

ARTGERM | CONFERENCE + MASTER CLASS

Name: Stanley Lau | Artgerm

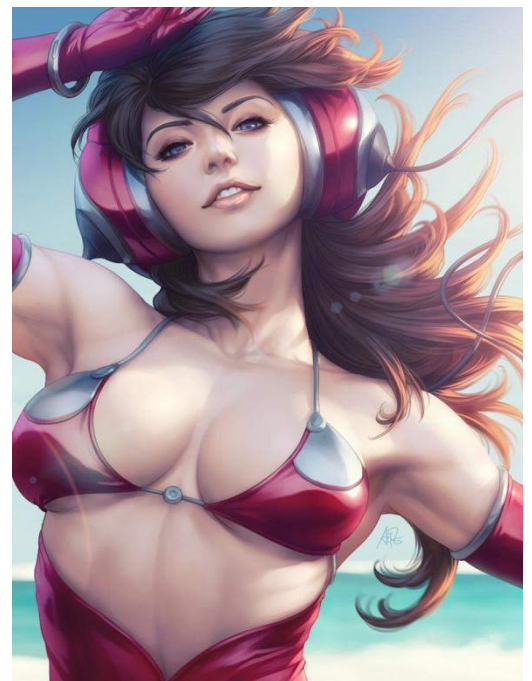
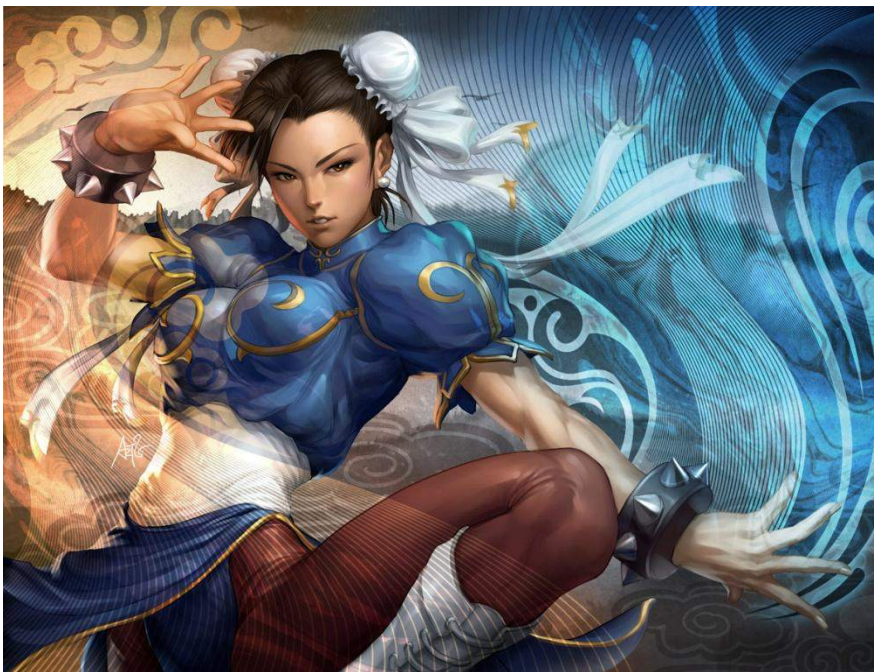
Website: artgerm.deviantart.com

Title: Co-founder & Creative Director, Imaginary Friends Studios | Singapore



Born and bred in Hong Kong, the multifaceted Stanley wears different hats as an illustrator, designer, concept artist, creative director and co-founder of Imaginary Friends Studios - a world acclaimed creative studio that produces high quality artworks for the likes of **Capcom**, **DC Comics**, **Square Enix**, **Riot Games** and other giants in the entertainment and gaming industry.

Formally trained in graphic design and advertising, Stanley's art is imbued with a strong sense of aesthetics and visual fluidity. It is a perfect blend of eastern and western art styles. Better known by his handle "Artgerm", Stanley's art continues to infect and inspire new generations of artists and his ever-growing fan base around the world. To date, Stanley's deviantART gallery has been viewed more than 50 million times.



Conference | 26 - 27 Jun '14 | 9am - 5pm | The Star Gallery
FAN SERVICE - How to build and grow your fan base
by Artgerm

What skills do you need to be a successful digital artist/illustrator/ concept artist for the entertainment industry? Artgerm will share about the first steps one needs to take to be successful as a concept artist/illustrator in the entertainment industry. This session aims to inspire aspiring digital artists by sharing his own experience, journey and insights into the industry. AND, how he grew an undying loyal fan base.

Master Class | 28 Jun '14 | 9am - 5pm | The Star Studios
Sketching and rendering attractive females with life
by Artgerm

In this masterclass, Artgerm will do a 'live' demo on coloring and rendering a character from line art to completion. Artgerm will cover techniques from coloring to rendering attractive female faces in Corel Painter and Photoshop, applying the key principals of good character design and art fundamentals to effectively bring the character to life.

CARLO ARELLANO | CONFERENCE + MASTER CLASS

Name: Carlo Arellano

Website: chainsawart.blogspot.sg

Title: Art Director & Concept Artist, Super Evil Megacorp | USA



With over a decade of experience under his belt, leading international concept artist Carlo Arellano has a resume of gold. With direct involvement in some of the most popular game titles and projects this decade, he continues to push the frontiers of concept design and development in his field.

Carlo has worked for many major game studios, including: **Blizzard Entertainment, Insomniac Games, and Ready At Dawn.** This has afforded him the opportunity to work at all levels of pre-production and production, including training entire art teams along the way. Carlo has played a key role in concept development of ground breaking video games such as **God of War: Chains of Olympus, Resistance: Fall Of Man and World of Warcraft.** He has also worked on Hollywood movies such as **Spiderman, Planet Of The Apes, Hollowman, A.I. and Van Helsing.**

Carlo is currently the Art Director at Super Evil Megacorp. He is also a teacher at the Concept Design Academy in Pasadena, California and is excited about doing what he can to pass on the things he has learned.



Conference | 26 - 27 Jun '14 | 9am - 5pm | The Star Gallery
Creating provocative designs and taking risks
 by Carlo Arellano

In this session, you will have the unique opportunity to watch Carlo discuss many principles that concept artist's need to learn and master to take their work to next level. Carlo will focus on the creative process of character design and why good character design is about taking risks. A great inspiration for anyone interested in improving their character and hard surface design for game or film productions.

Master Class | 28 Jun '14 | 9am - 5pm | The Star Studios
Character Design | Designing an Alien Cyborg
 by Carlo Arellano

Designing a compelling character for games require the ability to create characters with strong personality and the ability to visually elicit a strong emotional response from the player. This process encompasses a multitude of techniques and principals from defining visual design themes, timeless archetypes and silhouettes, poses, facial expression, and most importantly communicating the way the character will move and behave to fulfil its game play requirements. In this masterclass, Carlo will demonstrate the creative process and techniques for designing and refining an alien cyborg.

TIAGO HOISEL | CONFERENCE + MASTER CLASS

Name: **Tiago Hoisel Ferraz**

Website: tiagohoisel.blogspot.sg

Title: **Illustrator, Techno Image | Brazil**



Tiago Hoisel is a Brazil based caricature illustrator who uses digital technology to show a combination of fun and realistic images through his work. His collection of works includes caricature of some of the popular Hollywood characters such as **Bruce Willis, Morgan Freeman, Hugh Jackman, and Stallone – Rambo**. These caricatures as well as other comic style human characters are counted among the most sought-after illustrations by Tiago Hoisel.

He is currently running a studio in Brazil called Techno Image, where they do illustrations, animation, character design, 3D modelling, textures and shaders for advertising campaigns, movies, games, TV series and general animations. Besides illustrating, he is also directing some of the animations produced at Techno Image, working with clients including **Coca-Cola, Nextel, Philips, Brastemp, Procter & Gamble**.



Conference | 26 - 27 Jun '14 | 9am - 5pm | The Star Gallery **Illustration, A Mirror of An Artist** by **Tiago Hoisel**

Tiago Hoisel loves humour and realism. He is always trying to mix these two passions in his work and found in cartoons and caricatures the possibility of putting these elements together. In this 90 minutes lecture Tiago will discuss the importance of developing the visual - and general - perception, ways to discover and form an identity as an artist and enhance the technique. Tiago will also talk about his trajectory and the choices that guided his studies, as well as present some of his techniques and works.

Master Class | 28 Jun '14 | 9am - 5pm | The Star Studios **Light: Principles & Properties Applied on Digital Painting** by **Tiago Hoisel**

Understanding light – A short introduction about the types of light, studying their behaviors and different types of materials.
* Types of light * Light properties

Light applied on illustration - Talk about the decisions and light setups on illustrations and case studies.

Live Demo - Creating an illustration, from sketch to colors, showing the painting process.

* Techniques * Process

BOBBY CHIU | CONFERENCE + MASTER CLASS

Name: Bobby Chiu

Website: www.imaginismstudios.com

Title: Artist / Studio owner, Imaginism Studios | Canada



Bobby's art career started at the age of two with a box of crayons and his family's white living room walls. He got his first professional art job at the age of seventeen, designing **Disney, Warner Bros., and Star Wars** toys. Bobby has since won a number of awards for his independent work and is featured perennially in various juried art annuals and magazines. Bobby has worked on feature films for **Disney, Warner Bros., Dreamworks, Sony, Universal Studios** and is best known for designing creatures for **Tim Burton's Alice in Wonderland**.

He presently works in concept and character design at his own studio **Imaginism Studios** in Toronto, teaches digital painting online at **Schoolism.com**, publishes art books, and works on other top secret projects that we're not allowed to talk about.



Conference | 26 - 27 Jun '14 | 9am - 5pm | The Star Gallery
Creating Viral Imagery
by Bobby Chiu

Bobby Chiu used the internet to grow his studio and career in the Hollywood film industry from Toronto, Canada. Why does some art spread but others don't? What doesn't tend to spread? Come and learn his methods and philosophies behind making your art more viral.

Master Class | 28 Jun'14 | 9am - 5pm | The Star Studios
Painting Creatures with Bobby Chiu

In this class, Bobby will discuss his processes to create realistic from his imagination. You will learn how he comes up with good ideas. How he prepares his materials to create a great illustration. How to paint something realistic. And how to do it all from your imagination.

DANNY JANEVSKI | CONFERENCE

Name: [Danny Janevski](#)

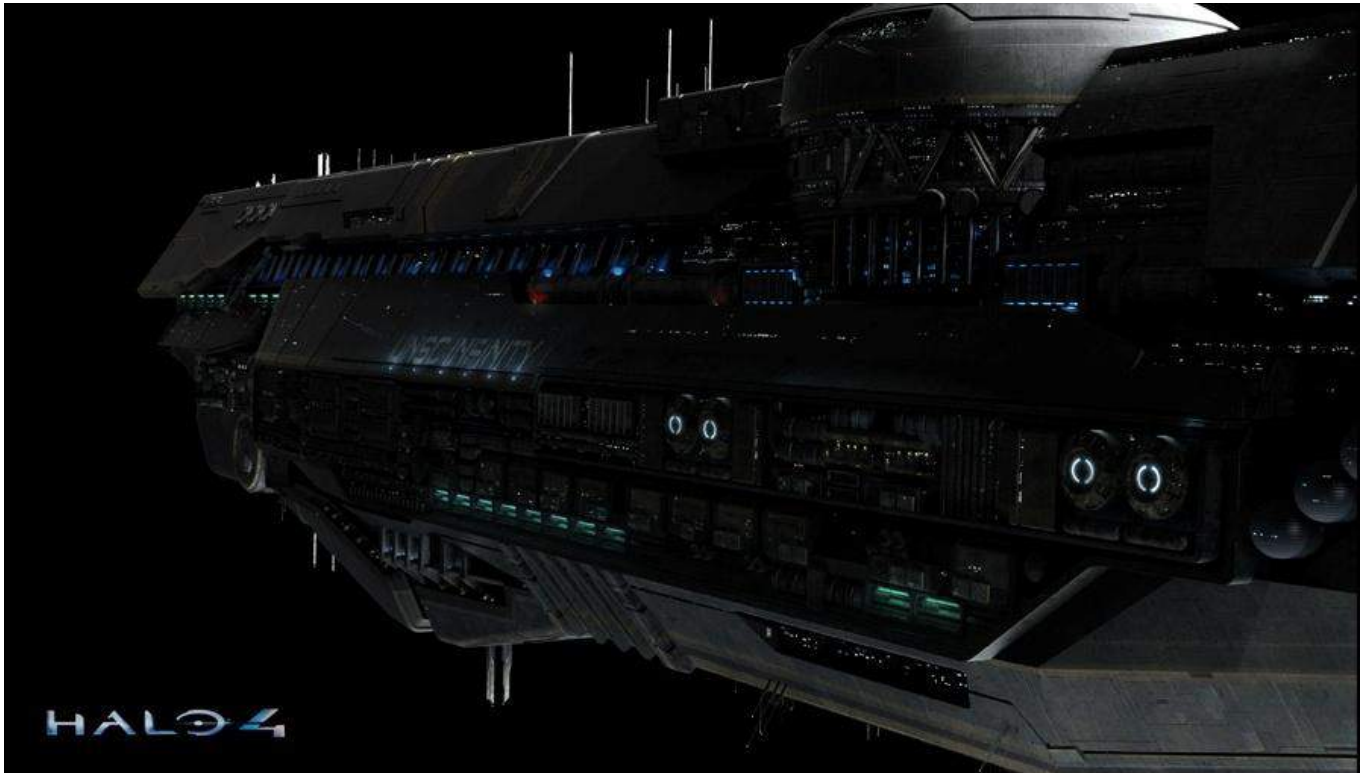
Website: dannyjanevski.wordpress.com

Title: [Lead Generalist/Matte Painter, Lucasfilm, Industrial Light & Magic | Australia](#)



Danny studied in Australia at SAE / Qantm College as well as at AFTRS – the Australian Film and Television School. A talented effects artist with a wide-ranging experience, Danny has worked for Industrial Light & Magic Singapore, Method, Legendary Pictures, Valve, and Animal Logic.

As a digital artist with Industrial Light and Magic, he has created Concepts and Digital Matte Paintings enjoyed by audiences around the world. Some titles include **Rush Hour 3**, **Transformers (2007)**, **Iron Man**, **Star Trek (2009)** and **Wolverine (2013)**. His favourite work experiences have been working with production designer Owen Patterson (**Matrix**, **V-Vendetta**, **Godzilla (2014)**) - and director Alex Proyas (**The Crow**, **I-Robot**, **Dark City**) as well as character work for Valve's - **Dota 2** and also for video game **Halo 4**.



Conference | 26 - 27 Jun '14 | 9am - 5pm | The Star Gallery

**Concepts for the Director - working for the studio for pre-production
by Danny Janevski**

Want to know how the industry works and what it takes to work on concepts for the director? Hear it from Danny, who will explain the environment and requirements to work in pre-production. Danny will be doing a concept demonstration, beginning with the initial sketch and touching on story, composition and camera. He will present how to leverage 2D and 3D elements, integrating modeling and lighting techniques while discussing professional tips for painting, and bringing it all together to execute the final matte painting.

CLOGTWO | CONFERENCEName: **Eman Jeman | Clogtwo**Website: www.clogtwo.comTitle: **Illustrator | Graffiti Writer, The Ink & Clog Studio | Singapore**

Eman Jeman aka Clogtwo is a Singapore-based visual anarchist whose discipline include being an accomplished graffiti artist and fine arts practitioner. Influenced by his parents, he explored his artistic abilities from an early age.

With a multi-disciplinary approach, he creates works of art on various mediums from walls, canvases to customised vinyl toys with his unique vision. Inspired by his daily observations of society, he narratives in his work explores the elements of dark humour and social behaviour.

Currently he has set up his own studio together with partner in crime Ink, where he is constantly creating new works to showcase around the world.

**Conference | 26 - 27 Jun '14 | 9am - 5pm | The Star Gallery****The ObsUrban by Clogtwo**

Venture into the nerves and bloodstreams of the streets. Learn how the urban culture inspires the mind of graffiti writers. And how this translate into illustrations.

EDUARDO PEÑA | CONFERENCE

Name: Eduardo Peña

Website: www.chinorino.com

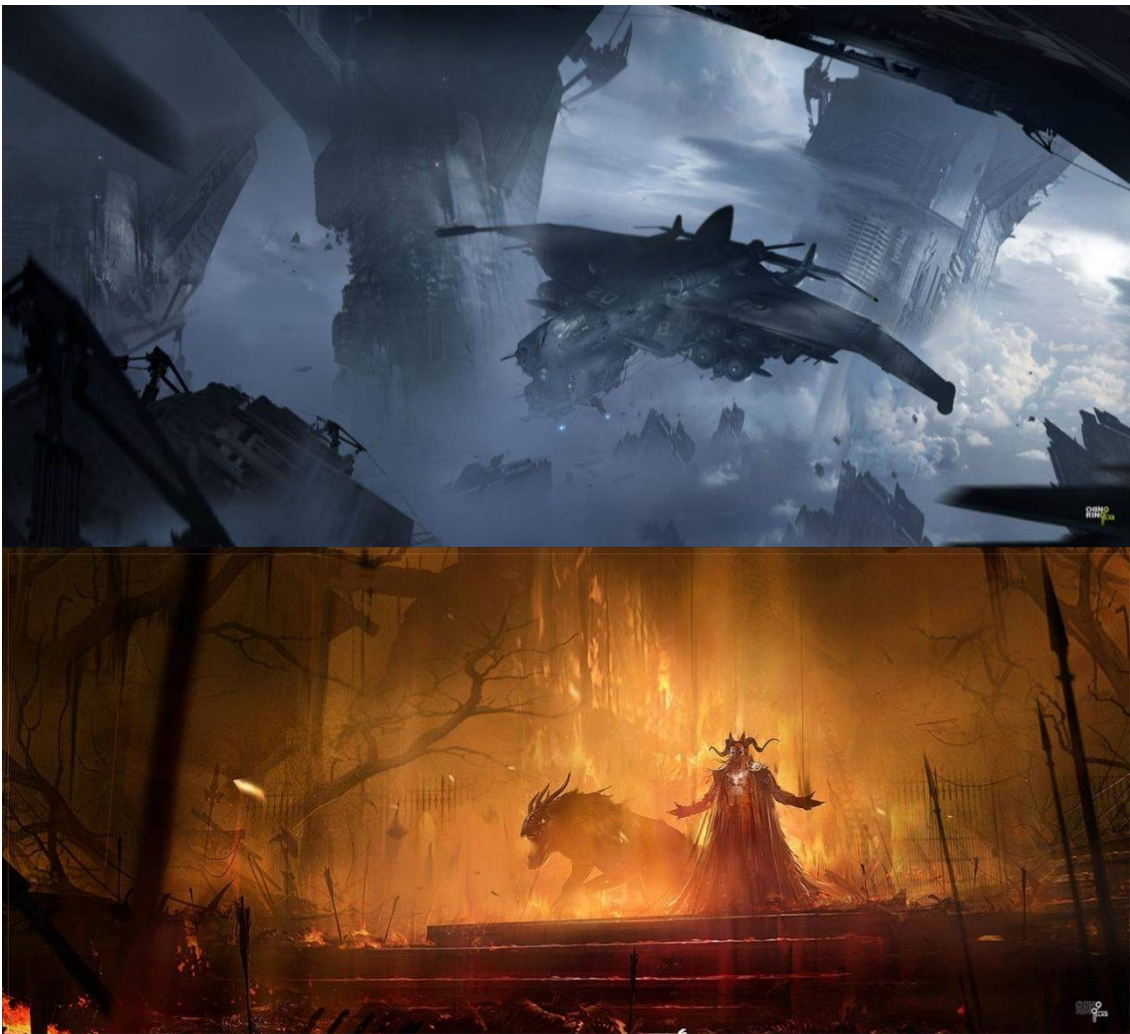
Title: Co-founder, Chino Rino Visual Lab | Columbia



Columbian concept and visual development artist Eduardo Peña has an ability to give his digital paintings an unusually effective feeling of atmosphere and scale.

He has worked with **Weta Workshop**, developing concept design for **The Hobbit film series** - An Unexpected Journey, The Desolation of Smaug, and There and Back Again. Other films he has worked on include **Hercules, The Great Wall** and **Lucy**.

An experienced concept art instructor, Eduardo has taught in Los Andes University, Columbia and most recently at FZD School of Design in Singapore.



Conference | 26 - 27 Jun '14 | 9am - 5pm | The Star Gallery

Advanced Digital Painting by Eduardo Peña

Eduardo will be focusing on advanced digital painting techniques through a 'live' demonstration of a fantasy / science fiction project. Learn about sketching, mood studies and digital painting techniques through the execution, rendering techniques and proper use of tools including 3D and textures. Discover how to sketch and find the right language through digital painting techniques to create dramatic scenes.

SERGI BROSA | CONFERENCE

Name: **Sergi Brosa**

Website: sergibrosa.blogspot.sg

Title: **Concept Artist & Illustrator | Spain**



Sergi Brosa is a Spanish concept artist and illustrator based in Barcelona. He enrolled in a comic and illustration course in his city, and spent the next few years learning by himself.

Sergi uses a wide variety of techniques to construct his artwork alongside some incredible creative ability and specializes in sci-fi character, vehicle and background art.

He is currently working as the main creative for a game project with Kemojo Studios, an indie game developer based in Vancouver, Canada.



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Decomposing a Sergi Brosa picture

Learn about Sergi's creative journey by taking a peek into his personal style and what influences his works. Sergi will take you through a step-by-step process of creating a digital illustration by decomposing his work. He will discuss photographic referents, preliminary sketch and perspective and demonstrates techniques in dynamism, composition, light and shadow, eye lines, colours and silhouettes in developing his illustration.

ALEX WOO | MASTER CLASS

Name: Alex Woo

Website: www.woohoopictures.com

Title: Story Artist, Pixar Animation Studios | USA



Alex is a story artist at Pixar Animation Studios and has worked on the films **Ratatouille**, **WALL-E**, **Cars 2**, **1906** and Pixar's upcoming **The Good Dinosaur**. He is currently working on Pixar's 2015 film **Finding Dory**.

Armed with a B.F.A. in Film/TV Production from NYU's Tisch School of the Arts, Alex has also directed and produced the short film "Rex Steele: Nazi Smasher", which won a 2004 Student Academy Award.

With a keen interest in teaching, Alex has conducted many workshops and also teaches gesture drawing at Schoolism.com.

**Master Class | 28 Jun'14 | 9am - 5pm | The Star Studios****The Art of Cinematic Storytelling by Alex Woo**

This Masterclass will cover the three major aspects of Cinematic Storytelling: What it is; How it's done; and Why it's important. The first half of the class will explore the mechanics of the language of cinema, understanding how sequential storytelling works, it's structure, and it's guiding principles. After exploring the theoretical side, it will be practical application, by storyboarding a short sequence, pitching, and critiquing it in front of the class. The class will conclude with a discussion on the importance of cinematic storytelling, it's role in society, and why storytelling is one of the most important skills to have in the 21st Century.

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For more information and high-resolution of images, please contact:

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