Ravi Shukla**, Technology Counsel, Lang Michener Barristers and Solicitors (Ontario); *Recent developments in Canadian copyright law and international internet governance*
- **Mary Barroll**, Barrister and Solicitor, Entertainment, Intellectual Property and Technology Law (Ontario); *Business law, protecting yourself and your company*



## BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

5:15pm – 6:00pm

**Financing Strategies I: From a Company Perspective**

*Location: Professional Development Centre (PDC), Room 103*

**Moderator: Carol Parnell**, Consultant (British Columbia)

- **Keith Clarkson**, Executive Producer, Xenophile Media Inc. (Ontario); *Financial implications of effectively marketing your business*
- **Mouna Andraos**, Creative Director, BlueSponge (Québec) and **Fady Atallah**, Producer / Co-Founder, BlueSponge (Québec); *Small company: survival and growth strategies*

6:00pm – 7:00pm

**DINNER**

**\*\*\*please note: last service in the dining room is at 6:30pm\*\*\***

7:00pm – 8:00pm

**Talking About a Generation III – Producing**

*Location: Professional Development Centre (PDC), Room 103*

The role and the wisdom of the producer over time. Lessons learned/what worked what was never ever going to work. New media's evolution from multimedia to dot.com to convergence and back again.

**Self-Moderated**

- **Mark Resch**, Independent (California)
- **Justine Bizzocchi**, Technology Manager, Simon Fraser University (British Columbia)

## **Wednesday, August 17<sup>th</sup>**

8:00am – 9:00am

**Technical Run Through**

*Location: Professional Development Centre (PDC), Room 103*

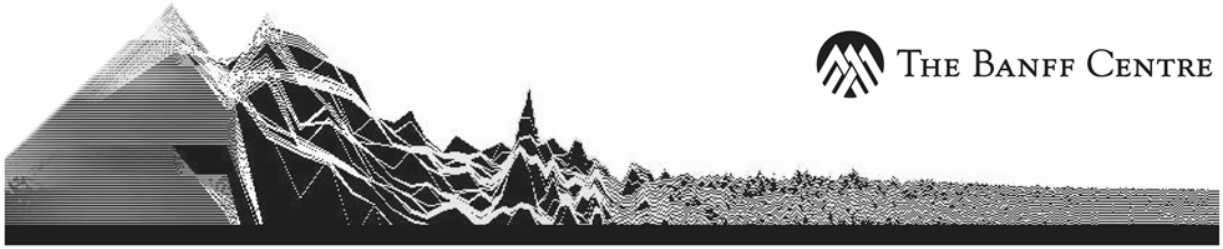
**All presenters FOR THE DAY must attend - see technical run through schedule for times.**

9:00am – 9:20am

**Review of Day One**

*Location: Professional Development Centre (PDC), Room 103*

- **Stephen Selznick**, Barrister and Solicitors, Cassels, Brock & Blackwell LLP (Ontario)



## BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

**9:20am – 11:30am**

**Digital Smarts in Global Times! Economic Frameworks for IT Development**

*Location: Professional Development Centre (PDC), Room 103*

**Introduction by: Susan Kennard**, Director/Executive Producer, Banff New Media Institute

- **Sheila Robinson**, Managing Director, Solvebrand Limited and Amtek UK Ltd. (UK)

**11:30am – 1:00pm**

**LUNCH**

**1:00pm – 2:00pm**

**Resourcing Your Vision**

*Location: Professional Development Centre (PDC), Room 103*

**Moderator: Justine Bizzocchi**, Technology Manager, Simon Fraser University (British Columbia)

- **Wm Leler**, CEO, eMarket Group (Oregon); *Capitalizing on Innovation in Technology*
- **Frank Boyd**, Director, Unexpected Media (UK); *Developing concepts, applications and skills for new media*

**2:00pm - 2:15pm**

**BREAK**

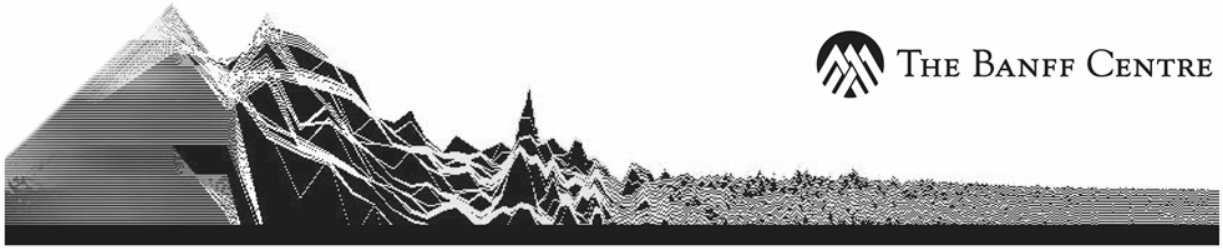
**2:15pm – 3:45pm**

**Start Up – Getting your Company Moving**

*Location: Professional Development Centre (PDC), Room 103*

**Moderator: Justine Bizzocchi**, Technology Manager, Simon Fraser University (British Columbia)

- **Patrick Crowe**, Producer, Xenophile Media (Ontario)
- **Greg Rubidge**, Consultant/Executive Producer, S'N'G Entertainment Inc. (Ontario)
- **Heather Croall**, Producer (Australia)



## BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

3:45pm – 5:00pm

**Collectives or Companies? How to Think about Scale When Opportunity is at the Door**

*Location: Professional Development Centre (PDC), Room 103*

**Moderator: Susan Kennard**, Director/Executive Producer, Banff New Media Institute

- **Fiddian Warman**, Managing Director, Soda Creative Ltd. (UK); *Art practice based business models*
- **Matt Adams**, Artist, Blast Theory (UK); *Theatres, clubs, galleries the street. Managing growth and success*
- **Benoit Beaudoin**, Creative and Executive Producer, New Media and Television (Alberta); *Convergence*

4:45pm – 7:00pm

**DINNER and TECHNICAL RUN THROUGH**

*(see below)*

5:30pm – 7:00pm

**Technical Run Through**

*Location: Professional Development Centre (PDC), Room 103*

For everyone who is showing their work and who did not already have a Technical Run Through

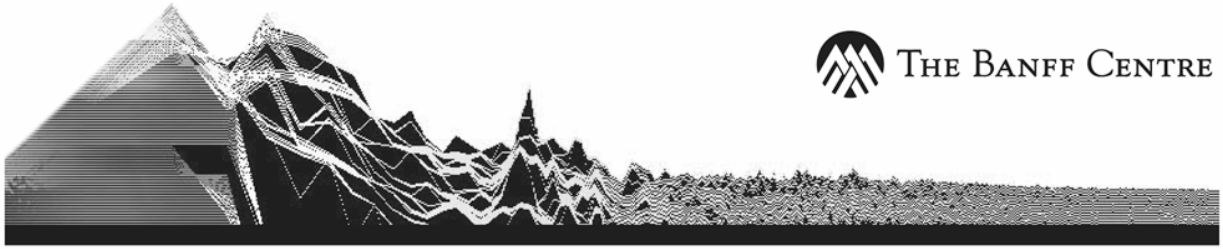
7:00pm – 11:00pm

**Show and Tell: 5 Minutes of Fame for All**

*Location: Professional Development Centre (PDC), Room 103*

**Moderators: Justine Bizzocchi**, Technology Manager, Simon Fraser University (British Columbia) and **Susan Kennard**, Director/Executive Producer, Banff New Media Institute

- Everyone will have 5 minutes (only) to show their work which includes any technical glitches
- EVERYONE SHOWING THEIR WORK MUST ATTEND THE TECHNICAL RUN THROUGH DURING THE DINNER BREAK



## BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

### Thursday, August 18<sup>th</sup>

8:00am – 9:00am

#### Technical Run Through

*Location: Professional Development Centre (PDC), Room 103*

**\*ALL PRESENTERS FOR THE DAY MUST ATTEND - see technical run through schedule for times.**

9:00am – 9:20am

#### Review of Day Two

*Location: Professional Development Centre (PDC), Room 103*

- **Mark Resch**, Independent (California) and **Justine Bizzocchi**, Technology Manager, Simon Fraser University (British Columbia)

9:20am – 10:20am

#### Financing Strategies II: Accessing Investment and Money

*Location: Professional Development Centre (PDC), Room 103*

**Moderator: Keith Clarkson**, Executive Producer, Xenophile Media Inc (Ontario)

- **Carol Parnell**, Consultant (British Columbia)
- **Ivan Sierralta**, Manager, Calgary Innovation Centre (Alberta)

10:20am – 10:35am

**BREAK**

10:35am – 11:45am

#### Play to Win! Games and the Performative

*Location: Professional Development Centre (PDC), Room 103*

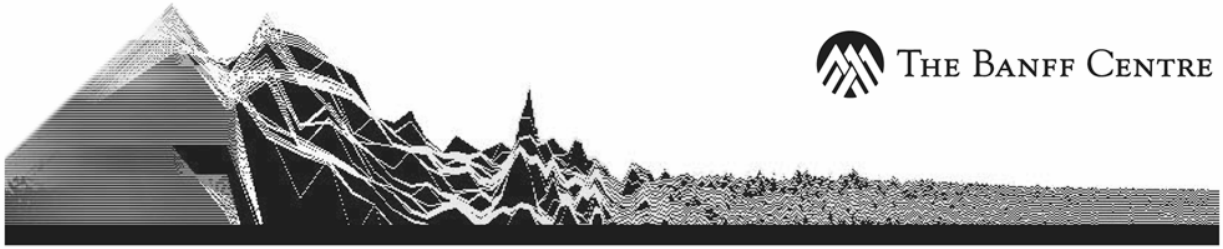
This panel will consider the role and structure of 'performance' in games.

**Moderator: Susan Kennard**, Director/Executive Producer, Banff New Media Institute

- **Celia Pearce**, Senior Research Associate, Game Culture and Technology Lab (California)
- **Matt Adams**, Artist, Blast Theory (UK)

11:45am – 1:00pm

**LUNCH**



## BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

1:00pm – 3:00pm

**CLINICS: Talk to the Experts in Small Groups**

*Location: Professional Development Centre (PDC), Room 103*

**Please sign up on the sign up sheets provided.**

- **Room A – Legal Clinic – Ravi Shukla**, Technology Counsel, Lang Michener LLP (Ontario)
- **Room B – Legal Clinic – Stephen Selznick**, Cassels, Brock & Blackwell LLP (Ontario)
- **Room C – Financing Clinic - Ivan Sierralta**, Manager, Calgary Innovation Centre, Calgary Technologies (Alberta)
- **Room D – How to Write a Successful Application Clinic – Carol Parnell**, Consultant (British Columbia)
- **Room E – Producers Clinic – Justine Bizzocchi**, Technology Manager, Simon Fraser University (British Columbia) and **Mark Resch**, Independent (California)
- **Room F – Producers Clinic - Keith Clarkson**, Executive Producer, Xenophile Media Inc. (Ontario) and **Patrick Crowe**, Producer, Xenophile Media Inc. (Ontario)
- **Room H – How to Co-produce with the BNMI - Slavica Ceperkovic**, Co-Production Production Coordinator, Banff New Media Institute and **Brendan French**, Co-Production Assistant, Banff New Media Institute

3:00pm – 3:15pm

**BREAK**

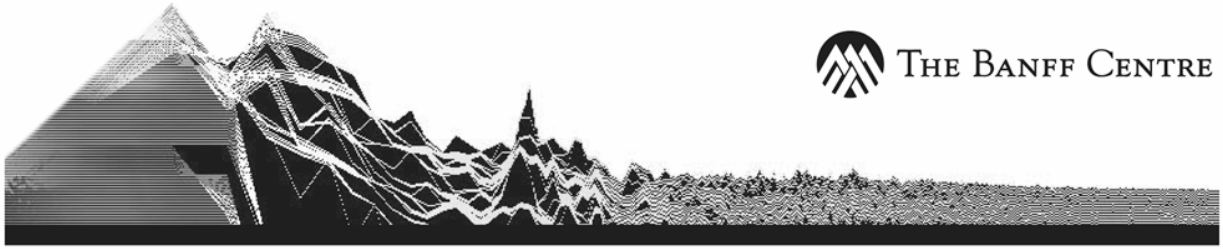
3:15pm – 4:45pm

**Specialty Markets: Children's Content and Cross Platform Approach**

*Location: Professional Development Centre (PDC), Room 103*

**Moderator: Justine Bizzocchi**, Technology Manager, Simon Fraser University (British Columbia)

- **Aleen Stein**, Co-Founder and Owner, Criterion Collection (New York)
- **Steve JP Comeau**, President and CEO, Collideascope Digital Productions (Nova Scotia)
- **Ken Bautista**, Principal & Vice President, Hotrocket Digital Technology Solutions (Alberta); *Techonosaurs*



## BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

4:45pm – 5:45pm

### Where are the Markets?

*Location: Professional Development Centre (PDC), Room 103*

**Moderator: Mark Resch**, Independent (California)

Do we create markets? How do national and international strategies balance? How can co production work for you? Where do broadcasters fit in? What are future markets?

- **Nathon Gunn**, President/CEO, Bitcasters Inc. (Ontario)
- **Michel Blondeau**, CEO/Artist, Ecentricarts Inc. (Ontario)
- **Steve JP Comeau**, President & CEO, Collideoscope Digital Productions Inc. (Nova Scotia)

5:45pm – 7:30pm

**DINNER and FREE TIME**

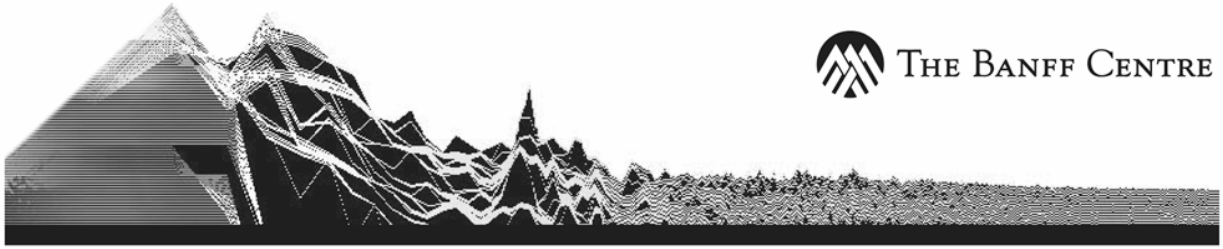
7:30pm (Optional)

### Science Communications Program Kick-Off at The Banff Centre and Reception

*Location: Max Bell Auditorium*

**Jay Ingram** and **guests** present an evening of rousing scientific conversations and imagery to celebrate the creation of the Science Communications program at The Banff Centre – the first of its kind in Banff and unique in the world. **Maria Lantin**, Research Associate, Banff New Media Institute will be speaking on behalf of the Banff New Media Institute at this event.

- **Jay Ingram**, Co-host and producer of Daily Planet and Jay's Journal; *The Daily Planet is television's first daily science show. One of Canada's best-known science popularizers, Jay has written eight books, three of which have won Canadian Science Writers Award. When he's not hosting or producing his weekly segment Jay's Journal, he writes a weekly science column for the Toronto Star.*
- **Maria Lantin**, Research Associate, Banff New Media Institute; *Stills and short animated sequences of a virtual environment for the visualization of the quantum key distribution algorithm, BB84. Using BB84, it is possible to privately and securely send a secret key using encoded photons. The environment we are creating familiarizes participants to quantum information concepts such as polarization and q-bits, and lets them experiment with the apparatus needed to achieve quantum key distribution.*



## BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

### Friday, August 19<sup>th</sup>

8:00am – 9:00am

**Technical Run Through**

*Location: Professional Development Centre (PDC), Room 103*

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

9:00am – 9:20am

**Review of Day Three**

*Location: Professional Development Centre (PDC), Room 103*

- **Mark Resch**, Independent (California)

9:20am – 10:20am

**Talking About a Generation IV: Narrative and Interactivity**

*Location: Professional Development Centre (PDC), Room 103*

**Self-Moderated**

- **Daniel Canty**, Writer and Director (Québec); *The story arc of 10 years of new media*

10:20am – 10:35am

**BREAK**

10:35am – 12:30pm

**Future Cinema: Mobile, HD, Large Screen and Micro**

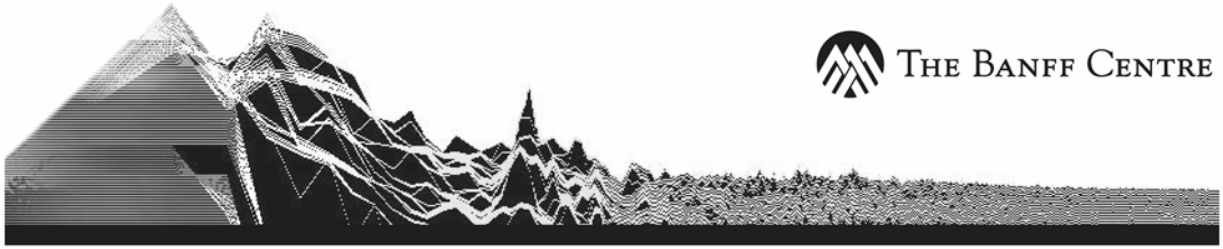
*Location: Professional Development Centre (PDC), Room 103*

**Moderator: Mark Resch**, Independent (California)

- **Grace Quintanilla**, Artist (Mexico)
- **Jim Bizzocchi**, Assistant Professor, School of Interactive Arts and Technology, Simon Fraser University (British Columbia)
- **Daniel Canty**, Writer and Director (Québec)
- **Anita Johnston**, Games Designer, Banff New Media Institute

12:30pm – 1:30pm

**LUNCH**



## BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

**1:30pm – 3:00pm**

**Writing for Interactive Media**

*Location: Professional Development Centre (PDC), Room 103*

**Moderator: Daniel Canty**, Writer and Director (Québec)

- **Matt Costello**, Creative Director, Polar Productions (New York)
- **Angus Leech**, Writer, Editor, New Media Perpetrator (Alberta)
- **Douglas Cooper**, Writer and Artist, Dysmedia (Mexico)

**3:00pm – 4:15pm**

**Writing Workshop**

*Location: Professional Development Centre (PDC), Room 103*

- **Daniel Canty**, Writer and Director (Québec)

**4:15pm – 4:45pm**

**Check Back from the Writing Workshop**

*Location: Professional Development Centre (PDC), Room 103*

- **Daniel Canty**, Writer and Director (Québec)

**4:45pm – 6:15pm**

**Innovation and Collaboration**

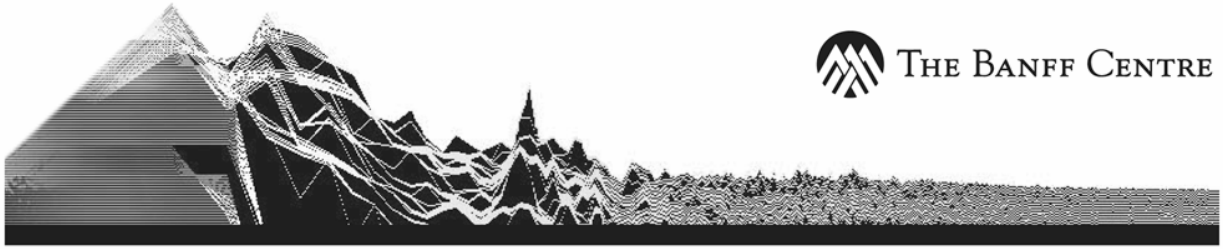
*Location: Professional Development Centre (PDC), Room 103*

**Moderator: Susan Kennard**, Director/Executive Producer, Banff New Media Institute

- **Slavica Ceperkovic**, Co-Production Production Coordinator, Banff New Media Institute and **Maria Lantin**, Research Associate, Banff New Media Institute; *Visualization and cryptography in recent history and contemporary practice. How collaborations drive these works and the overlap and influence of science in art?*
- **Mark Resch**, Independent (California)
- **Lizbeth Goodman**, Director, The SMARTlab Centre, Central Saint Martins College of Art & Design, University of Arts (Ontario) and **Linda Testa**, Senior Manager, Community Affairs, Microsoft Corporation (Washington); *Microsoft's Clubtech collaboration and expert panel results*

**6:15pm**

**DINNER and FREE EVENING**



## BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

### Saturday, August 20<sup>th</sup>

8:00am – 9:00am

#### Technical Run Through

*Location: Professional Development Centre (PDC), Room 103*

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

9:00am – 9:20am

#### Review of Day Four

*Location: Professional Development Centre (PDC), Room 103*

- **Daniel Canty**, Writer and Director (Québec)

9:30am – 10:30am

#### Talking About a Generation V - Design and Interactivity

#### Process, Practice and Pedagogy, Key Developments over the Decade

*Location: Professional Development Centre (PDC), Room 103*

**Moderator: Susan Kennard**, Director/Executive Producer, Banff New Media Institute

- **Martha Ladly**, Professor of Design, Ontario College of Art and Design (Ontario)
- **Jan-Christoph Zoels**, Senior Associate Professor, Interaction Design Institute Ivrea in Milan and Senior Partner, Experientia (Italy)

10:30am – 10:45am

**BREAK**

10:45am – 11:45am

#### Experience Design - Mobile

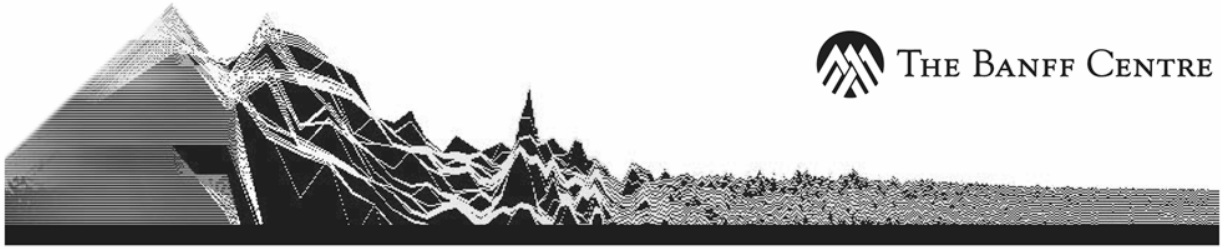
*Location: Professional Development Centre (PDC), Room 103*

**Moderator: Jan-Christoph Zoels**, Senior Associate Professor, Interaction Design Institute Ivrea in Milan and Senior Partner, Experientia (Italy)

- **Tom Donaldson**, Lead Faculty, A.R.T. Mobile Research Laboratory, Banff New Media Institute
- **Ben Jones**, Creative Director, the-phone-book Limited (UK)

11:45am – 12:45pm

**LUNCH**



## BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

12:45pm – 2:00pm

**Experience Design – Personalization**

*Location: Professional Development Centre (PDC), Room 103*

**Moderator: Susan Kennard**, Director/Executive Producer, Banff New Media Institute

- **Mouna Andraos**, Creative Director, BlueSponge (Québec) and **Fady Atallah**, Producer / Co-Founder, BlueSponge (Québec); *Made in Montreal*
- **Wayne Dunkley**, Artist (Québec)
- **Julia Heyward**, Independent Multimedia Artist (New York)

2:00pm – 3:30pm

**Design Workshop**

*Location: Professional Development Centre (PDC), Room 103*

- **Jan-Christoph Zoels**, Senior Associate Professor, Interaction Design Institute Ivrea in Milan and Senior Partner, Experientia (Italy)
- **Martha Ladly**, Professor of Design, Ontario College of Art and Design (Ontario)

3:30pm – 4:00pm

**Check Back from the Design Workshop**

*Location: Professional Development Centre (PDC), Room 103*

- **Jan-Christoph Zoels**, Senior Associate Professor, Interaction Design Institute Ivrea in Milan and Senior Partner, Experientia (Italy)
- **Martha Ladly**, Professor of Design, Ontario College of Art and Design (Ontario)

4:00pm – 5:00pm

**Experience Design – Immersive**

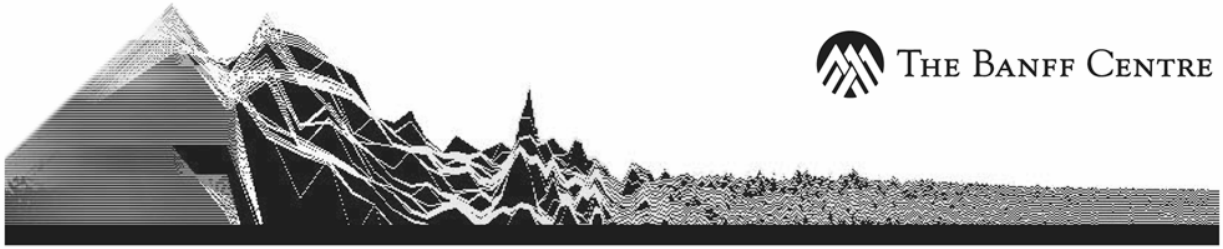
*Location: Professional Development Centre (PDC), Room 103*

**Moderated by: Jan-Christoph Zoels**, Senior Associate Professor, Interaction Design Institute Ivrea in Milan and Senior Partner, Experientia (Italy)

- **Andy Best**, Media Artist, Senior Lecturer, Digital Arts Turku Polytechnic (Finland) and **Merja Puustinen**, Media Artist, Lecturer, Doctoral Candidate, Academy of Fine Arts, Digital Arts Turku Polytechnic (Finland); *Virtual worlds/communities and new mobile project ASave*
- **Myriam Yates**, Visual Artist (Québec); *Web as deep memory*

5:00pm – 6:30pm

**DINNER and FREE TIME**



## BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

6:30pm – 8:30pm

### **Talking About a Generation VI: Strategic Design – A Roundtable Discussion on Content & Technology Decisions that Shaped a Decade**

*Location: Professional Development Centre (PDC), Room 103*

Let's track the success, failures and strategic opportunities at the company level: content is king vs. technology is king, vs. hybridity is king.

**Moderator: Susan Kennard**, Director/Executive Producer, Banff New Media Institute and **Justine Bizzocchi**, Technology Manager, Simon Fraser University (British Columbia)

- **Sara Diamond**, President, Ontario College of Art and Design (Ontario)
- **Michel Blondeau**, CEO/Artist, Ecentricarts Inc. (Ontario)
- **Steven JP Comeau**, President and CEO, Collideoscope Digital Productions Inc. (Nova Scotia)
- **Frank Boyd**, Director, Unexpected Media (UK)

10 minutes each and then debate

With wine and cheese

## **Sunday, August 21<sup>st</sup>**

10:00am – 12:00pm

### **Tunnel Mountain Hike**

- Meet in front of the **Kiln Coffee Shop**
- Please wear running/comfortable shoes
- Bring water
- Bring bug spray and sunscreen if you need it!

12:00pm – 1:00pm

### **LUNCH and TECHNICAL RUN THROUGH**

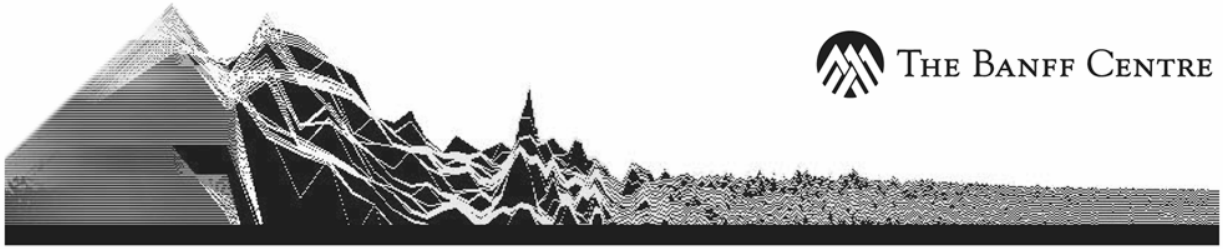
*(see below)*

12:00pm – 1:00pm

### **Technical Run Through**

*Location: Professional Development Centre (PDC), Room 103*

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



## BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

**1:00pm – 1:20pm**

**Review of Day Five**

*Location: Professional Development Centre (PDC), Room 103*

- **Martha Ladly**, Professor of Design, Ontario College of Art and Design (Ontario) and **Jan-Christoph Zoels**, Senior Associate Professor, Interaction Design Institute Ivrea in Milan and Senior Partner, Experientia (Italy)

**1:20pm– 2:45pm**

**Experience Design – Local v/s Global**

*Location: Professional Development Centre (PDC), Room 103*

- **Lizbeth Goodman**, Director, The SMARTlab Centre, Central Saint Martins College of Art and Design, University of Arts (Ontario)
- **Cheryl L'Hirondelle**, Independent Interdisciplinary Artist (British Columbia)
- **Mervin Jarman**, Digital Artist / Community Art Activist, Container Project (Jamaica)

**2:45pm – 3:00pm**

**BREAK**

**3:00pm – 4:30pm**

**Experience Design – Convergence**

*Location: Professional Development Centre (PDC), Room 103*

- **Heather Croall**, Producer (Australia)
- **Irene Duma**, President, Strange Duck Media (Ontario)
- **Greg Rubidge**, Consultant/Executive Producer, S'N'G Entertainment Inc. (Ontario)

**4:30pm – 5:30pm**

**FREE TIME**

**5:30pm – 7:30pm**

**DINNER**

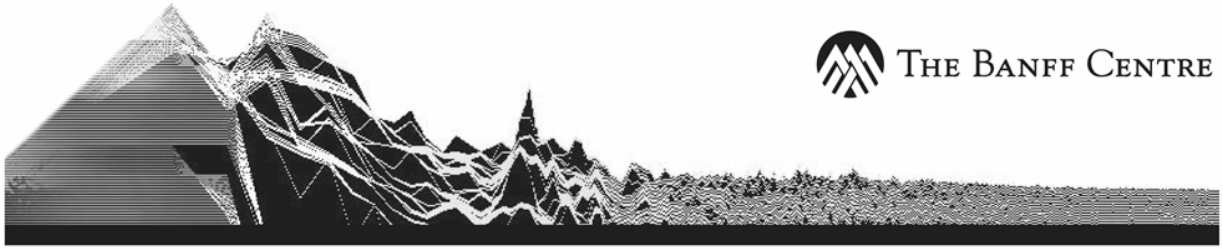
**7:30pm – 8:30pm**

**Banff Summer Arts Festival evening with Douglas Cooper, writer and artist**

**Stumbling Through the Nineties: One Writer's Efforts to Make the Media New**

*Location: Professional Development Centre (PDC), Room 103*

- This evening is a public event that runs as part of the **Banff Summer Arts Festival**
- Wine and Cheese will be served
- With music and dancing to follow



## BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

### Monday, August 22<sup>nd</sup>

8:00am – 9:00am

#### Technical Run Through

*Location: Professional Development Centre (PDC), Room 103*

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

9:00am – 9:20am

#### Summary of Previous Day

*Location: Professional Development Centre (PDC), Room 103*

- **Jan-Christoph Zoels**, Senior Associate Professor, Interaction Design Institute Ivrea in Milan and Senior Partner, Experientia (Italy)

9:20am – 9:50am

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

*Location: Professional Development Centre (PDC), Room 103*

**Moderator: Susan Kennard**, Director/Executive Producer, Banff New Media Institute

- **Sheila Robinson**, Managing Director, Solvebrand Ltd. (UK)
- **Martha Ladly**; Professor of Design, Ontario College of Art and Design (Ontario)

9:50am – 12:00pm

#### Mentorship Clinics & Working Time

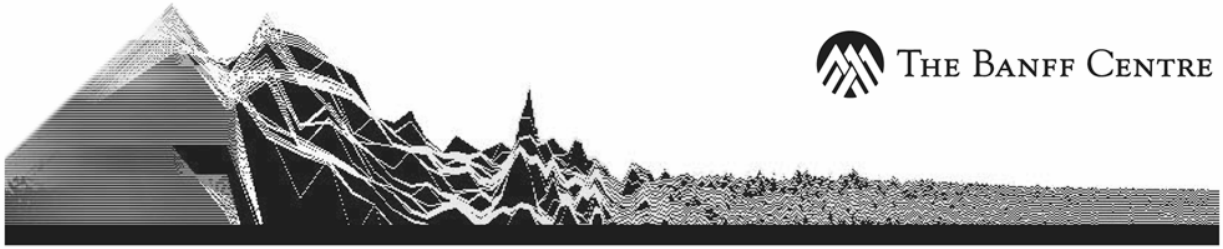
*Location: Professional Development Centre (PDC), Room 103*

**Please sign up on the sign up sheets provided**

- **Writing Clinic – Daniel Canty**, Writer and Director (Québec)
- **Design Clinic – Jan-Christoph Zoels**, Senior Associate Professor, Interaction Design Institute Ivrea in Milan and Senior Partner, Experientia (Italy)
- **Business Development Clinic – Fiddian Warman**, Managing Director, Soda Creative Ltd. (UK); *Art practice based business models*
- **Connecting to your Community Clinic – Mervin Jarman**, Digital Artist / Community Art Activist, Container Project (Jamaica) and **Cheryl L'Hirondelle**, Independent Interdisciplinary Artist
- **Co-Production Clinic – Sheila Robinson**, Managing Director, Solvebrand Ltd. (UK)
- **Everything you want to know about HD – Luke Azevedo**, Director, Creative Electronic Environment, The Banff Centre

12:00pm – 1:00pm

**LUNCH**



## BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

**1:00pm – 3:00pm**

**Mentorship Clinics & Working Time**

*Location: Professional Development Centre (PDC), Room 103*

***Please sign up on the sign up sheets provided***

- **Writing Clinic – Daniel Canty**, Writer and Director (Québec)
- **Design Clinic – Martha Ladly**, Professor of Design, Ontario College of Art and Design (Ontario)
- **Business Development Clinic – Fiddian Warman**, Managing Director, Soda Creative Ltd. (UK); *Art practice based business models*
- **Connecting to your Community Clinic – Mervin Jarman**, Digital Artist / Community Art Activist, Container Project (Jamaica) and **Cheryl L'Hirondelle**, Independent Interdisciplinary Artist
- **Co-Production Clinic – Sheila Robinson**, Managing Director, Solvebrand Ltd. (UK)
- **Everything you want to know about HD – Luke Azevedo**, Director, Creative Electronic Environment, The Banff Centre

**3:00pm – 3:15pm**

**PICK UP YOUR BROWN BAG DINNER AT PDC 103**

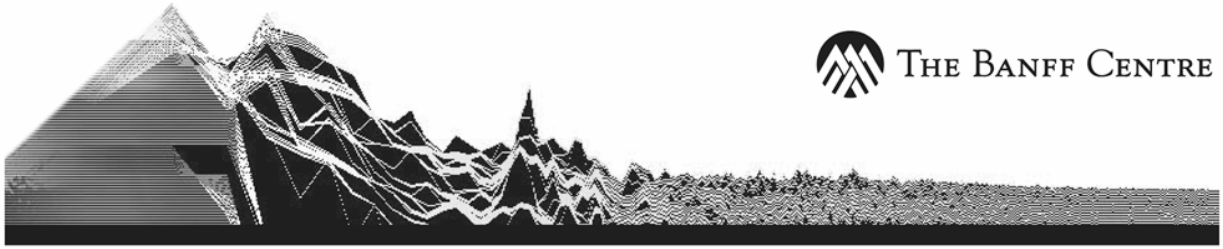
*Location: Professional Development Centre (PDC), Room 103*

- **Please pick up your Brown Bag Dinner at PDC 103** and take it with you to the bus
- **There are Vegan, Veggie and Meat Options:** First come, first served! Please let Iwona know if you would like us to reserve a vegan dinner for you.

**3:30pm – 6:30pm**

**Outing to Lake Minnewanka: Brown Bag Dinner (Sandwich + more)**

- Bus will leave at **3:30pm sharp** for Lake Minnewanka
- **Bus departs from outside Lloyd Hall**
- Bring comfortable shoes and bug spray! Swimming, picnic by the lake
- **Bus will leave the Lake at 6:00pm sharp!**



## BANFF NEW MEDIA INSTITUTE

2005

Interactive Screen Agenda

### Tuesday, August 23<sup>rd</sup>

8:00am – 9:00am

**Technical Run Through**

*Location: Professional Development Centre (PDC), Room 103*

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

9:00am – 9:20am

**Review of Previous Day**

*Location: Professional Development Centre (PDC), Room 103*

- **Mark Resch**, Independent (California)

9:20am – 12:00pm

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

*Location: Professional Development Centre (PDC), Room 103*

**Moderator: Susan Kennard**, Director/Executive Producer, Banff New Media Institute

12:00pm – 1:00pm

**LUNCH**

1:00pm – 3:00pm

**Closing Round table Discussion: Visioning the Future**

*Location: Professional Development Centre (PDC), Room 103*

**Martha Ladly**, Professor of Design, Ontario College of Art and Design (Ontario), **Daniel Canty**, Writer and Director (Québec), **Justine Bizzocchi**, Technology Manager, Simon Fraser University (British Columbia), **Sara Diamond**, President, Ontario College of Art and Design (Ontario), **Stephen Selznick**, Barrister and Solicitor, Cassels, Brock & Blackwell LLP (Ontario), **Mark Resch**, Independent (California), **Jan-Christoph Zoels**, Senior Associate Professor, Interaction Design Institute Ivrea in Milan and Senior Partner, Experientia (Italy), and **Susan Kennard**, Director/Executive Producer, Banff New Media Institute

- Each faculty member gives 5 minute presentation
- Group discussion and evaluation

3:00pm – 5:00pm

*Location: Professional Development Centre (PDC), Room 102*

**CLOSING RECEPTION**