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Visual Effects Society Names Executive Vice President of Marvel Studios Victoria Alonso as Keynote Speaker at 2014 VES Summit

Academy Award-winning VFX Artists, Cinematographers and Production Designers Headline Visual Imagery Panel; Industry Leaders Host 14 Interactive Business Roundtables

Los Angeles (October 7, 2014) – Today, the Visual Effects Society (VES), the industry's professional honorary society, announced Victoria Alonso, Executive Vice President of Visual Effects and Post Production, Marvel Studios as **Keynote Speaker** at its 6th annual Summit, "*Networking and Visual Imagery Evolution.*" The interactive forum on Saturday, October 18th will bring together top creatives, executives, thought leaders and visionaries from diverse disciplines to explore the dynamic evolution of visual imagery and illustrate new pathways to creativity and problem solving in a TED Talks-like atmosphere.

Alonso is currently executive producing writer/director Joss Whedon's *Avengers: Age of Ultron* and Peyton Reed's *Antman* for Marvel Studios. She executive produced James Gunn's *Guardians of the Galaxy*, Joe and Anthony Russo's *Captain America: The Winter Soldier*, Alan Taylor's *Thor: The Dark World*, Shane Black's *Iron Man 3*, as well as *Marvel's The Avengers* for Joss Whedon. She also co-produced *Iron Man* and *Iron Man 2* with director Jon Favreau, Kenneth Branagh's *Thor*, and Joe Johnston's *Captain America: The First Avenger*. Alonso's career began at the nascency of the visual effects industry, when she served as a commercial VFX producer. From there, she VFX-produced numerous feature films, working with such directors as Ridley Scott (*Kingdom of Heaven*), Tim Burton (*Big Fish*) and Andrew Adamson (*Shrek*), to name a few.

Visual Imagery Panel – the VES Summit will feature a special panel discussion exploring the question, What constitutes Visual Imagery... and what do many of the recent award winners for VFX, Cinematography, Production Design have in common? Is visual effects the common denominator or is it animation, as can be argued by the manipulation of actors' bodies, heads and facial features. Perhaps it's cinematography and/or a large amount of the credit can go to production design as shown by the seamless integration of non-existent sets and the interchangeable use of physical and digital props and set-pieces. And obviously, the director's vision is shepherded to fruition by all these amazing artists. With the forethought and planning required for virtual production, the art and science that goes into this process requires great collaboration, and this panel will try to sort out "what's what?" and how best to work together to get the magic on screen as intended.

Business Roundtables – the VES Summit interactive discussions are moderated by innovators and senior executives from Bad Robot Productions, CBS Digital, Encore, HBO, Shotgun Software, Twitch, TBWA/Chiat Day, USC's Institute for Creative Technologies and NASA Jet Propulsion Laboratory. Roundtable sessions include:

CROWD FUNDING - Animation Episodes 10 Minutes at a Pop

Moderator: Brandon Fayette — VFX Supervisor at J.J. Abrams' Bad Robot Productions

HBO GAME OF THRONES - Proactive Production Success with Game of Thrones and other HBO Series

Moderator: Stephen Beres — Vice President, Media & Technology Operations Group, HBO

VIRTUAL REALITY: HOW IT'S CHANGING FILMMAKING - The latest VR developments in content and technology

Moderator: George Bloom — Executive Producer, CBS Digital

VIDEO GAMES AND REAL TIME RENDERING - Exploring Companies, Technology and Business Models

Moderator: David Johnson — Lead Visual Effects Artist, Infinity Ward Studio

VFX FOR TELEVISION - Doing a Feature in a 100th of the Time

Moderator: Stephan Fleet — Executive Creative Director, Encore

MARS ROVER - Using Imagery to Maneuver in Other Worldly Ways

Moderator: Frank Hartman — Senior Software Engineer, NASA Jet Propulsion Laboratory

LIVE-STREAMED ENTERTAINMENT / TWITCH TV - Navigating the Waters of New Media

Moderator: Matthew dipietro — Vice President of Marketing, Twitch

INSTITUTE FOR CREATIVE TECHNOLOGIES - From the Ivory Tower to the Silver Screen

Moderator: Paul Debevec — Associate Director of Graphics Research at USC's Institute for Creative Technologies

ENTREPRENEURSHIP - How to Create a Successful Business in Today's Climate

Moderator: Don Parker — CEO and Co-founder, Shotgun Software

COMMERCIALS - Understanding Client Expectations

Moderator: Sarah Patterson — Executive Producer, TBWA/Chiat Day, Los Angeles

EXPERIENTIAL MEDIA - Creativity in Special Venue & Themed Media

Moderator: Brent Young — Principal and Creative Director, Super 78

FREELANCE: - Surviving as A Nomad

Moderator: Debra Blanchard Knight — President, Fringe Talent

CONTRACTING - Best Practices of Contracting

Moderator: Marc E. Hankin, Esq — Hankin Patent Law, APC

ANIMATION DOMINATION - Getting your Animated Project to Delivery Quicker and Prettier

Moderator: Dave Walvoord — Visual FX Supervisor

THE 2013 VES Summit takes place on Saturday, October 18th at the W Hotel in Hollywood, located at 6250 Hollywood Blvd. The Summit is graciously sponsored and supported by: Method Studios, Houdini 3D Animation Tools, Digital Canvas, GenArts, Rotomaker, *Deadline Hollywood*, *The Hollywood Reporter*, *Variety* and *The Wrap*. For more information, visit <http://www.visualeffectssociety.com/news-events/summit>.

Note: Media interested in attending must reply to Naomi Goldman to confirm credentials.

About the Visual Effects Society

The Visual Effects Society is a professional honorary society dedicated to advancing the arts, sciences and applications of visual effects and to upholding the highest standards and procedures for the visual effects profession. It is the entertainment industry's only official organization representing the extended global community of visual effects practitioners, including supervisors, artists, producers, technology developers, educators and studio executives. VES' almost 3,000 members in 30+ countries worldwide contribute to all areas of entertainment – film, television, commercials, animation, music videos, games and new media. To learn more about the VES, visit www.visualeffectssociety.com and follow us on Twitter @VFXSociety.