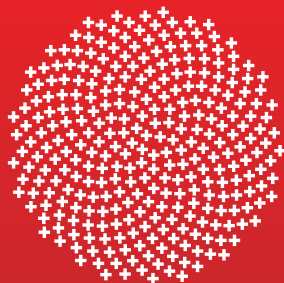


VIP
INVITATION
TO



X MEDIA LAB: SWITZERLAND “TRANSMEDIA”

VIP NETWORKING RECEPTION

THURSDAY 26 SEPTEMBER
18:30 - 20:30

PRO DAY CONFERENCE

FRIDAY 27 SEPTEMBER
10:00 - 18:00

We warmly invite you as our VIP Guest

+ Please join us and the International Speakers and Mentors from X Media Lab Switzerland “Transmedia”, as well as the who’s who of Switzerland’s cultural, creative and digital media stars. +

You would be our most treasured guest and we would be honoured if you could be a part of it.

X Media Lab Switzerland “**Transmedia**” is Switzerland’s must-attend cultural and creative industries event of the year.

VIP NETWORKING RECEPTION

THURSDAY 26 SEPTEMBER
18:30 - 20:30



f’ar

forum d’architectures de Lausanne
Avenue de Villamont 4
CH-1005 Lausanne

PRO DAY CONFERENCE

FRIDAY 27 SEPTEMBER
10.00 - 18.00
followed by networking reception



ECAL

Ecole cantonale d’art de Lausanne
Avenue du Temple, 5
CH-1020 Renens

PLEASE CLICK HERE TO RSVP
BY WEDNESDAY 18 SEPTEMBER

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EPFL+ECAL LAB

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ÉCOLE POLYTECHNIQUE
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www.xmedialab.com

info@xmedialab.com

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INTERNATIONAL KEYNOTE SPEAKERS & MENTORS



ALEX MCDOWELL

Transmedia's Renaissance Man; Narrative Designer for *Minority Report*; *Fight Club*; *Man of Steel*; MIT Media Lab; Assoc. Prof., USC – School of Cinematic Arts

(Hollywood)



LUCY MCRAE

Body Architect; *Fast Company's* '50 people shaping the future'; TED Fellow; *Time Magazine's* Fashion Invention Award

(Amsterdam)



JEFF GOMEZ

Transmedia producer for *Avatar*, *Pirates of the Caribbean*, *Halo*, *Men in Black III*, *Hotwheels*, *Transformers*

(New York)



ERINROSE SULLIVAN

Digital Marketing Strategist; Former Director, Global Insights & Strategy for *Electronic Arts*

(Lausanne)



NICOLAS HENCHOZ

Director, EPFL+ECAL Lab; *Bilan's* "Top 300 Most Influential People in Switzerland"; Chevalier des Arts et des Lettres de la République française

(Lausanne)



MARTINA MARA

Media psychologist; researcher in human-robot interactions and the future of television at *Ars Electronica*, *FutureLab*

(Linz)



ERIC HUANG

Development Director, Made in Me; Pioneering digital publisher for *Penguin Books*, *Mind Candy* (*Moshi Monsters*)

(London)



KATIE SALEN

Award winning game designer and author of *Rules of Play* – the No. 1 game design textbook; Founder of *Institute of Play*

(New York)



BJARKE MYRTHU

CEO & Founder of *Storyplanet* (investors include Joichi Ito, CEO at MIT Medialab, investor in *Twitter*, *Last FM*, *Flickr* and *Movable Type*)

(Copenhagen)



MATTEO STANZANI

Transmedia designer for *Disney*, *Ferrari*, *Ferrero*; Member of the 2013 Digital Emmy Awards Jury

(New York)



INGRID KOPP

Director of Digital Initiatives at *Tribeca Film Institute*

(New York)



SIMON STAFFANS

Award winning content and format developer for *MediaCity Finland*; Avid blogger and author of *One Year in Transmedia*

(Vaasa)



ALEX ALEXANDER

Winner of MIPTV Content360 Award 2013

(Sydney)



KARINE HALPERN

French transmedia pioneer; Founder of *Transmedia Alliance Europe*

(Paris)



ANDRE DEAK

Award winning 'post-journalist' and web documentary producer Co-founder of *House of Digital Culture*; *ESPM Lab* researcher

(São Paulo)

INDUSTRY PARTNERS

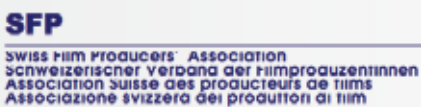
Z hdk

Zurich University of the Arts
Bachelor of Arts in Design
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