

# MACHINIMA MACHINIMA MACHINIMA MACHINIMA EUROPE

**MACHINIMA FESTIVAL EUROPE 07**  
**12-14 OCTOBER 2007**

## Official event programme



### **Machinima** (mah-sheen-eh-ma)

Machinima exists at the convergence of filmmaking, animation and video game technology. Machinima is the art of filmmaking inside a real-time, 3D virtual environment such as a virtual world or a videogame. Machinima relies on easily accessible and affordable tools, it democratises filmmaking, allowing a new generation of independent filmmakers to practice live-action cinematography within an animated virtual space (source: Academy of Machinima Arts and Sciences).





# MACHINIMA FESTIVAL EUROPE 07

Machinima Festival Europe 07, the first Machinima festival in Europe, is presented by the Institute of Creative Technologies at De Montfort University (DMU) and the Academy of Machinima Arts and Sciences.

## About the Festival – why here and why now?

Machinima (mah-sheen-eh-ma) is on the crest of wave that is sweeping through digital culture right now. No longer is the user a passive receiver: today the user makes the content. The Institute of Creative Technologies and De Montfort University both reflect upon and drive digital culture, enlisting users of all ages and educational levels to find new cultural horizons. We work with world leaders to shape and manipulate creative technologies in innovative and exciting ways.



## About the Institute of Creative Technologies

The Institute of Creative Technologies was established in September 2006. Its aim is to use a unique research environment to make connections between people, ideas and technologies by crossing traditional boundaries. It works at the intersection of arts, science and technologies research and fosters collaboration and co-operation through interdisciplinary projects and programmes of activities. The IOCT currently has two main research themes: Quality of Life and Cultural Horizons. For more information about the IOCT, visit [ioct.dmu.ac.uk](http://ioct.dmu.ac.uk)



## About the Academy of Machinima Arts and Sciences

With Headquarters in New York, this non-profit organisation was founded in 2002. The Academy of Machinima Arts and Sciences was established to promote, organise and advance the growth of Machinima filmmaking and filmmakers. For more information about Machinima and the Academy, visit [machinima.org](http://machinima.org)



## About De Montfort University (DMU)

DMU is keen to be at the cutting-edge of new ideas and technologies. This is reflected in its aim to be seen as a leader for the creative industries, and its position as the leading post-1992 University for Research activities.

## Festival credits

**Festival Manager:** Tracy Harwood, Senior Research Fellow, Institute of Creative Technologies

**Executive Producer:** Toby Moores, Visiting Professor, Institute of Creative Technologies

**Programme Consultant:** Ricard Gras, Creative Director, La-Interactiva

**Co-organiser:** Paul Marino, Executive Director, Academy of Machinima Arts and Sciences

**Press and PR:** Jo Crozier, De Montfort University

**Virtual marketing consultant:** Rakesh Parmar

Festival competition judges: Ximena Alarcon, Stephen Brown, Ian Bowden, Alex Chan, Greg Childs, Andrew Clay, Heather Conboy, Neal Corbett, Jeremy Ettinghausen, Jerry Fishenden, Mario Gongora, Hugh Hancock, Nick Higgett, Fred Hasson, Jonas Heilscher, Chris Hinton, Andrew Hugill, Chris Joseph, Friedrich Kirschner, Jess Laccetti, Xavier Lardy, Matthew Linley, Paul Marino, Toby Moores, Michael Nische, James Payne, Dan Pinchbeck, Kate Pullinger, Sue Thomas, Alan Alderson-Smith, Martyn Ware, Paul Wells and Tom Woolley.

## Image capture policy

In accordance with the De Montfort University policy on image capture we must inform you that this event will be photographed and/or videoed and/or otherwise captured in image form. Images may be used in the University prospectus or course brochures, other publicity material (such as internal and external newsletters and the DMU website), exhibitions of student work or graduation ceremony brochures and may be provided to the media for publication in local or national newspapers or educational magazines. It is also possible that representatives from print and broadcast media may attend this event and capture their own images for publication or broadcast. It is not possible or practical to seek consent for image capture from each individual attending this event. The University will therefore conclude that by attending/remaining at the event participants agree to their image being captured for the purposes stated above. If you do object to your image being captured please write to the event host at the address given: the University will respect your decision.

If you have any queries or complaints, or would like a copy of the University's Image Capture Policy, please contact the event host in the first instance. Alternatively, the Image Capture Policy can be obtained from Corporate Services, Trinity House, The Gateway, Leicester LE1 9BH.

## A welcome from the Festival Manager

Building on the success of Machinima festivals hosted by the Academy of Machinima Arts and Sciences in the USA over the last four years, we are delighted to present to you the first European festival, Machinima Festival Europe 07.

Although a relatively new genre in filmmaking, being just ten years old, Machinima is rapidly establishing itself as the way to make a film for thousands of artists around the World.

Our programme aims to provide you with an insight into the latest techniques in filmmaking and animation using virtual worlds and games technologies used by top 'machinimators'. The works you will see over the weekend include pieces nominated for our Festival awards by a prestigious panel of judges. You will also have the opportunity to see some of the most popular pieces, plus a few World premieres, that illustrate the mix of creative talent and artistic expression that is Machinima.

The Festival gives you a mix of activities to participate in. Each day includes screenings of films, panel discussions and live performances, which we hope you find both entertaining and informative. Friday is for students only who wish to find out about the genre. Saturday is a general interest day and Sunday is intended to provide you with more expert advice on machinimating.

I would like to extend a sincere thanks to our Festival sponsors and media partners, as well as to the hundreds of machinimators who have helped to make the Festival a reality through their active participation in promoting and supporting us!

On behalf of the Institute of Creative Technologies and De Montfort University, thank you for joining us this weekend.

Sincerely,

Tracy Harwood  
Festival Manager  
Machinima Festival Europe 07  
[machinimaeurope.co.uk](http://machinimaeurope.co.uk)

## Machinima Festival Europe 07 programme of events

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# MACHINIMA FESTIVAL EUROPE 07

## Programme of events

**Note:** Timings for screenings and presentations are subject to change. Please refer to information located within the Campus Centre and outside rooms for latest updates.

### Friday 12 October 2007

#### Registration

**Campus Centre**  
**9.30am**

Please keep your festival badge with you and visible at all times.

#### World of Machinima

**Campus Centre, room 2.02**  
**10.00-10.30am**

A presentation by Paul Marino, Executive Director of the Academy of Machinima Arts and Sciences, a founder member of the movement, who will be discussing Machinima, its history and future.

#### Machinima Workshops

**Gateway Building, Room 6.30 and Fletcher Building Room 9.13**  
**11.00am-12.00pm**

Workshops will be led by Steve Abrahart and Visiting Professor Toby Moores. This is an opportunity to try some of the latest software and begin to develop your own machinimaking techniques!

#### Faculty Courses and Careers

**Campus Centre, Room 2.02**  
**12.00-12.30pm**

Hear about some of the courses offered by DMU that relate to gaming, technology and arts.

#### Lunch

**12.30-1.30pm**

#### Registration

**Campus Centre**  
**1.30pm**

#### World of Machinima

**Campus Centre, room 2.02**  
**1.30-2.00pm**

A presentation by Paul Marino, Executive Director of the Academy of Machinima Arts and Sciences, a founder member of the movement, who will be discussing Machinima, its history and future.

#### Machinima Screening

**Campus Centre, Room 2.02**  
**2.30-3.30pm**

Hugh Hancock and Johnnie Ingram, authors of the new Machinima for Dummies book, will review some favourite machinimas with students, including the opportunity for Q&A.

#### Machinima Workshops

**Gateway Building, room 6.30 and Fletcher Building room 9.13**  
**3.00-4.00pm**

Workshops will be led by Xin Kai Lee and Steve Abrahart. This is an opportunity to try some of the latest software and begin to develop your own machinimaking techniques!

#### Faculty Courses and Careers

**Campus Centre, room 2.02**  
**4.00-4.30pm**

Hear about some of the courses offered by DMU that relate to gaming, technology and arts.

#### Close

**4.30pm**

### Saturday 13 October 2007

This day is for general interest – it is recommended that you pre-register for the sessions you wish to attend.

#### Registration

**Campus Centre, Ground Floor**  
**10.00am**

Please keep your festival badge with you and visible at all times.

#### Welcome and Introduction to the Day

**Campus Centre, room 2.02**  
**10.30-10.45am**

David Asch, Deputy Vice Chancellor of De Montfort University, opens the main Festival weekend.

Andrew Hugill, Director of the Institute of Creative Technologies, presents an overview of the Festival.

#### Ten Years of Machinima

**Campus Centre Room 2.02**  
**10.45-11.30am**

A presentation by Paul Marino, Executive Director of the Academy of Machinima Arts and Sciences, commemorating the first ten years of the use of game engines in real-time for the creation of Machinima.

#### Tools for Making Machinima

**Campus Centre, room 2.02**  
**12.00-1.00pm**

**Introduction:** Hugh Hancock, Director of Strange Company. A panel of experts will introduce some of the most prominent Machinima authoring tools  
**Presenters:** Friedrich Kirschner (MovieSandbox), Matt Kellund (Moviestorm), John Martin II (iClone).

#### Live Performance: Re-Imaging the Future of Sound

**Queens Building, room 1.10**  
**1.00-2.15pm**

**Introduction:** Andrew Hugill, Director Institute of Creative Technologies.  
Martyn Ware (founding member of Human League and Heaven 17) and his colleagues from the Illustrious Company present their latest work, including opportunities for Q&A.

#### Machinima for Dummies Recommends...

**Queens Building, room 1.12**  
**1.30-2.30pm**

Hugh Hancock and Johnnie Ingram present the top ten Machinima films you must watch (as showcased in Machinima for Dummies).

#### Distributing and Promoting Your Machinima

**Campus Centre, room 2.02**  
**1.00-3.00pm**

**Chair:** Sue Thomas, Professor of New Media, De Montfort University.  
What format should I use when I export my movie? Which sites should I use to publicise my work? Where can I hook up with the Machinima community? No worries! The members of the Machinima Europe Board will answer these questions for you in this panel discussion.  
**Presenters:** Ricard Gras, Xavier Lardy, Friedrich Kirschner, Klaus Neumann.

#### Legal Roundtable

**Queens Building, room 1.10**  
**2.45-3.45pm**

**Chair:** Kate Pullinger, Reader, De Montfort University.  
A panel of legal experts and Machinimators will discuss some of the legal issues around making Machinima, and the latest developments in the gaming world.  
**Presenters:** Mary Mackintosh, Deryck Houghton and Paul Marino.

#### Rooster Teeth

**Campus Centre Room 2.02**  
**4.00-4.45pm**

The creators of the infamous Red vs Blue series, which recently released its 100th and final film of the series, will showcase their work.  
**Presenters:** Burnie Burns and Jason Saldana.

#### Summary and Close of the Day

**Campus Centre, room 2.02**  
**4.45-5.00pm**

Commentary by Andrew Hugill, Director Institute of Creative Technologies.

#### Screenings

Throughout the day, a full programme of nominated films submitted to the Festival Awards will be screened. Screenings include a number of World, European and Festival Premieres – see separate sheet for details of the screenings programme.

**Queens Building, room 1.12:** Festival Nominations and Festival Specials.

**Performance Studio 1 Campus Centre, room 2.13:** Documentary Series and Game Trailers.

**Performance Studio 2 Campus Centre, room 2.17:** AMAS 2006 Winners and Red vs Blue Series 5.

**Students' Union Shop:** Machinima for Dummies book signings with authors, Hugh Hancock and Johnnie Ingram.

#### Refreshments

Food and drink will be available throughout the day:  
**Students' Union:** Alcohol, soft beverages and snacks (no under 18s allowed)  
**Campus Centre Ground Floor:** Food court, for hot and cold snacks and beverages.

#### Exhibition and registration areas

The Campus Centre Ground Floor food court area will host an exhibition, including demonstrations of some of the latest software tools used to create Machinima.

#### Facilities

You will be able to use our remote access internet connection in the following areas:  
Campus Centre – all floors  
Queens Building – all floors  
**Note:** A login password is required (details will be posted around the venue).

#### Close

**5.00pm**

#### Festival Awards Ceremony

Saturday evening, the winners of the Festival awards will be announced at an invitation only ceremony held at Holiday Inn, St Nicholas' Circle, Leicester – the winning films will be screened on Sunday.



Sunday 14 October 2007

This day is for general interest and expert machinimators – it is recommended that you pre-register for sessions you wish to attend.

Registration

Campus Centre Ground Floor  
10.00am

Please keep your festival badge with you and visible at all times.

Welcome and Introduction to the Day

Campus Centre, room 2.02  
10.30-10.45am

Andrew Hugill, Director – Institute of Creative Technologies.

Machinima in the Mainstream

Campus Centre, room 2.02  
10.45-11.30am

Chair: Toby Moores, Visiting Professor and CEO of Sleepydog, a panel with members of Electric Sheep Company and the Academy of Machinima Arts and Sciences discuss the impact that Machinima is having on mainstream media.  
Presenters: Frank Dellario and Paul Marino.

European Machinima

Campus Centre, room 2.02  
12.00-1.00pm

Introduction: Tracy Harwood, Institute of Creative Technologies. A panel comprising some of Europe's most celebrated and prolific machinimators will showcase and discuss their work so far. With Alex Chan, independent film-maker, Hugh Hancock, Director of Strange Company and author of Machinima for Dummies, and Carl Goodman, Director of Digital Media, Museum of Moving Image (New York).

BloodSpell Feature Cut World Premiere

Queens Building, room 1.10  
1.30-3.30pm

Hugh Hancock presents his feature length cut of Bloodspell, Strange Company's 'punk-fantasy', which may be the largest and most complex Machinima piece ever produced! The presentation includes an opportunity for Q&A.

Machinima as Digital Performance

Campus Centre, room 2.02  
2.00-3.00pm

Chair: Matthew Linley, Director Leicester Phoenix Arts Company.  
Artists from different backgrounds discuss their approach, with Frank Dellario, Director of The ILL Clan, recently bought by Electric Sheep Company, and Ricard Gras, former De Montfort University student and now Creative Director of La-Interactiva and member of the European Machinima Board.

Live Performance: Friedrich Kirschner

Campus Centre, room 2.02  
4.00pm

Introduction: Ricard Gras, Creative Director of La-Interactiva.  
Friedrich Kirschner is a multi-award winning machinimator and member of AMAS. He will present some of his live work.

Summary and Close of the Festival

Campus Centre, room 2.02

4.45pm

Andrew Hugill, Director of Institute of Creative Technologies, comments on the day's festivities.

Screenings

Throughout the day, a full programme of nominated films submitted to the Festival Awards will be screened. Screenings include a number of World, European and Festival Premieres – see separate sheet for details of the screenings programme.

Queens Building, room 1.12: Festival Winners, Nominations and Festival Specials.  
Performance Studio 1, Campus Centre, room 2.13: Documentary Series and Game Trailers.  
Performance Studio 2, Campus Centre, room 2.17: AMAS 2006 Winners and Red vs Blue Series 5.  
Students' Union Shop: Machinima for Dummies Book signings with authors, Hugh Hancock and Johnnie Ingram.

Refreshments

Food and drink will be available throughout the day:  
Students' Union: Alcohol, soft beverages and snacks (no under 18s allowed).  
Campus Centre Ground Floor: Food court, for hot and cold snacks and beverages.

Exhibition and Registration Areas

The Campus Centre Ground Floor food court area will host an exhibition, including demonstrations of some of the latest software tools used to create Machinima.

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Close  
5.00pm

Festival at a glance								
Friday 12 October	Campus Centre Ground Floor Atrium	Campus Centre Lecture 2.01-2.02	Gateway 6.30 Games Development Lab	Fletcher 9.13 Animation Lab				
9.30-10.00am	Registration							
10.00-10.30am		World of Machinima						
10.30-11.00am								
11.00-11.30am			Workshop	Workshop				
11.30am-12.00noon								
12.00noon-12.30pm		Faculty courses and careers						
12.30-1.00pm								
1.00-1.30pm								
1.30-2.00pm	Registration	World of Machinima						
2.00-2.30pm								
2.30-3.00pm		Machinima screening						
3.00-3.30pm			Workshop	Workshop				
3.30-4.00pm								
4.00-5.00pm		Faculty courses and careers, and close						
Saturday 13 October	Campus Centre Ground Floor Atrium	Campus Centre Lecture 2.01-2.02	Campus Centre, room 2.13	Campus Centre, room 2.17	Queens Q1.10	Queens Q1.12		
10.00-10.30am	Registration Desk Exhibition Foodcourt							
10.30-11.00am		Welcome and introduction followed by Ten Years of Machinima Presentation	Documentaries and Games Trailers Screenings	Academy of Machinima Arts and Science 2006 Festival Winners and Red vs Blue Series 5 Screening		Festival Nominations Showcase and Festival Specials Screenings		
11.00-11.30am								
11.30am-12.00noon								
12.00noon-12.30pm		Tools for Machinima Presentation						
12.30-1.00pm		Distributing and promoting your Machinima Panel discussion						
1.00-1.30pm						Re-imaging the Future of Sound Live Performance	Machinima for Dummies* Recommends... Presentation with Screenings	
1.30-2.00pm								
2.00-2.30pm								
2.30-3.00pm								Festival Nominations Showcase and Festival Specials Screenings
3.00-3.30pm						Legal Roundtable Panel Discussion		
3.30-4.00pm						Festival Specials Screenings		
4.00-4.30pm		Rooster Teeth Presentation followed by summary and close						
4.30-5.00pm								
Sunday 14 October	Campus Centre Ground Floor Atrium	Campus Centre Lecture 2.01-2.02			Campus Centre, room 2.13	Campus Centre, room 2.17	Queens Q1.10	Queens Q1.12
10.00-10.30am	Registration Desk Exhibition Foodcourt							
10.30-11.00am		Welcome and Introduction followed by Machinima in the Mainstream Panel Discussion	Documentaries and Games Trailers Screenings	Academy of Machinima Arts and Sciences 2006 Winners and Red vs Blue Series 5 Screening		Festival Winners Nominations and Festivals Specials Screenings		
11.00-11.30am								
11.30am-12.00noon								
12.00noon-12.30pm		European Machinima Panel Discussion						
12.30-1.00pm								
1.00-1.30pm								
1.30-2.00pm								
2.00-2.30pm		Machinima as Digital Performance Presentation			Bloodspell Feature Cut World Premiere Screening with Producer Q&A			
2.30-3.00pm								
3.00-3.30pm							Festival Specials Screenings	
3.30-4.00pm								
4.00-4.30pm		Friedrich Kirschner Live Performance followed by Summary and close						
4.30-5.00pm								



# MACHINIMA FESTIVAL EUROPE 07

## About our speakers

### Burnie Burns

Burnie Burns is the creator and the head writer of Red vs Blue. He began his career in media at the University of Texas when he and a group of friends discovered an unused low power VHF license. To the befuddlement of the FCC, Burnie and company used that license to create KVR9, the nation's first student-run 24-hour broadcast television station. While at KVR9, Burnie created the award winning show Sneak Peek, which promoted and held advanced screenings of first run films.

In April 2003, Burnie created Red vs Blue, an episodic animated series that spread like wildfire across the Internet. Within nine months, the project went from its humble website debut to premiering at the prestigious Lincoln Center in New York City. Burnie's work has been featured on the front page of the Wall Street Journal, at BareNaked Ladies concerts, at the IMAX theater in San Jose, and as part of Microsoft Xbox promotions in every Wal-Mart, Best Buy and Target in the nation. Red vs. Blue has been nominated for a Webby as 'Best Humor' site, ranked at number 39 on FHM Magazine's 'Top 100 Websites' and was awarded 'Best Picture' and 'Best Writing' 2003 by the Academy of Machinima Arts and Sciences. Red vs Blue continues to grow in popularity, drawing over one million viewers every week. Burnie voices the characters 'Church', 'Vic' and 'Lopez' in Red vs Blue and 'Griggs' and 'Tovar' in The Strangerhood.

When Burnie is not producing Red vs Blue and The Strangerhood, he enjoys sleeping and not answering the phone.

### Alex Chan

Born in Paris to Chinese immigrant parents from Hong Kong, Chan trained in the applied arts before studying industrial design. He has been involved in a variety of design projects ranging from transport to product and packaging. In November 2005, he produced and directed his first machinima, The French Democracy, which relates his take on the French suburb riots and urban life. Made using video game components, this animated short with a political focus has taken the Web by storm, quickly generating an enthusiastic buzz around the globe. In June 2006, Chan made his second machinima, Seeds of Terrorism, the first known machinima produced by a conventional film company (Bac Films). More recently, he also produced his first series: World of Electors. Half way between machinima and documentary, this series related some citizen thoughts about the last French presidential election of 2007.

### Frank Dellario

Frank was president of the award winning Machinima animation group ILL Clan Productions, which he co-founded in 1998, until this past January when the company was absorbed in the Virtual Worlds services company, the Electric Sheep. Frank is now the Director of Machinima Production and, with his team, he now predominately produces Machinima in virtual worlds such as Second Life.

At the Festival, Frank will be talking about the past ten years of the ILL Clan's growth, how they've seen the Machinima market change over time and what they are gearing up for in the future. He will also discuss the details of some of the live action projects they have done in the past and are presently working on.

### Ricard Gras

Ricard works as Creative Director at La Interactiva, where he generates cross-media content for different platforms. La-Interactiva works alongside broadcasters and games companies as consultants and facilitating in the production of new content ideas, from Machinima to virtual world development. After completing studies in Spain, Ricard moved to the UK to study at De Montfort University and then at Birmingham's UCE (Masters in Digital Television Production and Interactive Media). Between 2005 and 2007 Ricard was Development Director of Arts and Technology Partnerships – an organisation that generates projects and research into content developed via Motion Capture technology, interactive media and animation. Ricard's passion is to explore how the creative interpretation of technology can uncover new ways to allow audiences to explicitly take part in the artistic process. During his work Ricard has explored the production of content that fuses elements from film and videogames, sensor technology and interactive storytelling.

### Hugh Hancock

One of the two people who coined the word Machinima in 1999, Hugh has worked in the medium for more than a decade, running Strange Company ([strangecompany.org](http://strangecompany.org)), the world's oldest professional Machinima production company. He is the author of Machinima for Dummies, the co-founder of **machinima.com**, and one of the founders of the Academy of Machinima Arts and Sciences. He has lectured on Machinima on three continents, had his work shown on five and had his films featured in Entertainment Weekly, Wired Magazine, and The New York Times. With Strange Company, he has produced and directed Machinima films for the BBC, BAFTA, Electronic Arts, as well as directing numerous award-winning independent films. Most recently, he completed work on BloodSpell ([bloodspell.com](http://bloodspell.com)), Strange Company's first feature film, and is currently working on Strange Company's next major project.

### Tracy Harwood

Tracy is a Senior Research Fellow (Projects) and a National Teaching Fellow. Her research specialism is in strategic relationship development and b2b negotiations, on which she has worked closely with a number of major organisations over the last ten years. She has held executive director level posts in industry and continues to be involved with the Chartered Institutes of Purchasing and Marketing. She has been with the Institute of Creative Technologies at De Montfort University since its launch in 2006 and, among other exciting and fast-paced projects, is currently managing the Machinima Festival Europe 07.

### Deryck Houghton

Since 2004 Deryck has been a partner in the Intellectual Property and Technology team at regional law firm Freeth Cartwright in Nottingham. After starting his legal career as an advocate in the criminal and family courts, Deryck moved into IT law in the mid 1990s. In 2000 he was a co-founder of v-lex, a niche law firm dedicated to servicing the IT sector. He advises on the full range of IT-based transactions from systems build projects to outsourcing and managed services, software and data licensing and distribution, digital media and e-commerce for clients from both the public and private sectors. Deryck's work is primarily non-contentious, but he regularly advises on IT-based disputes. Despite in no way an 'anorak', last year he and his colleagues in Freeth Cartwright's IP&T Team launched IMPACT®, a blog devoted to law and legal practice in intellectual property and technology. In December 2006, IMPACT® placed third in an international competition of law blogs.

### Andrew Hugill

Andrew Hugill is a composer, writer and Director of the Institute of Creative Technologies (IOCT) at De Montfort University, Leicester, UK, where he founded the Music, Technology and Innovation programme in 1997. He is the author of The Digital Musician (Routledge, 2007) and The Origins of Electronic Music in The Cambridge Companion to Electronic Music (Cambridge University Press, 2007). He edited and contributed to an issue of Contemporary Music Review (Routledge, 2006) on 'Internet Music', and curated a CD and booklet called Pataphysics (Sonic Arts Network, 2006) which has received rave reviews in almost every European language.

Andrew is an Associate Researcher at the Université de la Sorbonne, Paris, and is a National Teacher Fellow of the Higher Education Academy. In 2007 he was Highly Commended for the 'Most Imaginative Use of Distance Learning' by the Times Higher Education Awards. His internet project with the Philharmonia Orchestra, The Sound Exchange, was nominated for the 2004 BT Digital Music Awards. He has been a consultant for the Wigmore Hall, London, the BBC 21st Century Classroom project, the National Grid for Learning, the Phoenix Arts Centre and the Digital Media Centre project, Leicester. He is Chairman of the East Midlands Universities Association committee for the Creative Industries, and the Creative Industries Working Group of De Montfort University. He has been awarded research and capital grants in excess of £3 million by EPSRC, AHRC, HEFCE, the DTI, and Arts Council: England.

### Johnnie Ingram

Johnnie is a fervent machinima enthusiast, and the former Site Editor of **machinima.com**. He is Strange Company's Head of Beverage Acquisition and Caffeine Replenishment, and served as First Assistant Director on a number of their projects, including the punk-fantasy feature film BloodSpell. Wiley Publishing have just released Johnnie's first (and quite possibly last) book, Machinima for Dummies, which he co-authored with machinima guru, Hugh Hancock. Johnnie holds an undergraduate degree in Drama (Wales) and a Masters degree in IT (Heriot Watt); a bizarre combination which makes him ideally suited to the unique medium that is Machinima.

### Matt Kellund

Since taking a degree in Social Anthropology at Cambridge in the 1980s, Matt has worked as a journalist, software designer, Web entrepreneur, and game designer and producer with over 100 mobile phone games to his credit. He made his first machinima films in 1999 using an Open Source version of the Doom engine, and in 2004 created the acclaimed machinima short, No Licence, with long-time collaborator Dave Lloyd. Following the success of No Licence on the film festival circuit and on-line, Matt and Dave co-authored Machinima, one of the first books on the subject, and then moved into the machinima world full-time to develop Moviestorm, the first fully-featured dedicated machinima tool. Matt lives in the South-West of England.

### Friedrich Kirschner

Friedrich Kirschner is a filmmaker, visual artist and board member of the Academy of Machinima Arts and Sciences. He re-purposes computer games to create animated narratives and interactive performances. His work has been shown at various international animation festivals and exhibitions, including the Laboral Gameworld exhibit in Gijón, the American Museum of the Moving Image in New York, the Ottawa international Animation festival and the Seoul Media Art Biennale. He is currently artist in residence at the TMA Hellerau in Dresden, Germany.

### Xavier Lardy

Xavier Lardy studied cinematography at the Louis Lumière film school in mid 90s, then worked in the press, film, animation and videogame industry. Now a freelance artist, he runs **machinima.fr** and promotes machinima in France by conferences and workshops for both festivals and schools. Since 2006 he started an innovative project of a real-time animation software inspired by machinima.



**Xin Kai Li**

A native of Jilin, China, Xin Kai Li was educated at the University of Jilin. He graduated with a first class honours degree in Computational Mathematics in 1982. He was awarded MSc from the Institute of Computing Technology, Shenyang, Chinese Academic Sciences in 1984. He started his PhD at the Linacre College, Oxford University in 1987 and obtained the degree from the Oxford University Computing Laboratory in 1990. After leaving Oxford he spent about two years as a research fellow at the University of Leicester, and then three years as the Shell research fellow at the University of Wales, Aberystwyth. He came to De Montfort University and joined the Department of Mathematical Sciences as a senior research fellow in 1996 and was then promoted a readership in computational fluid dynamics in April, 2000. In 2004, he moved to the School of Engineering and Technology as a senior lecturer where he remains.

**Matthew Linley**

Matthew Linley has been Director of Phoenix Arts since 2002. He is currently leading the organisation through a major change period and capital build programme which will see the organisation move to the Digital Media Centre in Leicester's emerging cultural quarter in 2009. He chaired the project team behind LOVE CITY (an interactive arts game commissioned by three universities and three venues in the east Midlands), co-chairs the National Live Literature Consortium (a network of venues throughout the UK) and is a trustee of the SPARK childrens festival. He has also run venues in Reading (21 South Street Arts Centre), Bath (Michael Tippett Centre) and Edinburgh (Rifle Lodge, Edinburgh Festival Fringe). In his spare time Matthew is a keen cricketer, enjoys travel, literature and real ale!

**Mary Mackintosh**

Mary, who joined De Montfort University in May 2005, is a corporate law specialist.

**Paul Marino**

Paul Marino is an award-winning Machinima director and designer, having worked in the medium for the past nine years. He leads the Academy of Machinima Arts and Sciences, a non-profit organisation to promote Machinima, as its executive director and oversees the Academy's annual Machinima Festival. He's the author of the first book about Machinima (The Art of Machinima – 2004, Paraglyph Press) and frequently collaborates with Rooster Teeth Productions (Red vs Blue, The Strangerhood). Paul has directed numerous Machinima works, including the Half-Life 2-based music video, I'm Still Seeing Breen which was the first Machinima featured on MTV's Video Mods program. In 1997, Paul co-founded the pioneering Machinima team The ILL Clan, who combine Machinima production with live improvisation.

Paul has been interviewed for a variety of Machinima articles including pieces for the New York Times, USA Today, Entertainment Weekly, NPR, Wall Street Journal, PBS, ARTE, G4TechTV, the Economist, The Guardian and CNN. Additionally, Paul has led Machinima presentations at the Stuttgart FilmWinter, SF-MoMA, the Florida Film Festival, the Edinburgh Interactive Entertainment Festival and the Austin Game Conference. In January 2005, Paul moderated the first Machinima panel held at the Sundance Film Festival.

Prior to his involvement with Machinima, Paul was a broadcast graphics and animation professional for 14 years, winning a number of industry awards, including an Emmy for his animation work with TBS. He regularly posts about Machinima and its related topics on his blog, Thinking Machinima – **blog.machinima.org**.

**John C Martin II**

Leading the Reallusion marketing division, John Martin II directs Reallusion product development and marketing delivering software designed to adapt to the future of entertainment media. John is a founding member of Reallusion USA, defining Reallusion's product direction, messaging and branding while maintaining a steady growth of successful animation tools, including CrazyTalk and iClone, to the entertainment market. Forging solid technology, distribution and strategic partnerships with industry pros, John maintains Reallusion's commitment to product evolution, connecting filmmakers of all skill levels to accessible cutting-edge animation tools.

**Toby Moores**

Toby was born in 1965. He is CEO of SleepyDog, the makers of Buzz quiz games for Sony's PS2. Toby is a Visiting Professor of the Institute of Creative Technology (IOCT) at De Montfort University (DMU). SleepyDog is an ideas business that uses creative thinking tools to develop commercial products and IP; Buzz is a franchise for Sony Computer Entertainment Europe (SCEE) for the PS2.

**KlausNeuman**

Klaus Neumann lives in Hamburg (Germany) and works as a filmmaker, media producer and author. He was born in 1979 in Potsdam and grew up in a time where computers and games became part of digital culture. He studied Media Design at Bauhaus University Weimar and founded a German Machinima portal. He now works at a print magazine for digital arts and culture and has a strong interest in documentary films. His work was shown at Transmediale Berlin, Concentra Award Brussels, Festival Nemo Paris, Golden Award of Montreux (Switzerland) and Cronograph Festival (Moldova).

**Kate Pullinger**

Kate Pullinger works both in print and new media. Her most recent novels include A Little Stranger (2006), Weird Sister (1999) and The Last Time I Saw Jane (1996), and the short story collections My Life as a Girl in a Men's Prison (1997) and Tiny Lies (1989). Her current digital fiction projects include her collaboration with Chris Joseph (babel) on Inanimate Alice, a multimedia episodic digital fiction **inanimatealice.com** and Venus Redemption, a game for casual female gamers **storygamer.com**. Inanimate Alice has won a number of awards, including the Premio per l'arte digitale, Rome, Italy (2/2006) and the IBM New Media Prize, 20th Stuttgarter Filmwinter, Stuttgart, Germany (5/2007). Kate also writes for film and her most recent radio project was Night Walks, an audio essay for BBC Radio 3 (May 2007). Kate is Reader in Creative Writing and New Media at De Montfort University where she teaches on the on-line MA in Creative Writing and New Media.

**Jason Saldaña**

Jason Saldaña is a graduate of the University of Texas' Radio-Television-Film program, more popularly known as 'pre-unemployment'. When not ruining interviews by sharing irrelevant (but true!) information, Jason can be found playing with his band, Visitors. He is currently obsessed with the sliders from Reido's, and the '65 Chevy Impala SS.

Jason voices the character 'Tucker' in Red vs Blue and has not yet earned a part in The Strangerhood, though he promises his mother he will keep trying.

**Sue Thomas**

Sue Thomas is Professor of New Media in the Faculty of Humanities at De Montfort University and affiliated to DMU's Institute of Creative Technologies. Her most recent book is the non-fiction travelogue of cyberspace Hello World: travels in virtuality (2004). Other publications include the novels Correspondence (short-listed for the Arthur C Clarke Award for Best Science Fiction Novel 1992) and Water (1994); an edited anthology Wild Women: Contemporary Short Stories By Women Celebrating Women (1994), and Creative Writing: A Handbook For Workshop Leaders (1995). She has published extensively in both print and on-line, and has initiated numerous on-line writing projects including The Noon Quilt, now an iconic image of the early days of the web. She founded the trAce On-line Writing Centre in 1995 where she was Artistic Director until going to DMU in January 2005. She is Programme Leader of the on-line MA in Creative Writing and New Media, which she teaches with Kate Pullinger, and Leader of the Production and Research in Transliteracy group (PART). Her research interests include transliteracy, participatory media, creative writing and the relationship between cyberspace and the natural world.

**Martyn Ware**

Born in 1956 in Sheffield, UK. After leaving school, Martyn worked in computers for three years, created several conceptual popular groups until in 1978 he became a founding member of seminal electronic group The Human League. They signed to Virgin Records the same year, and soon became world famous. Thereafter, he started the production company/label British Electric Foundation in 1980 and formed multi-million selling act Heaven 17 the same year.

As record producer and artist Martyn has featured on recordings totalling over 50 million sales worldwide during a 27 year career to date, working with many world-famous stars including Tina Turner, Terence Trent D'Arby, Chaka Khan, Erasure, Marc Almond and Mavis Staples. Martyn has also written, performed and produced two Human League, two BEF and nine Heaven 17 albums. He is continuing to tour their live show in UK and abroad and recently performed as BEF for the first time in 27 years.

























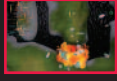







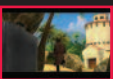



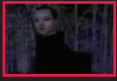
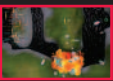
He subsequently founded Illustrious Co Ltd with Vince Clarke in 2001 to exploit the creative and commercial possibilities of their unique 'Heightened Reality' three-dimensional sound technology and bespoke musical composition in collaboration with fine artists, the performing arts and corporate clients around the world.

Martyn produces and presents a series of events entitled Future of Sound (12 so far) in UK and around the world and has created sonic architectural works for both the London Architectural Biennale and the British Pavilion at the Venice Architectural Biennale. He also lectures extensively on music production, technology, creativity, soundscape composition and integration of sound with other digital technologies at universities and colleges across the UK and Europe. He has also created a sonic branding agency with Sheffield-based company DKPM called Sonic-ID.

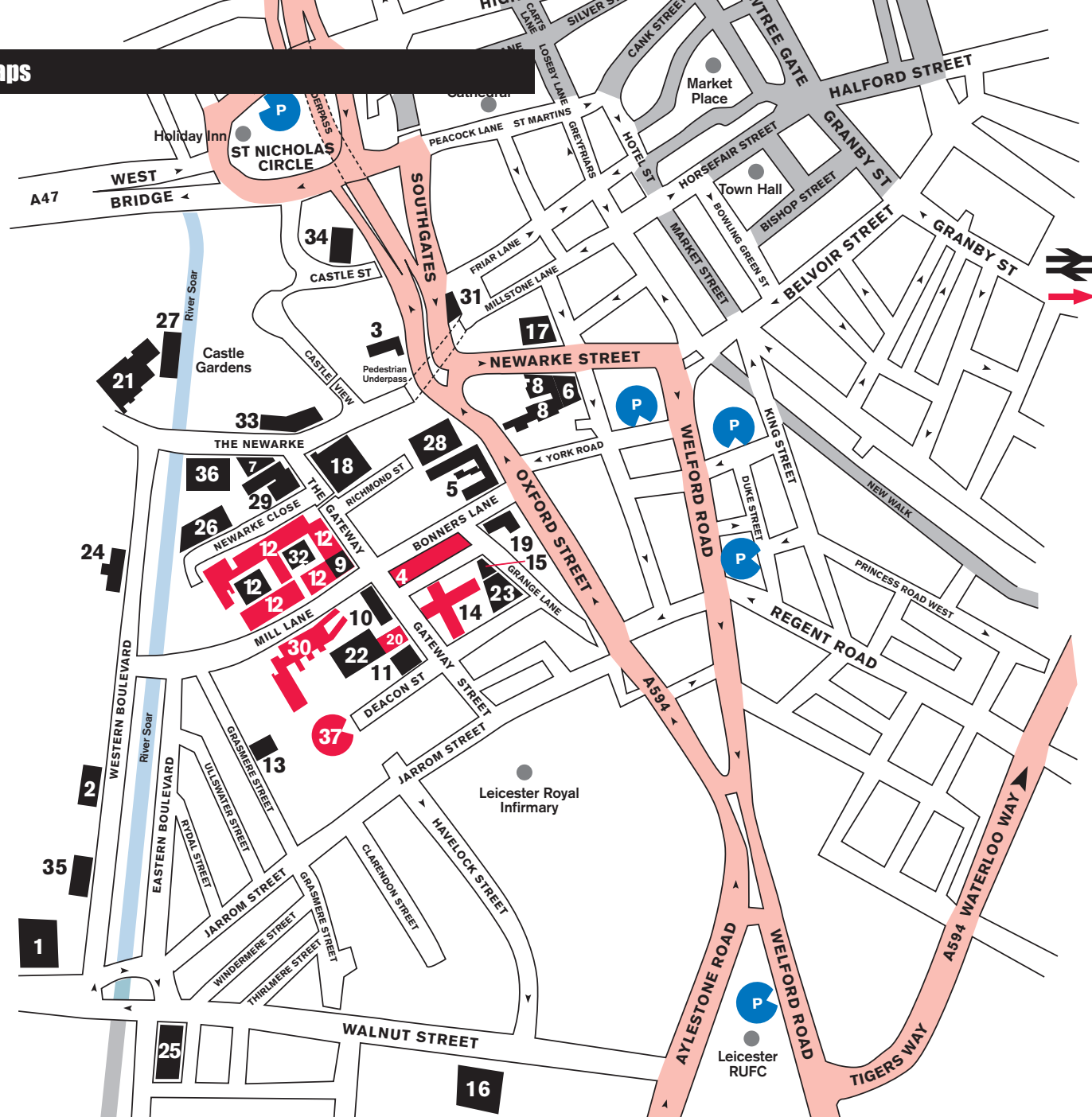


# MACHINIMA FESTIVAL EUROPE 07

## Nominated Films

Best Direction	Best Series	Best Student
 Faith Hope and Charity – Wingmen Productions (UK)	 Pirates of Parallel Structure, Sopronouns, Passive Pete Awakens – Mark Marino (USA)	 Azerothian Super Villains (Episode 3) – Beckman Movie Productions (USA)
 Stolen Life – Nanoflix Productions (Australia)	 Pathfinders: Operation Husky, Operation Avalanche, Operation Neptune – Machinima Inc (USA)	 A Child's War – Global Kids (USA)
 Fallacies of a Stranger – David Riedel (Germany)	 The Grid Review (Episode 3, 7 and 8) – The ILL Clan (USA)	 Waterlogged 3 – Nathan Clark (UK)
 Instinct – Werner Versluys (Belgium)	 BloodSpell: Episodes 11, 13 and 14 – Strange Company (UK)	 Machinima! With Officer Dan (Episode 1) – Amorphous Blob Productions (USA)
 Pictures of War 2 (Before and Beyond Flight 19) – Steven Worsley (UK)	 Blink (Episodes 1, 2 and 3) – Brigit Lichtenegger (Netherlands)	 Domestic Violence – La-Interactiva (UK)
Best Experimental	Best Sound	Best Technical Achievement
 The Ballad of Black Mesa – Lit Fuse Productions (USA)	 Ausgedacht (Dreamed Up) – Machinima Studios (Germany)	 BloodSpell: Episode 14 – Strange Company (UK)
 Kung-Fu Glitch – ENTTER (Spain/Sweden)	 Innocent Minds – James Dubose (USA)	 Better Life – Rob Wright (UK)
 Duel – La-Interactiva and Eric Call (UK)	 The Ballad of Black Mesa – Lit Fuse Productions (USA)	 Hindenburg – Paul Carr (Japan)
 Cirque du Machinima: Cuckoo Clock – Tom Jantol (Croatia)	 Hark! Hear the Wails – Oxhorn Brand Movies (USA)	 Machinima Island (Episode 1) – La-Interactiva (UK)
 Mum's Gone to Iceland – Katy Fosk (UK)	 Blink (Episodes 1, 2 and 3) – Brigit Lichtenegger (Netherlands)	 Halo Unyielding Part 1 and 2 – ThatRandomCanadianGuy Productions (Canada)
Best Commercial/Game	Best Story	Best Visual Design
 Comcast Island – Planet Video (UK)	 Faith Hope and Charity – Wingmen Productions (UK)	 Faith Hope and Charity – Wingmen Productions (UK)
 When the Postman Spits Twice – SL-Inworld Productions (Germany)	 Stolen Life – Nanoflix Productions (Australia)	 Stolen Life – Nanoflix Productions (Australia)
 4 Commercials for mtvU – Oxhorn Brand Movies (USA)	 Instinct – Werner Versluys (Belgium)	 Fallacies of a Stranger – David Riedel (Germany)
 Did That Break Your Concentration – Short Fuze Limited (UK)	 Pictures of War 2 (Before and Beyond Flight 19) – Steven Worsley (UK)	 Pictures of War 2 (Before and Beyond Flight 19) – Steven Worsley (UK)
 You Hypocrite You – Geuis Dassin (USA)	 The Snow Witch – Britannica Dreams (UK/Canada)	 Blink (Episode 2) – Brigit Lichtenegger (Netherlands)





## Leicester City Campus

- |  |  |
|--|--|
| 1 Albion Court (private hall of residence)                             | 19 Innovation Centre   |
| 2 Bede (hall of residence)   | 20 <b>IOCT (Institute of Creative Technologies)</b>                      |
| 3 Bosworth House, Leicester Business School                            | 21 John Sandford Sports Centre   |
| 4 <b>Campus Centre Building incorporating Students' Union</b>          | 22 Kimberlin Library   |
| 5 Clephan Building, Faculty of Humanities                              | 23 Kingfisher Court (private hall of residence)                          |
| 6 Crown Building   | 24 Leicester Business, School Graduate Centre                            |
| 7 Digital Music Performance Space                                      | 25 Liberty Park (private hall of residence)                              |
| 8 Elfed Thomas Building, De Montfort Law School                        | 26 Newarke Point (private hall of residence)                             |
| 9 Enquiry Centre   | 27 New Wharf (hall of residence)   |
| 10 Eric Wood Building  | 28 PACE Building (Performance Arts Centre for Excellence)                |
| 11 Estates Maintenance Services/Security                               | 29 Portland Building   |
| 12 <b>Fletcher Building, Faculty of Art and Design</b>                 | 30 <b>Queens Building, Faculty of Computing Sciences and Engineering</b> |
| 13 Forensic Science Facility   | 31 Southgate House   |
| 14 <b>Gateway House, Faculty of Computing Sciences and Engineering</b> | 32 Student Health Centre   |
| 15 Gosling Court (private hall of residence)                           | 33 Trinity House   |
| 16 Grange Court (hall of residence)                                    | 34 Victoria Hall (private hall of residence)                             |
| 17 Grosvenor House (private hall of residence)                         | 35 Waterway Gardens (hall of residence)                                  |
| 18 Hawthorn Building, Faculty of Health and Life Sciences              | 36 William Baker Building  |
|  | 37 <b>Visitor car park</b>   |

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