

INTERNATIONAL SPEAKERS FOR WSIM 2010



Edna Dos Santos-Duisenberg (Brazil), Chief, Creative Economy & Industries Programme, United Nations Conference on Trade and Development (UNCTAD)

Ms. Edna dos Santos-Duisenberg, as a development economist, started her career at the United Nations in 1983. In 1995 she joined the Cabinet of the Secretary General of UNCTAD for 10 years. In 2005, she became Chief, Creative Economy & Industries Programme of UNCTAD. She is the Chairperson of the UN-Multi-Agency Informal Dialogue Group on Creative Industries. Recently, she led the research and was the main co-writer of the first UN multiagency policy-oriented study "Creative Economy Report-2008". She launched the UNCTAD Global Database on world trade of creative industries, and designed the "Creative Africa Initiative". She obtained two Master Degrees, in International Trade and in International Economic Relations.



Francisco Simplicio (Brazil), Chief, Division for Knowledge Management and Operations & Special Unit for South-South Cooperation (SU/SSC), United Nations Development Programme (UNDP)

Mr. Francisco Simplicio has been instrumental in the design and implementation of the South-South Global Assets and Technology Exchange (SS-GATE). In particular he manages SS-GATE track II, which is the Global South Human Development Investment Exchange (HDSX) and is developing a track focus on exchanges in the creative economy. He managed the publication of the Creative Economy Report, and leads the Creative Economy for Development program. He has over 14 years of experience in UNDP, 8 of which based at the UN Headquarters in NY. He has a degree in Economics and masters in Information Technology from the Catholic University of Rio de Janeiro and the Imperial College of the University of London.



Alonzo C. Addison (France), Special Advisor, World Heritage Centre, United Nations Educational, Scientific and Cultural Organization (UNESCO)

Interested in the nexus of heritage, design, and computing, Alonzo C. Addison serves as Special Advisor for UNESCO's Culture Sector, guiding technology deployment across the cultural arena. In the early 1990's he helped create the world's first high-accuracy long-range 3D laser scanner as Vice President of Cyra Technologies (now Hexagon/Leica Geosystems), while a

decade later, as founding Director of the Center for Design Visualization at UC Berkeley, he guided the University's foray into applied new media and virtual reality. He is a Guest Professor at K.U.Leuven and the author of "Disappearing World" (Harper Collins, 2007), published to critical acclaim in 9 languages. He sits on the boards of the VSMM Society, ICOMOS ICIP, ArchNet, the EU's EPOCH and 3DCOFORM networks, and the ACM Journal of Computers in Cultural Heritage, among others.



Yuandong Hu (China), Head, Investment & Technology Promotion Office-China (ITPO-China), United Nations Industrial Development Organization (UNIDO)

Mr. Hu's working experience includes two years with a civil engineering company, over six years as a professional diplomat in early 80s and 4 years with UNDP China Country Program. In late Dec. 1995, he was appointed by the Director General of UNIDO to be Director, heading UNIDO Investment & Technology Promotion Office for China (ITPO-China) in Beijing in charge of investment/trade promotion and technology transfer till now. He was the EMPA and PAD candidate of University of Colorado at Denver, U.S.A.



Dimiter Gantchev (Bulgaria), Acting Director, Creative Industries Division, World Intellectual Property Organization (WIPO)

Mr. Dimiter Gantchev was a Senior Counselor in the Copyright and Related Rights Sector and the Economic Development Sector of WIPO, focusing on the economic aspects of copyright and related rights, their contribution to economic development as well as public policy issues affecting development policies. Until 2002, he has occupied various senior positions as a diplomat in the Ministry of Foreign Affairs of Bulgaria. He was a Deputy Permanent Representative of his country to the United Nations in Geneva. He holds a degree of Ph.D in economics from Sofia University and a M.A. in international relations from Moscow State Institute.

Nadir Merah (Algeria), Head of Trade Division, Department of Trade and Industry, Commissioner General of Section, African Union Commission (AUC)



Hervé Fischer (Canada), President, International Federation of Multimedia Associations (FIAM); Founding Director, International Digital Observatory (OINM); Member, UNESCO Canadian Committee

Mr. Hervé Fischer is a multimedia artist and philosopher. As an internationally recognized lecturer, he has published numerous books on art and communications, notably : *Le choc du numérique* (2001), *Le romantisme numérique* (2002), *Les défis du cybermonde*, *CyberProméthée*, *l'instinct de puissance* (2003), *La planète hyper - de la pensée linéaire à la pensée en arabesque*, *Le déclin de l'empire hollywoodien* (2004), *Nous serons des dieux* (2006), *La société sur le divan* (2007), *Québec imaginaire et Canada réel* (2008), *Un roi américain* (2009). He held the Daniel Langlois Chair for Fine Arts and Digital Technologies at Concordia University in Montréal and developed the concept of a Quebec media lab, which has become Hexagram, a centre of excellence in multimedia research. Former professor of the Sorbonne University, Paris, he holds a PhD. in Sociology. He has received the Ordre du mérite of the French Government and was awarded the NCGA first Price in music video and Leonardo Award for art, technology and science (MIT-USA).



Ping Li (Canada), Vice President and CEO, International Federation of Multimedia Associations (FIAM)

As a Canadian senior expert on international networking development, Mr. Ping Li actively promote the FIAM's global platform on digital media and internet, networking with UNCTAD, UNESCO, UNIDO, UNDP, UN ECOSOC, WIPO, WHO, as well as the Commonwealth, La Francophonie, OAS, AUE, International Network of Cultural Diversity, International Digital Media and Arts Association, International Design Association, Wireless Communication Association International, International Game Developers Association, International Federation of Film Producers Association, Integrated TV and Video Association, International Publishers Association, etc. He is one of main developers for WSIM 2004, WSIM 2009 and WSIM 2010. He is also the Vice Chairman of the Editorial Committee for *Blue Book on Culture: Annual Report on World Cultural Industries*, published by Social Sciences Academy Press (China). He holds a MA in comparative literature from McGill University.



Alexander Mora-Delgado (Costa Rica), Vice President, Latin America, Caribbean & Spain ICT industry Federation (ALETI); Chairman, Costa Rica Chamber of Information and Communication Technologies (CANTIC); Vice-President, International Federation of Multimedia Associations (FIAM)

Mr. Alexander Mora-Delgado holds several senior positions: Co-founder, President, Chairman & CEO of TECAPRO; President and General Manager of BT Alliance Central America and Caribbean, as an alternate channel network for Central America, Panama and Caribbean for British Telecom Group plc (BTplc); Director and Chairman of the Board, Costa Rican Chamber of Software Producers (CAPROSOFT) (1999 to 2003); Vice Chairman of the Board, Costa Rican Chamber of Exporters (CADEXCO) since 2003; Ad Hoc Advisor to Costa Rican Minister of Science and

Technology in ICT since 2007. He earned a Major in Economics and a Master Degree in Business Administration.



Roland Grunder (Switzerland), Vice President, International Federation of Multimedia Associations (FIAM); Secretary General, SwwisMedia Association (SMA); Vice-President, International Federation of Multimedia Associations (FIAM)

Mr. Roland Grunder is an economist from the University of Lausanne in Switzerland since 1998. He is also the member of European Multimedia Associations' Convention (EMMAC) and the members of Executive Board of many companies acting in the ICT area. Since the beginning of 2007, he starts his own consulting company COMARG helping SMEs in the field of entrepreneurship and business development. Thanks to his international relationships, he has been appointed as the Honorary Consul of the Republic of Tunisia in Switzerland since 2005. After his study, he joined the Swiss Postal Services as marketing-communication manager. He was also a public relations officer in the Swiss Air Force.



Amara Ouerghi (Canada), Director, General, International Institute for the Management of Major Metropolises (IIMMM); Head, the Regional Secretary of Metropolis – North America

Mr. Amara Ouerghi has coordinated several permanent Metropolis commissions on urban transportation, metropolitan governance and financing services and infrastructure. He is also a Special Advisor with the City of Montreal, a member of the Order of Urban Planners of Québec and of the Financial Management Institute of Canada. Formerly he was an advisor and the Deputy President of the Montreal Urban Community, where he was actively involved in major files and reforms in the region. He holds a Master Degree in Urban and Regional Planning of the McGill University as well as a Bachelor Degree in Business Management from the University of Québec and a Certificate of graduation in Transportation from the Massachusetts Institute of Technology.



Gregory R. Shaw (Australia), Director, International and Corporate Relations Federation on Ageing (IFA)

Mr. Gregory R. Shaw has a science and health administration background and until taking up the current position in June 2003, held senior management positions within the Australian Commonwealth Department Health and Ageing in Australia. His long career with the Australian Government included management of the Compliance, Complaint and

Accountability Section of the Department. He was also an advocate of the aged care needs of marginalized community groups in the 1990s. Since joining the IFA he has had responsibility for the development of the Building Capacity in Health Care programs in Africa, and represents the IFA at the United Nations. He has also lectured on many topics specific to the needs of older people. An advocate for older people across the globe he is acutely aware of the importance to consider the needs and priorities of older people in planning built and social environments.



Ray L. Steele (USA), Executive Director, International Digital Media and Arts Association (iDMAa); Professor and Director, Centre for Information and Communication Sciences, Ball State University

Mr. Ray L. Steele is the Center for Information and Communication Sciences' first Distinguished Professor. He was the founding Director of the Center at Ball State University. His work is published in the United States, Europe, Canada and Latin America. He is also an honorary professor at Hebei RTV University in China, a Frank Stanton Fellow with the International Radio and Television Society in New York. He was a founding board member, twice President and then Chairman of the Board of the US Distance Learning Association. He also served as Chairman of the Board and CEO of the International Telecommunication Education and Research Association. In 2003 he led the creation of the International Digital Media and Arts Association and serves on its board as the Executive Director. He received the Distinguished Service Award by the International Telecommunication Education and Research Association (2007). His Ph.D. is from the University of Pittsburgh.



Joseph Olin (USA), President, Academy of Interactive Arts & Sciences (AIAS)

Mr. Joseph Olin is the voice of AIAS and oversees the annual D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit, the Interactive Achievements Awards (IAA) and the Into the Pixel video game art exhibit. He has grown the Academy membership more than six-fold from 3,000 to 20,000 since June 2004. He is a highly sought out speaker at international and national industry gatherings, such as: AnimFX (New Zealand), FMX Conference (Germany), VIEW Conference (Italy), Games Convention Developers Conference (Germany), Nordic Games Summit and Digital Hollywood (Los Angeles). He sits on the Advisory Boards of FMX, AnimFX NZ, GC Asia Conference and the UCLA/CRESST Games Research Center. He earned a Bachelor of Science degree in Business Administration from the University of Southern California



Deborah Mars (USA), Senior Producer, External Development, Sony Computer Entertainment America (SCEA)

Ms. Mars has nearly 20 years experience in Product Development, with an extensive background in videogame development and interactive media. In Mars' current capacity she oversees external development teams and has been instrumental in the evolution of digital content distribution, touted by many as the future of gaming. She has led innovative product launches such as Fat Princess and the PixelJunk series on the PlayStation Network, generating new revenue paths for development teams and publishers. In January 2010, Ms. Mars was named one of the 10 most influential women in gaming of the past decade by Gaming Angels.



Alfred Tan (Singapore), Director for Strategy and Business Development, Microsoft Game Studios

As the Director for Strategy and Business Development for Microsoft's Interactive Entertainment Business in China, Alfred Tan is responsible for building Microsoft's interactive entertainment business in China. He joined Microsoft in 2000 as a founding member of Microsoft Game Studio's Racing Studio. Through his tenure at MGS, Alfred successfully drove numerous key franchises including Project Gotham Racing, Gears of War, Midtown Madness and Counter Strike. He also spent several years leading business development for Microsoft Game Studio in Japan. Born in Singapore, Alfred attended the University of Washington's Foster School of Business and currently resides in Shanghai. IEB China Overview. Microsoft's Interactive Entertainment Business oversees our Xbox and Entertainment software business. In China, our objectives are to help foster and build a sustainable local Interactive Entertainment Industry and Ecosystem supporting our various platforms and technologies.



Vesna Dovnikovic (Croatia), President & Secretary General International Animated Films Association (ASIFA); Vice-President, World Festival of Animated Films in Zagreb, Croatia

Born in Zagreb, Croatia (former Yugoslavia), Ms. Vesna Dovnikovic graduated in Philosophy and German Language at Zagreb University. In the eighties she worked at the World Festival of Animated Films in Zagreb. In 2000 in Ottawa she was elected the ASIFA Secretary General. She is performing this duty in the fourth mandate now (2009-2012). She was the jury member at many international animation festivals worldwide and took part in several international symposiums on animation in the USA, Asia and Europe. Since the beginning of 2007 she has been the member of the Festival Council of the World Festival of Animated Films in Zagreb. In 2010 she organised the first national animation festival in Croatia.



Simon Goodrich (Australia), President, Australian Interactive Media Industry Association (AIMIA)

Mr. Simon Goodrich has quickly established himself in the digital industry in Australia. He is currently National President of the Australia Interactive Media Industry Association, the peak digital body in the country, as well as the Australian Ambassador for the Webby Awards, the Oscars for online, and the World Summit Award mobile, coordinated by the UN. Simon sits on the board of Design Victoria, is a past President of the Victorian Chapter of AIMIA, and has been recognised by Smart Company and Anthill as one of the Australia's leading young entrepreneurs. He established Portable in 2006, a digital studio with offices in Melbourne, Sydney and New York.



Philip Flynn (Ireland), Chief Executive, Digital Hub Development Agency

Mr. Philip Flynn worked before as a senior executive for the European branch in Geneva then becoming global director of Commercial Operations, Partnerships and Alliances for Digital Equipment Corporation (DEC) - a \$6bn business - HQ in Massachusetts, U.S.A. He led the International Operations of the Ireland's Visio Corporation from 1997, as Vice President and Managing Director. He holds a MSc. (Mgt.) from Trinity College Dublin and is a graduate of Stanford's Advanced Management Programme. He is member of the Institute of Directors (IOD) and the Marketing Institute of Ireland (M.I.I). He sits on the board of IMRO (The Irish Music Rights Organisation) and the Simon Community, a homeless charity. He also sits on the National Advisory Panel for FuturesIreland, a national foresight planning project under the auspices of Ireland's National Economic and Social Development Office (N.E.S.D.O.)

Christopher Patheiger, VP Business Development, Partner at Redux Media Inc.



Chris Patheiger is an entrepreneur and visionary leader, who co-founded an interactive advertising agency based in Montreal, Canada in 2005. As VP, Business Development, Chris oversees creation of commercial strategy for the Redux Niche advertising network products and services, supply chain management, spanning all work-in-process inventories, and finished goods from point of origin to point of delivery and strategic development of the media buying and client management divisions at Redux Media. Patheiger is an accomplished speaker, and writes for TheMediaPath.com as well as the Redux Media Blog. He frequently presents at industry conferences, including ad:tech, OMMA, and international conferences.



Sergio Toffetti (Italy), President, Virtual Reality & Multi Media Park in Torino (VRMMP)

Mr. Sergio Toffetti, former curator of National Film Archive (2000-2009), is actually director of National Film Archive of Industrial Film. Active in the field of film archive since 1991, he supervised the restoration of over 200 classic of Italian cinema (i.e. Rossellini's Open City, Visconti's Senso; Fellini's Casanova; etc). He cooperated with film museums (Museo Nazionale del Cinema, Torino) and film archives (Cinémathèque Française, Paris), organized retrospectives of Italian and international cinema, was curator of TV programmes on classic cinema, has a large activity of essayist on film history (Italian Neorealism, Nouvelle Vagues, Experimental cinema, etc), and takes courses of film history in University as Sorbonne-Paris 3, Rome-La Sapienza, Politecnico of Torino.



Michael Bidu (Canada), President, DigiBC (The Digital Media + Wireless Association of BC); Head, Fusion Venture Forum for Digital Media (BC)

Michael Bidu is the former Executive Director of WINBC. He is a strategic thinker, conceptual marketer and an entrepreneur at heart, who sees the convergence of wireless and digital media as a powerful medium for people and companies to connect and interact with each other to create meaningful mass collaboration and smart communities at local level on a global scale. He has more than 20 years of experience in executive management, business development, branding, direct marketing, CRM and strategic communications across traditional, web and wireless platforms. He is the executive producer of VX 2010 Showcase, PNWS 2009 and 2010, and a co-founder of Mobile Monday Vancouver. Michael is a serial entrepreneur who founded or co-founded ventures in fashion, Internet adventure travel, interactive marketing, software and Web 2.0/wireless in tourism. He is a recipient of the 2002 Award for Advertising Excellence from the BC American Advertising Association.



Gerri Sinclair, Executive Director, Masters of Digital Program; CEO, Centre for Digital Media, Great Northern Way Campus (GNWC)

Ms. Gerri Sinclair's career includes more than 20 years' experience spanning the fields of new media technology, entrepreneurial business, academic research, and government policy. She is Founder and CEO of the Centre for Digital Media at Great Northern Way Campus. She was also both the General Manager of MSN Canada, and the founder and CEO of NCompass Labs. Dr. Sinclair was also the first President of the BC Premier's Technology Council. She has served on several government and corporate boards including Telus Corporation, BC Telecom, Canada's Information Highway Advisory Council, the National Broadband Taskforce, the Vancouver International Film Festival, and the Federal government's

Advisory Board on Canada's Digital Economy Strategy. She is the recipient of the YWCA Woman of Distinction award, the Canadian Woman in Communications award, the Canadian Women in New Media Pioneer award, the Influential Woman in Business award, the Sarah Kirke award for the most outstanding Canadian woman in High Tech. She has also received the prestigious Canadian Public Policy Forum Testimonial Award (2008), the New Media BC PopVox Award (2009), as well as the BC innovation Council Entrepreneurship Fellow Award (2010). She holds a Ph.D. in Renaissance drama as well as an honorary Doctor of Science in Computing Science from the University of British Columbia.



Beatriz Alonso Becerra (Cuba), General Director, Information Technologies and Advanced Telematic Services Center (CITMATEL)

Ms. Beatriz Alonso graduated as Industrial Engineer in Cuba in 1980 and had her postgraduate studies in Automated Systems of Direction and in Information Technologies. She became a Master in Business Administration in 1997. She has a wide professional experience in the field of information and communication technologies. She was the General Director of the Automated Design System Center (CEDISAC) from 1988. Since 1999 she is the General Director of the Information Technologies and Advanced Telematic Services Center (CITMATEL). Mrs. Alonso is also the Vice-president of the Information Technologies section of the Cuban Trade Chamber. She is a member of WSA Eminent National Experts. She has published more than 30 papers and documents on topics related to CIT. She is the head of the Program "Developing the Cuban Science Network", a digital network with contents, products and services resulting from Cuban Science and Technological Innovation.



Jean-Marc Clément (Canada), Senior Manager, PricewaterhouseCoopers LLP Canada

Mr. Jean-Marc Clément heads the Customs and International Trade consulting practice of PricewaterhouseCoopers in Montreal. He works with large multinational corporations as well as SME's located in several countries. He helps his clients become more competitive in world markets through better planning of their international trade operations and more efficient management of their customs responsibilities. Since 1993 he has been advising senior corporate executives on international trade matters, particularly in respect of customs, but also in trade related aspects of supply chain management, logistics, foreign procurement, outsourcing, international trade agreements, dumping, transfer pricing, corporate reorganizations. He helps his clients identify their priorities, prevent financial exposure, solve problems and become more competitive globally.



**Chunlin Li (Canada), Investment Advisor & Financial Planner,
RBC Dominion Securities**

Mr. Chunlin Li earned a Bachelor Degree of Commerce and Capital Investment from China Northeast University Finance & Economics in 1982 and he continued to study at Fudan University in Shanghai, Moscow University in Russia and Regina University in Saskatchewan between 1984 and 1990. He has published over 30 articles and books in the field of demography, population study and economics. He has over a decade of experience in banking and wealth management in Canada and has worked as a Sales & Service Specialist, Credit Specialist, Personal Banker, Financial Advisor, Financial Planner and Investment Advisor. He has also achieved the internationally recognized Certified Financial Planner (CFP) designation in 2003. As an Investment Advisor and Financial Advisor, He and his associate, Jessylyn Sze, are dedicated to providing a full range of financial services to help clients achieve their wealth management objectives.



**Bruno Guglieminetti (Canada), Director, Digital Communication,
NATIONAL Public Relations**

Mr. Bruno Guglieminetti was the voice of new technologies related to telecommunications at Radio-Canada since 1993. In 1996, he started internet services for Radio-Canada and became the first Head of New Media, as a center of new services on the Web. He is the creator of the first French language program on the internet in Canada. He is also a columnist on new technologies for Canadian's newspapers of *La Presse* and *Le Devoir*. His publication about the French presence on internet: « *Les 1000 meilleurs sites en français de la planète* » earned him the title of Technology Best-Seller Author in Canada. He was the recipient of the Communicator Award by the International Association of Professional Communicator (2003), the Merit for French Language Promotion in New Technology (2004) by the Office Quebecois de la langue française as well as the National Award for the Excellence in Science and Technology Reporting by the Canadian Advanced Technology Alliance (2009).

**Kyle Shubel (USA), Senior Producer, International Software Development
Group, Sony Computer Entertainment**

Tsukasas (Japan), CEO, iQue



**Françoise Galland (France), Director, Digital University of Pharmacy
Science in French Speaking Regions (UNSPE); Director, e-Pharmacy,
Information and Communication Technology Service (STIC), University of
Angers (UA)**

Ms. Françoise Galland, as a Doctor of Pharmacy, is the Senior Lecturer for the Faculty of Pharmacy, University of Angers, Project Manager for Digital University for French Speaking Pharmaceutical Science (UNSPF), Operations Manager for e-Learning, Chair of National Association of e-Learning Services (ANST) and Project Manager for Regional Digital University (UNR) in Pays-de-la-Loire. Her mission is to set up a network to design and create resources of e-pharmacy for health professionals. She also works to develop information relevant for the general public and freely available on-line with a development of e-learning for creating and sharing pedagogical documents. The project began at the national level and is likely to be extended to French-Speaking Countries or even to an international level.



Thierry Happe (France), Co-Founder, Netexplorateur Observatory and Forum on Global Digital Innovation; Founder and Chairman, Happening Co.

With a background in journalism (graduating from IHECS Brussels), Mr. Thierry Happe regularly lectures at Netexplorateur's academic partner, HEC Paris business school. He created the corporate and human resources advertising agency Darjeeling and ran it from 1988 to 1994. He was then Chairman & CEO of Euro-RSCG Futurs and Chairman of Havas' human resources and new technology cluster from 1994 to 2003. Thierry Happe is also a co-founder and board member of Docteur Souris, a French association with the mission of helping sick or disabled children to avoid isolation through information and communication technologies.



Marcel Desvergne (France), President, Aquitaine Europe Communication (AEC)

President *Aquitaine Europe Communication*, an agency dedicated to digital initiatives and innovations. Special advisor for the *Digital Forum of the International Oceania Film Festival* (French Polynesia) and for the *Digital Encounters of La Reunion Island*. Member of the board of the French *Internet New generation Foundation*; advisor of the *Internet Human Rights Forum*; member of the *Readers Society of the French Newspaper Le Monde*; former General Executive of the *University of Communication* (1980-2002) and the *Digital Civilizations Forum* (2005-2007).



Serge Pilicer (France), President of PPP Agency; Co-President and Founder, 5plus Forum

Mr. Serge Pilicer is the Founder for the European Forum on electronic administration and the World e-Gov Forum. He is also the President and Founder for Paris Digital Forum (www.5plusforum.com) and RuraliTIC (www.ruralitic.org). He is an expert in strategy of TIC

environments and e-government. He has been the Associated Director for the 3rd Millennium Agency (1997-2007), the Co-founder Member of FING - Fondation internet nouvelle génération (1999-2006), the Founder of the CMIT (Club des directeurs marketing de l'univers IT en France). Since 2007 he is the President of PPP Agency.



Pierre Olivier Pulveric (France), Executive Director of 5plus

Mr. Pierre-Olivier Pulvéric has spent over 16 years in the hi-tech sector, heading international sales and marketing divisions for large US companies (Lexmark, Polaroid, etc.). As a senior consultant, he now operationally helps industrial groups during the complex stage of launching new products on the pan-european markets (Kodak, Samsung, Trend Micro, etc.). Since 2009, he particularly focuses on various large projects involving innovation and emerging new markets.



Samoila Cosmin Hora (Romania), Digital Artist

Born in 1975 in Bucharest, Mr. Samoila Cosmin Hora lives and works in France. After Art studies in France, he created the GhostLab in 2003. He developed an original approach redefining the notion of artistic work and research, mixing art, science and metaphysics. He involves in various international avant-garde artistic events, personal or collaborative works, in the domain of new technologies, new media, sound and sculpture installations.



Armella Leung (Madagascar), Digital Artist

Ms. Armella Leung is a Malagasy with Chinese roots who now lives in France. She has both graphic design skills (Ecole Supérieure Estienne, Paris 13) and a formation to programming, 3D animation and “new technologies” (ATI, Art and Technologies of Images, University of Paris 8). With poetry and sensitivity, she likes mixing techniques (video, photography, drawing, sewing, 3D generated images, graphic programming, etc.) to create unique universes. She expresses herself in different medias like animation, illustration, comics, etc. But her work is maybe most surprising in interactive installations design, as this media makes everything possible. She explores aesthetic, human, scientific, ecological and metaphysical questions.



Olivier Oswald (France), Digital Artist

Mr. Olivier Oswald is a technical supervisor on video at Euro Media France. He studied science, technology of sounds and images at University of Valenciennes. As he started to work for audiovisual facilities, he also began to collaborate with digital artists since 1997 as a programmer, sound designer and actor for Virtual reality installations. He met Armella in 2004, for whom he creates sounds and musics and provides scientific and technical help. His great sensitivity, his ability to immerse in her poetic universes allow him a very sharp understanding of the spirit of every project



Alain Crevoisier (Switzerland), President, Future Instruments

Mr. Alain Crevoisier is senior researcher at the Music Conservatory of Geneva, Switzerland, leading the Musical Interaction Group. He is the founder of Future-instruments.net, a collaborative research network active in the field of new musical interfaces and interactive technologies (www.future-instruments.net). Through this network, musicians and engineers are closely collaborating in order to define, develop and test what could possibly be the musical instruments of the future. The latest realization is the Airplane controller, a portable system that makes possible to play music on any flat surface, such as tables and walls. Alain Crevoisier studied micro-engineering at the Swiss Federal Institute of Technology in Lausanne (EPFL) and Digital Arts at the University Pompeu Fabra in Barcelona.