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NEWS: Inaugural Siggraph Asia A Resounding Success

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PRESS RELEASE
December 2008

The world's top players and practitioners in computer graphics and interactive techniques flocked to Singapore as Siggraph Asia made its debut in the region.

More than 3,200 artists, researchers, developers, gaming experts, filmmakers, as well as academics gathered at Suntec City over four exciting days to discover new products, talents, technology and techniques in the digital media industry.

In all, a total of 49 countries were represented in an array of thought-provoking works and breakthrough ideas presented at the show.

"We first thought of introducing an Asian edition of Siggraph almost two years ago, with a vision to bring the best in computer graphics and interactive techniques to players and audiences in the region."

"I am happy to note that we have indeed achieved this objective."

"Eighty percent of visitors to SIGGRAPH Asia 2008 were from within the region, including Australia and New Zealand."


DESIGN NEWS
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December 2008

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- 15 Leo Burnett Sydney Named Office Of The Year
- 15 Samsung Announces Major European Hotel Deals
- 15 Icoграда Endorses VII International Triennial Of The Eco-poster
- 15 ADFEST 2009: Selina Ang Joins As Jury President For Direct Lotus
- 15 Inaugural Siggraph Asia A Resounding Success
- 15 AIGA Miami Launches Parallel Series With "Words Make Pictures"
- 15 Sony Ericsson's Headphones Incorporate LifeVibes BlueVoice
- 15 Epson Pioneers Sustainable Future For Portugal's Forests
- 15 EA & Double Fine: Release of Brutal Legend
- 15 Apple iPhone: Com Center For Customized Buttons
- 15 Saatchi & Saatchi France: Grand Prix Win
- 15 LG: European Design Centre
- 15 Audi: Four Models Earn 2009 Consumer Guide Automotive Praise
- 15 IBM & InterCall: Deliver A Simple, Powerful Web Conferencing Experience
- 15 Psychic Bunny Finds Creative Payout With Cinebingo

[The Write Turn](#)

"The excellent quality of work we have seen at SIGGRAPH Asia and the ideas that have been put forth bode well for the interactive and digital media industry in Asia," stated Alyn Rockwood, Advisory Group Chair, SIGGRAPH Asia Conference.

[The Brand Central Station](#)

Winners of the Computer Animation Festival's Best of Show Award and two Jury Awards were announced in a lively award ceremony on 11 December 2008 at the Suntec Theatre.

[Direct Access](#)

The winning pieces were chosen by a panel of industry experts based on their commendable use of computer-generated imagery, animation and storytelling.

[Design Leaders](#)

"Picking three winners from 685 entries to represent the best of animation techniques and creativity was a challenge."

[Newly Added Members](#)

"The entries submitted were from around the world, making SIGGRAPH Asia a truly global platform."

[Web Sites Of The Day](#)

"The Computer Animation Festival itself saw overwhelming support from the industry and public alike, with close to 1,300 people attending the Electronic Theatre sessions," said Jinny Choo, Chair, Computer Animation Festival 2008.

[Awards & Comps Calendar](#)

"All of the shows were completely sold out."

Below are the 2008 Computer Animation Festival Winners:

- Best of Show Award: This Way Up, Smith & Foulkes, Nexus Productions Ltd, United Kingdom

[The Design Book Store](#)

Nexus Productions short animated caper is about a day in the life of A.T. Shank & Son as they make their way cross country with just a coffin for company.

[Design Events Forum](#)

The animation feature was not only entertaining, but also showcased high quality computer animation.

- Jury Award: KUDAN, Taku Kimura, Links DigiWorks Inc., Japan

[Links we Love](#)

This 3D computer-animated fantasy film by Japanese production house Links DigiWorks is about a man who is accidentally transformed into a Kudan. Kudan is a Japanese monster which has a human head but the body of a cow.

- 15 OMD Asia Pacific Crowned Media Agency Of The Year 2008
- 15 UNICEF UK Ambassador Trudie Styler Switches On The Swarovski Crystal Snowflake
- 15 'Colour into Light: Selections from the MFAH Collection'
- 15 FIT launches first BS Degree in Technical Design
- 15 Boggs & Partners Architects to Design New Building at Annapolis City Dock
- 15 Call For Entries: The Cartier Award 2009
- 15 Young Fashion Designers Receive British Fashion Council Sponsorship
- 15 SUSO: Global Online Project To Unite Creatives Worldwide & Fund Great Ideas
- 15 Whitney Museum Names Curators for 2010 Biennial
- 15 South African Fashion Week Now Held Twice a Year
- 15 Call For Entries: Cintas Competition for Coveted Visual Arts Fellowship
- 15 Pictoplasma Conference 2009, Pictopia Festival
- 15 'The Design Group' Event Spaces: Works of Art at Art Basel Miami Beach
- 15 Norton Museum of Art Appoints Cheryl Brutvan Curator of Contemporary Art
- 15 DesignAShirt.com Launches 'Just One' Custom T-Shirt Design
- 15 Faneuil Hall Selected to Receive 2009 AIA Twenty-five Year Award
- 15 Loughborough University Student Wins Advertising Competition for Panasonic
- 15 Portland Museum of Art Hires New European Curator
- 15 'The Spirit of Duquesne' Sculpture by K. Mulcahy and R. Desmett Unveiled
- 15 Monotype Imaging Adds Typefaces To Fonts.com From 15 Type Foundries
- 15 HKDC Annual Awards 2008 Results
- 15 London Teens to Create Dance Inspired by National Gallery Collection
- 15 Architect C. Porter is Recipient of the Whitney M. Young Jr. Award 2009
- 15 Porsche & Adidas: Design Sport Spring/Summer 2009 Collection
- 15 Euro RSCG Worldwide Named Largest Global Advertising Agency
- 15 SpiekermannPartners, Eden Design & Communication Merge To Form EdenSpiekermann
- 15 HGTV.com: Leading Destination For Home Design On The Web

It speaks a human language, predicts war or disaster and dies in three days.

The jury was unanimous in their decision to award Kudan a Jury award for its exceptional graphics display.

- Jury Award: Oktapodi, Gobelins, l'école de l'image, France

Six third-year students from Gobelins, l'école de l'image in France, created a slapstick comedy about two octopuses as they help each other escape from the grasps of a stubborn restaurant cook.

Oktapodi represented the best of all student works submitted to Siggraph Asia and jury members picked the award not only for its narrative and entertainment value, but also to encourage students to produce similar high quality work.

The Siggraph Asia 2008 Job Fair, produced by CreativeHeads.net, was a big success with 20 studios from around the globe recruiting for more than 80 positions, and thousands of "right-brain" job-seekers visiting the Job Fair over the course of three days.

Companies participating included Animal Logic, Double Negative Visual Effects, Lucasfilm, Pixar and Ubisoft, among others.

At the event, multiple job offers were tendered to candidates as a result of their high level of skill and experience.

"CreativeHeads.net was very excited to be a part of SIGGRAPH Asia 2008 and provide a forum for talent and opportunity to connect."

"We are aggressively expanding our business into Asia since the digital media industry is growing exponentially in this part of the world."

"Many of the top animation, TV, film, visual FX and video game companies have opened studios and will be hiring aggressively for the months and years to come."

"As a result, Siggraph Asia will become an increasingly important conference for the CG industries as a venue for continuing education and recruitment," said Ray Schnell, Partner/Chief Marketing Officer, CreativeHeads.net.

True to the tradition of Siggraph since its inception in

- 15 Cool Jobs Of The Day, Dec 15, 2008
- 12 Nike: Nike Zoom Kobe IV
- 12 Marks & Spencer Opens Shop In Ahmedabad
- 12 School of Visual Arts In New York: Social Documentary Film Program
- 12 Time Warner Inc. Chairman: Life & Career Honored In "The HistoryMakers"
- 12 Apple Mac OS X iTunes: Tuneup Plug-in
- 12 HP Expands Easy-to-Use Virtual Protection Tool
- 12 Sony PlayStation: Home Beta Service
- 12 Brooks Brothers Fall 2008 Campaign: Tribute To New York City's Central Park
- 12 LG Electronics USA Opens Training Academy in Georgia
- 12 Fuji Xerox Announces New SMARTConnect for Software
- 12 Saatchi & Saatchi Argentina: Second Agency Of The Year Award



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1974, Siggraph Asia is the platform where technology, art, culture and science meet. Through its diverse programmes, Siggraph Asia offers something for every member of the computer graphics world.

Said Lee Yong Tsui, Conference Chair, Siggraph Asia 2008: "As Siggraph Asia 2008 draws to a close, there is strong affirmation that Asia is indeed rising in prominence in the field of interactive and digital media."

"What we are seeing at Siggraph Asia 2008 is only a glimpse of what the region's growing talent is capable of delivering.

"Siggraph Asia will continue to be the driving force that will bring computer graphics in the region to a new level."

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