

For Immediate Release

The Art Institute's ARTimation Media Arts Festival Came and Conquered

Vancouver (March 10, 2008) – Imagine the frenzy as over 700 students, high school teachers, guest speakers, industry, and members of The Art Institute's staff and faculty filled the Rocky Mountaineer Station's massive 20,000 square foot space. Hopefully you were part of the young, creative crowd that overtook and overwhelmed The Art Institute of Vancouver's ARTimation Media Arts Festival on March 1, 2008.

In an attempt to invade the imagination and innovative world of high school students, The Art Institute successfully transformed the venue into an interactive learning center featuring the areas of film, animation, 3D modeling, visual effects, gaming, and recording arts.

The attendees had an opportunity to flow in and out media arts workshops and hands-on activities including life drawing tutorials, competing in game tournaments, demoing CG modeling programs, mixing music and music production tools, jumping in front of a green screen, and interacting with film props such as a crane and dolly. To top of the evening, the audience witnessed an exclusive presentation of *Tangible Interactive Design's* interactive, multi-sensorial Zygote balls.

Additionally, ARTimation attracted a multitude of industry professionals who participated as guest speakers throughout the day. Each speaker theatre featured the biggest names in Vancouver's media arts industry. Of this well-respected and idolized group of speakers, Eric Belanger, Senior Composer of *Stage3media*; Brent Fidler, President of *Theatre Crossing Film Corporation*; Jonathan Shore, Vice President of Post Production & Distribution of *Brightlight Pictures Inc.*; Carl Bessai, President of *Raven West Films*; Dave McCarthy, Executive Producer of *Electronic Arts*; Tim Brown, President of *Insight Films*; Visual Effects Supervisor John Gajdecki; and Josh Holmes and Daryl Anselmo, General Manager and Art Director respectively, for *Propaganda Games* joined forces for an all-star afternoon. Special guests from *Relic Entertainment*, *Action Pants*, *Next Level Games*, *Rainmaker Animation*, *Really Real Films*, *Realize Entertainment* and *Clicktoy Interactive* also filled the day with action-packed educational and inspirational presentations.

ARTimation also hosted three exciting competitions for high school students: the Canadian High School Film Festival Competition, Game Concept Competition, and Character Art Competition. The first place winner in each competition was awarded a cash prize, and of course bragging rights, as well as the opportunity to display or screen their work in public. ARTimation closed the night off with the Canadian High School Film Festival Competition Awards Ceremony, a perfect ending to a job well-done.

The Art Institute of Vancouver is one of The Art Institutes (www.artinstitutes.edu), a system of over 40 education institutions located throughout North America, providing an important source of design, media arts, fashion and culinary arts professionals.

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Cliff Jones
Director of Public Relations
The Art Institute of Vancouver
Ph: 604.639.5117
email: cjones@edmc.edu