car body design
automotive design and engineering

VIEW Conference 2011

in: **Conferences**   **6 October 2011**

Taking place in Turin, Italy from 25 to 28 October 2011, the VIEW Conference focuses on Computer Graphics, Cinema and 3D Animation, and features some automotive design related presentations.

VIEW Conference is the premiere international event in Italy on Computer Graphics, Interactive Techniques, Digital Cinema, 3D Animation, Gaming and VFX.

The 2011 edition will explore the boundary between real and digital worlds through lectures, meetings, tributes, exhibits, screenings and demo presentations.

Among these, some are directly related to the automotive design field.

"Extreme Prototype development at Bertone"

Michael Robinson, Executive Brand & Design Director at **Bertone**, will speak about the extreme development processes used for designing, modeling, and prototyping the Alfa Romeo Pandion Concept car in just 4 months, as well as this years' Jaguar concepts in even less than 4 months.

"From blank paper to the car show press conference in record time, these world class concept cars prove that design experimentation and high quality prototyping can in fact coexist under seemingly impossible time schedules, but only if the entire team is very experienced.

"An inside look at high speed concept car development at Bertone."

"Driving Innovation: State-of-the-art computer graphics for automotive design, visualization and in-vehicle safety"
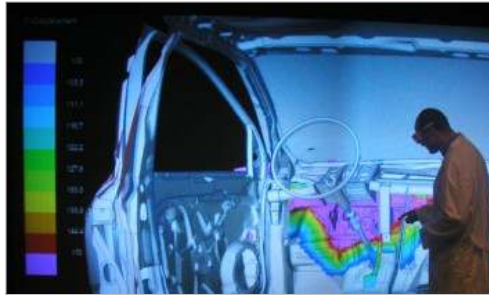

Daniel Shapiro, Director of Automotive Division at **Nvidia**, will present solutions that enable faster and better design of automobiles, as well as in-vehicle solutions for infotainment, navigation and driver assistance.

Visualization technologies in the Automotive Product Life Cycle: Applications and Perspectives

Aldo Maggiore, Business Unit Director at Fiat ITEM, speaks about virtual prototyping, augmented reality and real time visualization.

"According to a possible definition, "Visualization is a representation of a large complex quantity of data allowing the analysis during a decisional process." In the automotive industry, Computer Graphics and Visualization are among the key technologies supporting the management of the life cycle of a product and are becoming even more important for digital product management, thanks to new HW and SW solutions availability.

"The advantages of the digitalization of the product are evident not only in all the project phases, from the Concept and the revision sessions of style, through to the validity of the digital product, but also in the production and after–sales management. Many activities have drawn advantages from the visualization of "full scale" models, using Virtual Reality technologies.

"More over checks, such as crash test, aesthetics defect analysis and ergonomic analysis are carried out through the Digital Mock-up of components or the vehicles systems. Furthermore, the visualization could be applied to the simulations of factory layout, to the training of the mounting operation and technical after-sales assistance. Important perspectives come from the emerging technology as augmented reality and real time visualization."

Other Speakers

In addition to this, the event will see the participation of many leading professionals and companies in the digital VFX industry.

Among these are:

- "Creating the World of the Adventures of Tintin" by **Weta** VFX Supervisor **Wayne Stables**
- "Cars 2 – An International Adventure" by **Sharon Calahan**,Director of Photography/Lighting at Pixar Animation Studios
- "The Visual Effects of Transformers: Dark of the Moon" by **Scott Farrar**, Industrial Light & Magic Visual Effects Supervisor on Transformers, and its sequel, Revenge of the Fallen.
- "The Visual Effects of Cowboys & Aliens" by **Roger Guyett**, Visual Effects Supervisor ILM, "Cowboys & Aliens"

- "Sound Design in Pre-Production" by **Randy Thom**, Skywalker Sound director of sound design
- "The democratization of technology: what's happening in other industries and what's next" by **Tom Wujec**, Autodesk fellow and author of many books on innovation;
- "Detente: peaceful co-existence between the arts,creative business and the Internet" by **Cory Doctorow**, technology activist, science fiction author, and journalist.

For more information visit viewconference.it or download the event program in PDF.

(Source: VIEW Conference)

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