

# THE BIG PICTURE #COUNTDOWN CONFERENCE

August 31st 2016, Turbinehallen, Filmbyen 19, Dk-8000, 9.30am - 5.00pm

Filmby Aarhus invites you to join us at **The Big Picture #Countdown Conference** where we want to inspire you with interesting talks, innovative cases and good discussions. We also want to present our new projects and initiatives that support the Digital Visual Industry.

- ★ Learn about how the Digital Visual Industry creates innovation in other sectors
- ★ Come and meet our partners from the EU Interreg Baltic Sea Region project **Cross Motion**
- ★ Get examples of collaborations between the Digital Visual Industry and healthcare, tourism and other sectors
- ★ Learn how you can take part and benefit from all our projects and initiatives related to Filmby Aarhus

You'll be engaged in discussions and meet practitioners, politicians, facilitators and potential collaboration partners from other sectors.

Registration at [www.filmbyaarhus.dk](http://www.filmbyaarhus.dk). Free admission. No-show fee Dkk 500.



# THE BIG PICTURE #COUNTDOWN

PROGRAMME

9.00 **Registration and coffee**  
9.30 **Welcome & Introduction**

Lasse Chor, Moderator  
Rabih Azad-Ahmad, Councillor for Culture in Aarhus Kommune  
Carsten Holst, CEO, Filmby Aarhus  
Alessandro Nani, Project Manager, Cross Motion

10.00 **Keynote: The potentials of the digital visual industries from a creative & commercial perspective**  
Speaker: Anders Tranæs, COO, Envision

10.30 **New Nordic Noir - How to develop TV series and Tourism at the Danish West Coast**  
Speakers: Jakob Høgel, Filmby Aarhus & Per Høgh Sørensen, Head of Culture Ringkøbing-Skjern Kommune

**SitsimLab - Recreating historical events as 3D locations based storytelling**  
Speaker: Gunnar Liestøl, Professor, Department of Media & Communication, Oslo University

11.30 **Break and snacks**

12.00 **Cognuse - A Comprehensive Rehabilitation Platform for the Continuum of Care**  
Speaker: Andres Mellik, CEO, Cognuse

**Rokoko Care - Improving Life Through Live Animated Interaction**  
Speaker: Sophie Bech, Head of Rokoko Studios

13.00 **Lunch**

13.45 **Project Expo - a guided tour**  
We facilitate a visit at the project stands for 10 minutes each.

15.00 **Coffee break**

15.15 **Panel Discussion - What are the challenges when digital content meet the private/public sectors?**  
Sara Ponnert (Media Evolution), Sophie Bech (Rokoko Care), Per Høgh Sørensen (Ringkøbing-Skjern Kommune), Anders Tranæs (Envision)

15.45 **Sum-up**

16.00 **Networking and drinks**

