

 THE BANFF CENTRE

BANFF NEW MEDIA INSTITUTE

2005

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

August 16th – August 23rd, 2005

Celebrate BNMI's 10th Anniversary!



Canadian Heritage Patrimoine
canadien

 Telefilm Canada

Canada



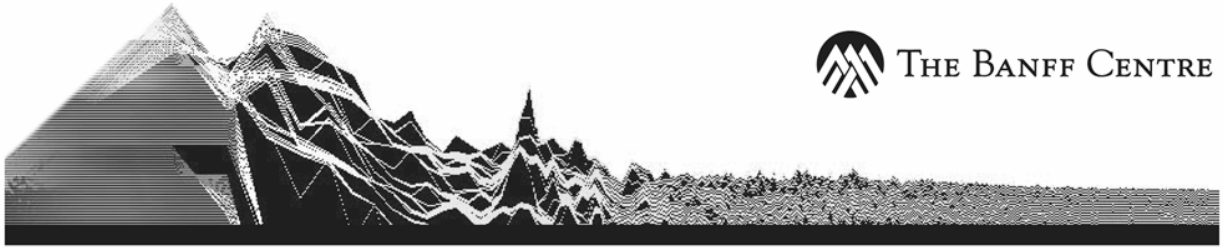
Canada Council
for the Arts

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

Interactive Screen Agenda



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Interactive Screen Agenda

THEMES AND GOALS

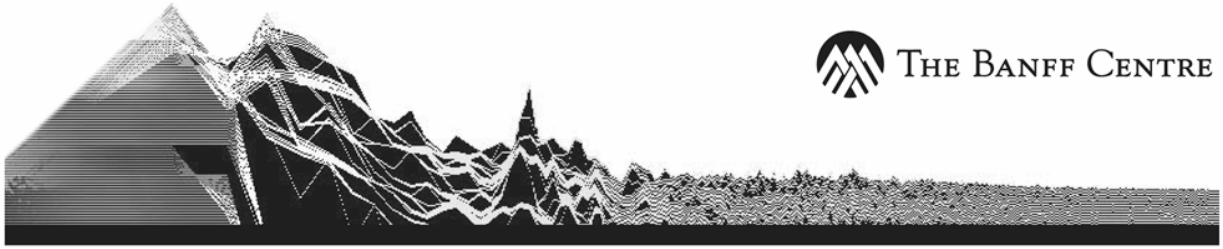
Now in its 11th offering, this year's Interactive Screen 0.5/Money and Law celebrates the anniversary of the BNMI and 10 years of creativity at high altitude! It will bring back a decade worth of alumni from all corners of the world representing best practices, lessons learned, and inspired innovation 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



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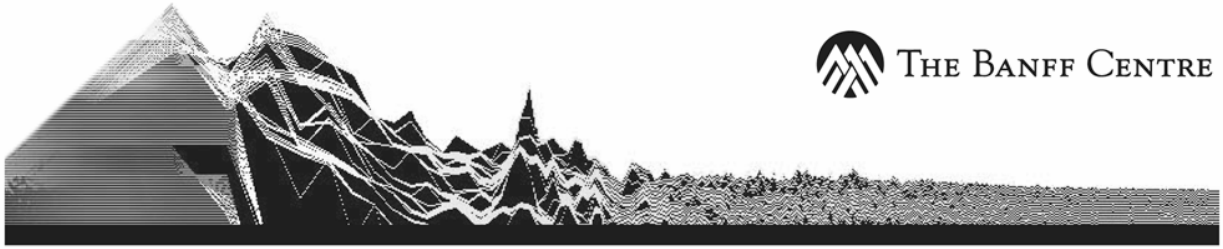
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and Law sessions, participants will develop the ability to negotiate the complex and ever-shifting world of financing, rights, and legal strategies for new media.

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.



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Interactive Screen Agenda

AGENDA

Monday, August 15th

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 16th

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

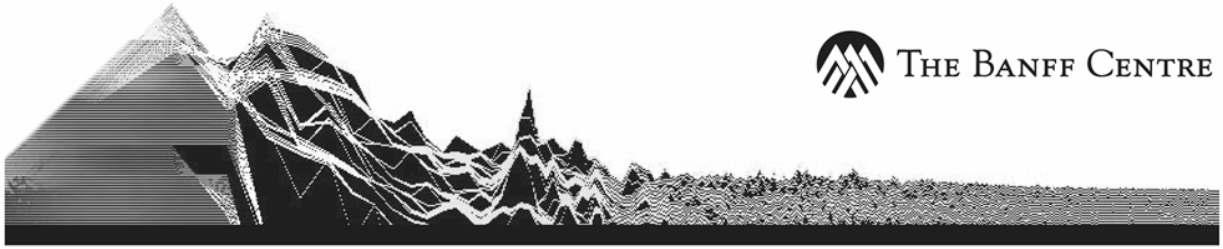
- **Susan Kennard**, Director/Executive Producer, Banff New Media Institute

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)



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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

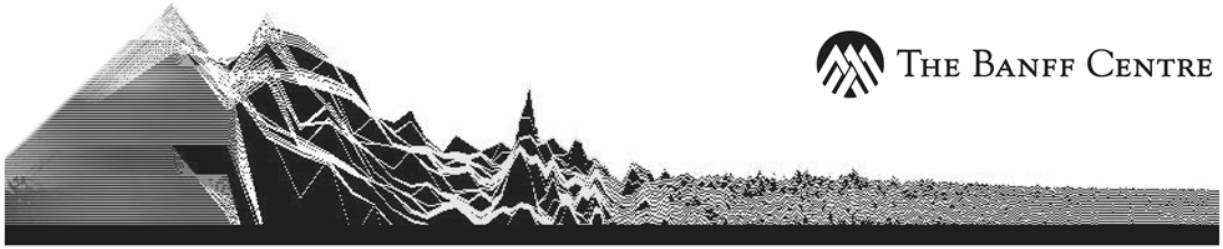
In today's complex and highly interdependent business environment, strategic business development and marketing techniques are a necessity in order to compete and survive. Whether you are an individual service provider, a small business, or part of a large company, half the challenge is identifying and 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



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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

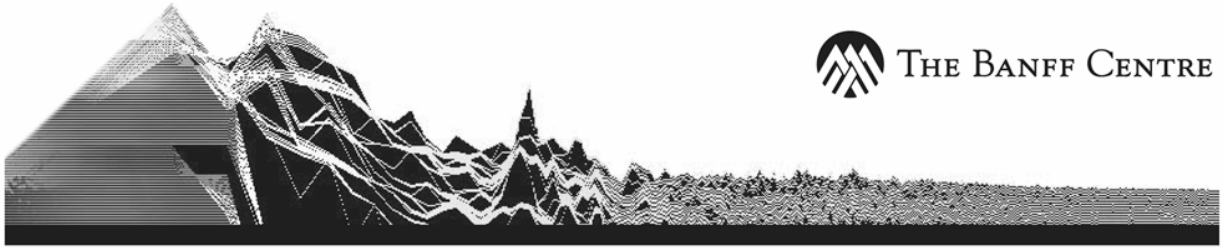
Money and the Law: Contemporary Legal Issues and Approaches in Canada

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*



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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 17th

8:00am – 9:00am

Technical Run Through

Location: Professional Development Centre (PDC), Room 103

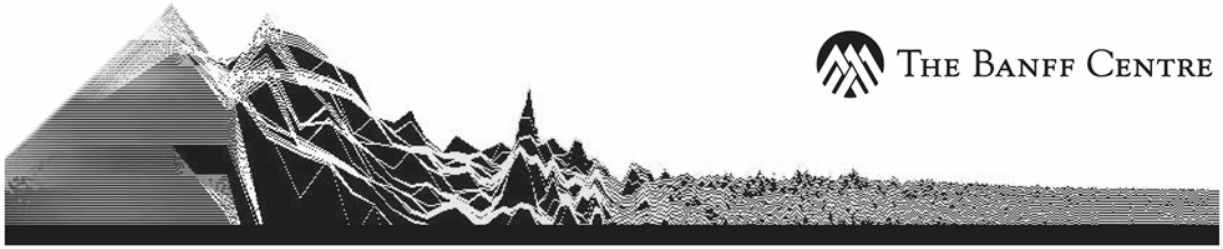
All presenters FOR THE DAY must attend - see technical run through schedule for times.

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)



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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

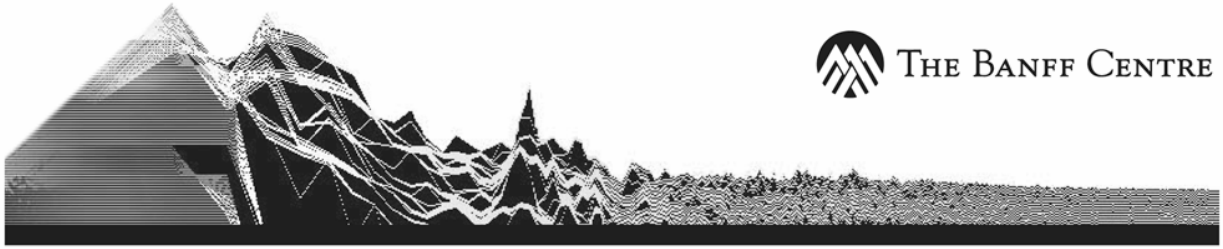
2:15pm – 3:45pm

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)



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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

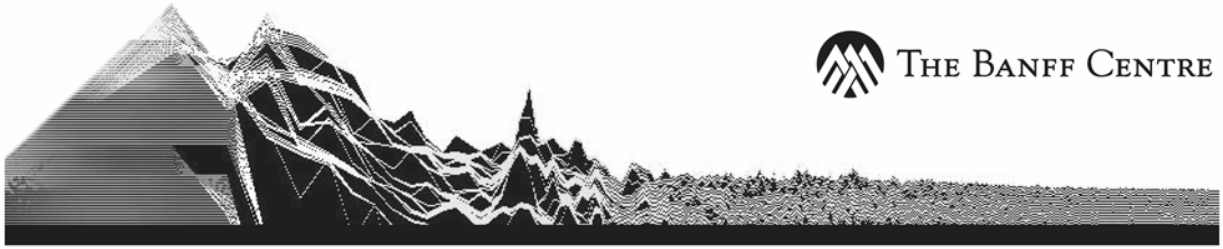
7:00pm – 11:00pm

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



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Interactive Screen Agenda

Thursday, August 18th

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

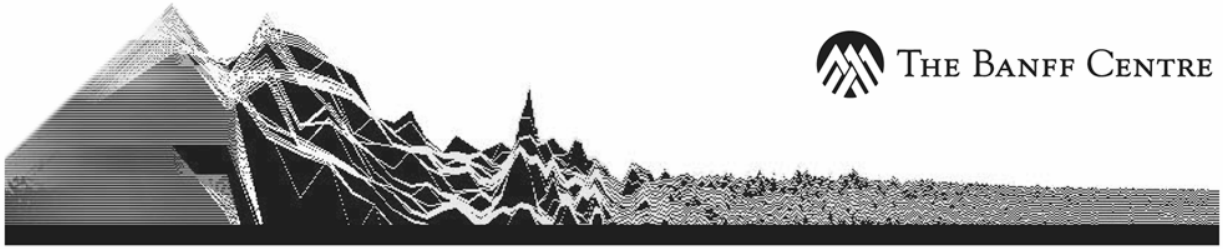
This panel will consider the role and structure of 'performance' in games.

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



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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

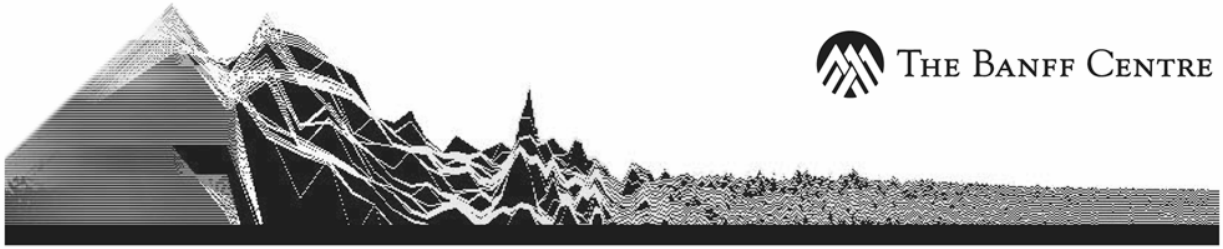
3:15pm – 4:45pm

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*



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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

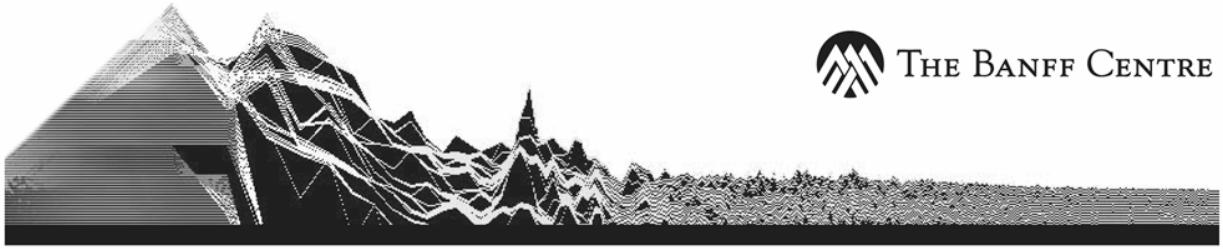
7:30pm (Optional)

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.*



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Friday, August 19th

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

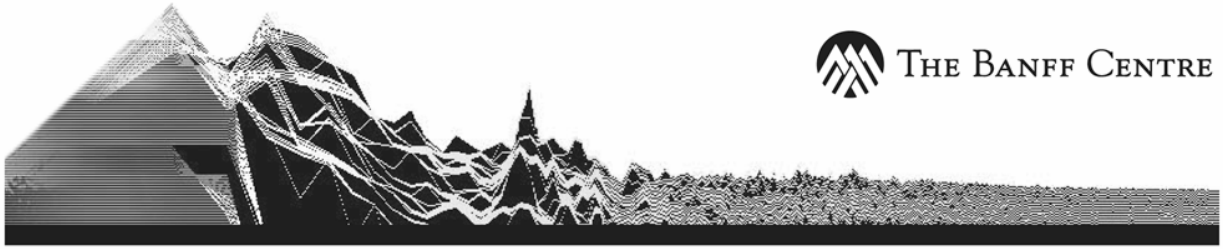
Location: Professional Development Centre (PDC), Room 103

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



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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

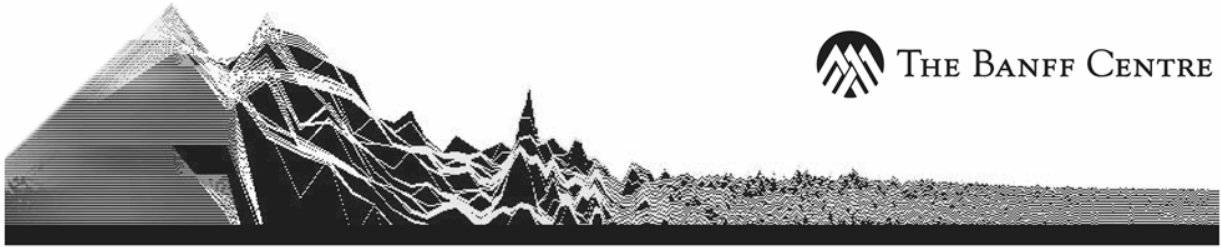
Location: Professional Development Centre (PDC), Room 103

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



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Saturday, August 20th

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

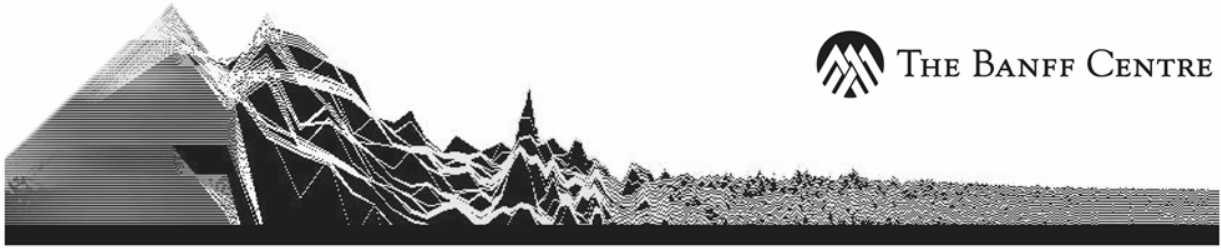
Location: Professional Development Centre (PDC), Room 103

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



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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

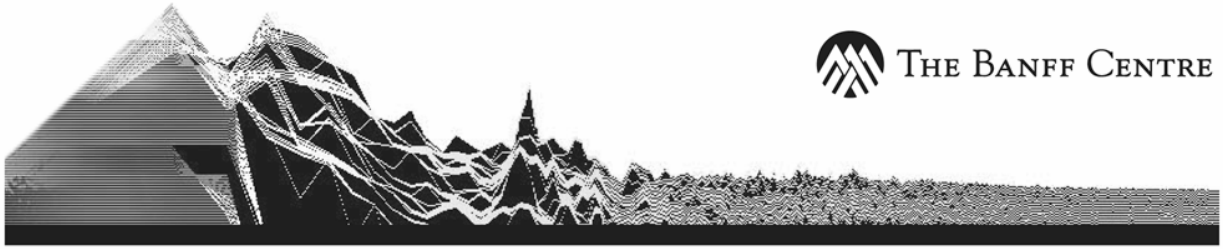
Location: Professional Development Centre (PDC), Room 103

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



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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 21st

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

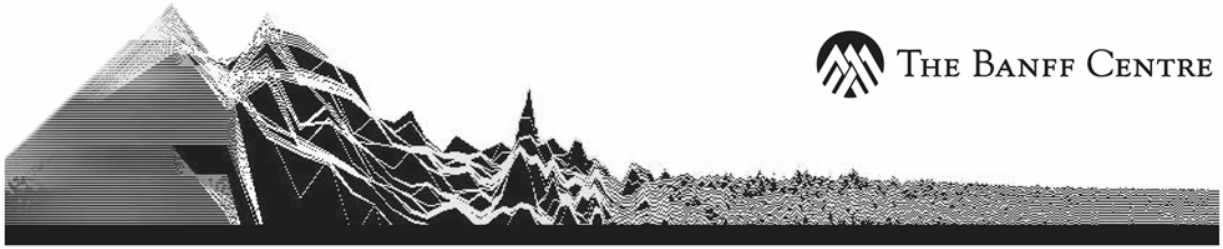
(see below)

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

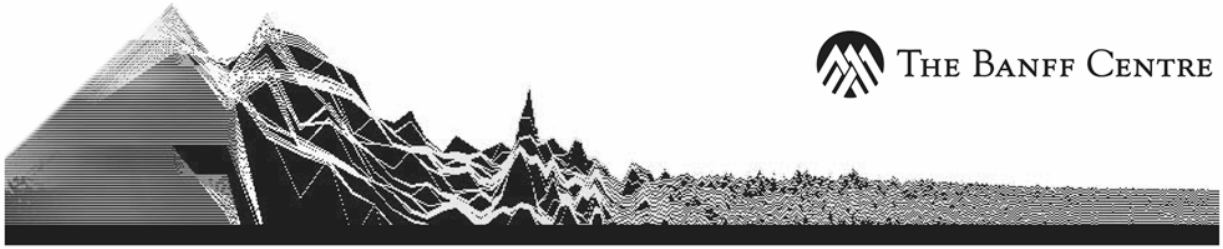
7:30pm – 8:30pm

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 22nd

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

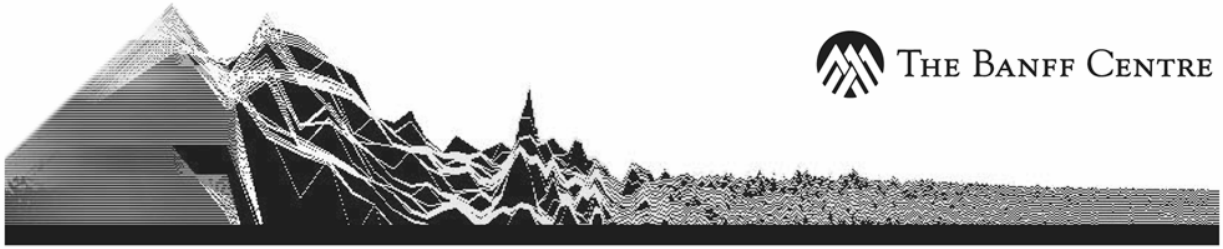
Location: Professional Development Centre (PDC), Room 103

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

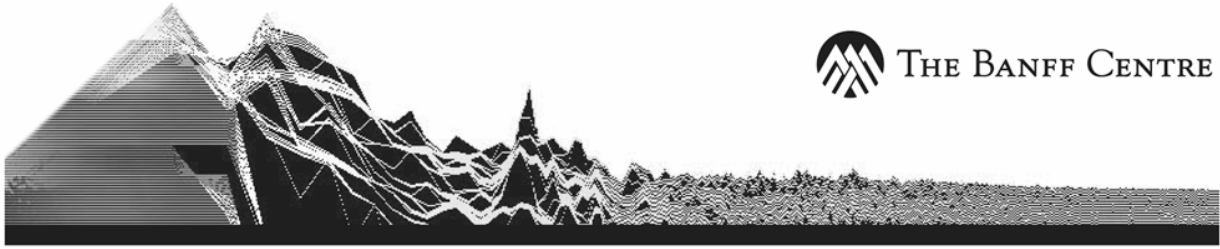
Location: Professional Development Centre (PDC), Room 103

- **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 23rd

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