



CHANNEL NEWSASIA

[Video](#) [Finance](#) [Features](#) [Weather](#) [Travel](#) [Discussion](#) [TV Shows](#) [CNA Live](#) [About Us](#)
[Home](#)[Asia Pacific](#)[singapore](#)[world](#)[business](#)[sport](#)[technology](#)[entertainment](#)[Special Reports](#)[BLOGS](#)[YOURnews](#)[7 Day News Archive](#)

M | T | W | T | F | S | S

Search

[RSS](#)[Mobile News](#)[e-newsletter](#)[Home >](#)

Entertainment Features

[E-mail this page](#) [Print this page](#)

Advertisements

Blending technology and art

Posted: 11 December 2008 16:36 hrs

SINGAPORE : "Toy Story", "Finding Nemo", "Ratatouille" and most recently "Wall-E", these are just some of the names of the most gripping animation movies produced by Pixar Animation Studios.

With its state of the art animation technology and beloved animated characters, Pixar has managed to capture the hearts and minds of both children and adults, transporting them from under the sea ("Finding Nemo") to trash filled planets ("Wall-E") on exciting adventures.

It is no wonder that the award winning animation studio has seen its movies gross US\$4.5-billion worldwide!

While technology advancement has allowed vast improvements in animation, Rob Cook, Vice-President of Advanced Technology at Pixar, puts forth that that is very literally only half the picture.

In town for computer graphics conference and exhibition, SIGGRAPH Asia 2008, Cook acknowledges the two-way relationship between technology and the artist.

"The art challenges the technology because the artists will come up with things that are really hard (for technologists)," said Cook.

"On the other hand, technology will come up with some new capability and the artists will look at it and say, 'Wow, what can we do with that?'"



Photos 1 of 1

Rob Cook, VP, Advanced Technology Pixar

Related Videos

[Blending technology and art](#)

Pixar has faced numerous animation challenges throughout the years, with each specific film bringing new obstacles to overcome.

Cook names the sheer amount of detail when illustrating the planet of trash in "Wall-E" and making animated food look appetizing in "Ratatouille" as some of the biggest challenges to date.

The next obstacle ahead as Cook reveals is Pixar's upcoming animated film, "Up", which is set to be released in summer 2009.

Unfortunately (for them) or fortunately (for us), Cook says the hurdles to leap over in animation are never ending.

"We keep thinking that we'll finally get to a point where the next movie will be easy because we've got all these pieces in place, but they always come up with something more difficult!" mused Cook.

Thankfully enough, with each hurdle crossed in technology is also another hurdle and breakthrough in animated movies.

Seems like a win-win situation for both animators and audiences alike!

- CNA/os

 [E-mail this page](#)  [Print this page](#)

Ads by Google

Free Petrol from Shell

Win free petrol! Pay with any UOB cards to double your chance to win.
www.shell.com.sg

St Regis Singapore

At the most prestigious address. Room with private butler from \$420.
www.stregisasia.com

Wolf Blass Wines Win Gold

Find out what makes Wolf Blass Yellow Label wines award-winning.
ATasteOfYellow.com

Other entertainment News

•

[Sequel fever hits Will Smith](#)

- [Veterans now rookies](#)

-

[S'pore athletes make film debut in 'The Wedding Game'](#)

-

[No singing Princess Fiona for Diaz](#)

-

[Ledger theatre tribute dismissed](#)

-

[Taking refugee in a recession](#)

-

[Actress Jennifer Aniston appears naked in GQ magazine](#)

-

[More Asian film-makers tackle social issues in their works](#)

•

[Australian star Hugh Jackman to host Oscars](#)

•

[Nobel laureates crown U2's Bono "man of peace"](#)

•

[American pin-up and culture icon Bettie Page dead at 85](#)

•

[Jim Carrey says 'yes' to Korean and more!](#)

•

[Harry Potter goes on tour](#)

•
Only one Golden Globe nod for 'The Dark Knight'

•
A Cats lover

Affiliate Sites:



[About Us](#) | [Contact Us](#) | [Advertise with Us](#) | [Terms & Conditions](#)

Copyright © 2008 MediaCorp Pte Ltd. All Rights Reserved.

Use of this Site is subject to our terms and conditions of use. Your continued use of this Site shall be construed as your agreement to abide by our terms and conditions of use.