

Wednesday, April 27, 2016

Time
7:00 - 9:00 pm



Umbra, 165 John St, Toronto

Join us as we kick-off Digifest 2016 at our opening night reception. Connect with local and international digital artists, creative directors, innovators, fashion and tech designers as we mark the start Toronto's International Festival celebrating digital creativity

Thursday, April 28, 2016

Time
9:00 - 9:10 am



Welcome Remarks

Luigi Ferrara, Dean, Centre of Arts and Design, George Brown College

Scott Dyer, Corus

Time
9:30 - 10:00 am



Alex Josephson, PARTISANS

"RPM: Resistance, Play & Misbehaviour"

Alex will contextualize the studio's use of digital technologies with respect to resistance, play, and misbehaviour to talk about how architecture and design can play a frontline role in driving civic innovation and cultural leadership.

Time
10:00 - 10:30 am



Em Cheng & Jennifer Davis

"A Playfull-City"

A Play-Full City brings outdoor play to Calgary's remnant and vacant spaces by proposing an infrastructure of games and sports overlaid onto existing sites which are under-used yet well-suited to host these activities.

KEYNOTE PRESENTATIONS

Time
11:00 - 12:00 pm



Anouk Wipprecht, Tech-minded Fashion Designer (Netherlands)

"Hi-Tech Couture"

Anouk will showcase her impressive body of "fashion-tech" designs that is part futuristic, part anime-meets-high fashion. Considered technological couture, these artistic creations are built with systems around the body that tend towards AI.

Time
1:00 - 2:00 pm



Stefan Gambart & Josh Manricks, Secret Location

Introduction: Nigel Newton, Consultant, AR Innovation & Strategy

"VR-Creativity & Technology"

Josh & Stefan provide an overview of Secret Location's projects in VR and discuss the future roles and careers in this exciting new medium.

Time
2:00 - 3:00 pm



Allen Lau, Wattpad

"When Everyone is Part of the Story"

What happens when viral storytelling goes mainstream? How will serialized stories and interactive participation shape the future of the entertainment industry? Allen will talk about a future where everyone on the planet will have access to relevant, local content and a voice to share their own experiences broadly.

FUTURE5 TALKS

Time
3:30 – 4:00 pm



Jean-Pierre Lacroix, Shikatani Lacroix Design
"How to Design Immersive At-Purchase Moments"

The rise of immersive experience through fifth dimension design is quickly emerging as a key influencer in how the new consumer wants to engage with brands. Understanding how to drive unique, immersive, branded, user experiences is critical to for brands.

Time
4:00 – 4:30 pm



Robert Lendvai, Flixel Photos Inc.
"Does the World Have Room for an Entirely New Visual Medium?"

Cinemagraphs are an exciting new visual medium that lives between the world of photography and video. In this session, you'll learn how Flixel is now recognized as driving global demand and awareness for the cinemagraph medium.

DIGITAL PIONEER AWARD CEREMONY

Time
4:30 – 5:30 pm



Bill Buxton, Microsoft
"2016 Award Recipient"

Bill Buxton is a principal researcher at Microsoft Research. He's contributed to revolutionary innovations in human-computer interaction, including multi-touch input, and is currently engaged in projects on pen, touch and gesture.

Time
5:30 – 6:30 pm



Reception

Corus Main Atrium
Celebrate the achievements of Digital Pioneer Award winner Bill Buxton at the Immersive Bar. Light food and drinks will be served.

MEET THE MEDIA GURU @ DESIGN EXCHANGE

Time
7:00 – 8:00 pm



Denis Santachiara, Cyrcus.it (Italy)
"Creativity Meets Italian Design"

Denis will talk about his attraction to the poetic-linguistic potential of the artificial world and new technology, and the aesthetic processes that they generate in an industrial context.

ALL DAY EVENTS

Time
9:00 – 6:00 pm



BEST OF THE BEST Student Showcase

Corus Main Atrium
The third annual BEST OF THE BEST Student Showcase at Digifest will be on display from April 28 – 30th, 2016 at Corus Quay in Toronto. This unique exhibit brings together the most exciting cross-disciplinary student work in Ontario under one roof.

Time
9:00 – 6:00 pm



Interactive Zone

Performance Studio
In the Interactive Zone, leading ideas and technologies will augment the way one perceives, interacts with and experiences the world around them

Time
9:00 – 6:00 pm



Piazza McLuhan

Corus Main Atrium
Digifest and the McLuhan Centre for Culture and Technology present the Piazza McLuhan. The Piazza is a gathering place for Digifest attendees to experience and explore the changing and confounding world around us built on the legacy of Marshall McLuhan.

Time
9:00 – 6:00 pm



HiJack Interactive Bar

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HiJack is an Interactive Bar that encourages spontaneous social interactions and conversations. The environment fosters a carefree, childlike approach of "play first, talk later".

FUTURE5 TALKS

Time
9:00 – 9:10 am



Welcome Remarks
Luigi Ferrara, Dean, Centre of Arts and Design, George Brown College

Time
9:10 – 9:40 am



Paul Rowan, Umbra
"Product Design without Digital"
Every aspect of product development, from creation to design to execution could not succeed today without digital intervention. Paul will explore product development from concept to reality and the impact digital technology has had on the process.

Time
9:40 – 10:10 am



Dylan Horvath, Cortex Design
"Revolutionary Healthcare in Your Hand"
Dylan will discuss how his company landed a dream project: design and build 50 functioning medical Tricorders to compete in the \$10M Qualcomm Tricorder XPRIZE Competition.

Time
10:10 – 10:40 am



Michael Page, OCAD
"Visualization of Complex Medical Data using Next Generation Digital Holographics"
Digital Holograms can be used to view medical data sets as volumetric data. The medical imaging community stands to see more and understand more from data in holographic form.

THESIS PRESENTATIONS

Time
9:40 – 12:00 pm



George Brown College
Interactive Media Management
School of Design students will present their final thesis projects in the Interactive Zone

Time
1:00 – 3:00 pm



George Brown College
Game Design
School of Design students will present their final thesis projects in the Interactive Zone

KEYNOTE PRESENTATIONS

Time
11:00 – 12:00 pm



Rick Matthews, Kin Community Canada
Yolanda Gampp, Jocelyn Mercer & Connie Contardi, How To Cake It
"Baking up Success: A case study on 'How To Cake It' became one of the most successful multi-platform brands in the country"
Find out what it really takes to create a successful multi-platform brand from the team behind 'How To Cake It', one of the most successful YouTube channels in the country.

Time
1:00 – 2:00 pm



Laure Kaltenbach, Forum d'Avignon (France)
"A Think Tank Dedicated to Culture"
Laure Kaltenbach will discuss Forum d'Avignon, the only public outlet in all of Europe for cultural and creative sectors to promote and exchange dialogue with the economic and digital fields.

Time
2:00 – 2:30 pm



Gregory Brown, AsapSCIENCE
"Behind the Channel: AsapSCIENCE"
Gregory Brown and Mitchell Moffit are the creatives behind AsapScience, a YouTube channel that now boasts five million subscribers. Each week, they seek to answer an interesting question using science.

FUTURE5 TALKS

Time
3:00 – 3:30 pm



Lindy Wilkins, Site 3 coLaboratry
"Critical Learning / Critical Making"
Lindy will examine the critical nature of making, learning, and the impact Maker culture is having on our worlds.

Time
3:30 – 4:00 pm



Danielle Faber, 88 Creative

“Agency or Porn: A Case Study in Self-Promotion”
Danielle will take attendees through the process of a self-promotional exercise executed by 88 Creative that was missing what most would call the key tenets of traditional self-promotion for an agency – branding, name-dropping clients, and being politically correct.

Time
4:00 – 4:30 pm



Jeff Brennar, Pressly

“Drowning in a Sea of Sameness: Can Technology and Content Keep us Afloat?”
Sharing today sucks. There’s just too much information coming at us from hundreds of sources. This talk will explore technology’s role in breaking through the clutter to keep us sane, focused, engaged and present.

Time
5:00 – 5:30 pm



Giuliana Geronimo & Giacomo Gianella, Streamcolors (Italy)

“Remixing World Through Processes, Art and Technologies”
Birth and development of a creative and cultural start-up born from digital art and gaming.

IT’S A START PITCH COMPETITION

Time
5:30 – 7:00 pm



IT’S A START

“2016 Final Pitch”
IT’S A START is an interactive pitch competition taking place at Digifest 2016. Pitch your business, convince the judges of its value, and wow the crowd in 5 minutes, and you will have the chance to win thousands in cash, incubation space, and mentorship.

Time
7:00 – 8:00 pm



Reception

Corus Main Atrium
Celebrate with the IT’S A START winners and finalists

ALL DAY EVENTS

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HiJack Interactive Bar

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Friday, April 29, 2016

WORKSHOP

Time
10:00 am to 1:00 pm



Hi-Tech Couture Masterclass with FashionTech Specialist Anouk Wipprecht

Waterfront Campus, 51 Dockside Drive, Room 516

Anouk will take you into the world of wearable tech and some of the amazing projects she has worked on with colleagues and celebrities. Through slides and examples, get an inside look to see how fashion and technology can be combined.

Saturday, April 30, 2016

ALL DAY EVENTS

Time
10:00 – 4:00 pm



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Time
10:00 – 4:00 pm



Interactive Zone

Performance Studio

In the Interactive Zone, leading ideas and technologies will augment the way one perceives, interacts with and experiences the world around them. Also featuring on Saturday is "AR Sushi Sumo", a game that combines physical and digital.

Time
10:00 – 4:00 pm



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WORKSHOPS

Time
10:00 am to 12:30 pm



Virtual Reality Workshop with with John Helliker, Thomas Hirschmann, Anthony Murray and Nigel Newton

Corus Studio

In this workshop participants will:

- Observe how 360 live action content is captured with a 360 camera rig
- Learn how 360 footage is stitched together
- Explore other elements of the post-production work flow for delivery on a VR headset

Time
1:00 pm to 3:00 pm



Understanding Basics of Adobe DPS with Janice Low

Corus Studio

In this workshop participants will:

- Explore a technology tool (Adobe DPS) to engage today's learner
- Introduce microlearning and understand its benefits
- Explore the possibilities of mobile technologies to reach learners

AWARD CEREMONY

Time
12:00 pm



BEST OF THE BEST Student Showcase

Winners of the BEST OF THE BEST Student Showcase will be announced.