

Media Release

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AnimfxNZ Master Class Ultimate Lesson in Start-up Success

Wellington's growing reputation as the digital capital of New Zealand will be further bolstered at the sixth annual AnimfxNZ conference from November 15 to 17.

The Digital, Graphics, Animation and Effects industry in Wellington generated revenue close to \$400 million in 2010, accounting for over 80% of revenue generated by this industry nationally, so it's no wonder the capital plays host to the AnimfxNZ conference.

AnimfxNZ is an Animation, Games and Visual Effects conference that brings together a mix of international speakers, including animation feature directors, visual effects supervisors, digital artists and game developers, to present, share and interact with attendees from all over the world.

As well as the conference itself, AnimfxNZ 2011 includes two days of Master Classes. This year's most anticipated Master Class covers Entrepreneurship in Entertainment Technology taught by Carl Rosendahl. Carl has an impressive history, having won Emmys and Oscars, produced box office smash hit movies, *'Shrek'*, *'Antz'* and *'Madagascar'* and sold the business he grew from scratch to DreamWorks. An opportunity not to be missed for those in the entertainment industry, Carl's Master Class has a much wider appeal as a lesson on start-up success.

Another highlight of the Master Class series will be the showcase of Peter Jackson and Steven Spielberg's epic tale, *'The Adventures of Tintin'* at Miramar's Park Road Post Production. The 'making-of' presentation will show how the magic of Hergè's iconic panels have been translated for the big screen prior to the New Zealand release of *'The Adventures of Tintin'* in December.

"AnimfxNZ 2011 really cements Wellington as the digital powerhouse of New Zealand," says Sven Pannell, Centre of Excellence Manager of Digital and Screen at Grow Wellington. "The calibre of speakers at this year's conference is quite remarkable, amongst them they have won numerous Emmys and Academy Awards for features such as *Ratatouille*, *Up* and television's *Sesame Street*."

"AnimfxNZ is unique in the way that major deals between local businesses and global entertainment players such as Disney and Pixar can take place, and at the same time the relatively low ticket price allows students, start-ups and technical and creative practitioners to hone their craft," says Sven.

With an inspiring line up of speakers and access to world leading industry talent, AnimfxNZ 2011 is a 'must attend' event. It's a great example of what can happen when the right combination of creative, technical and business talent comes together in one of the coolest capitals in the world.

Ends

Editor's Notes

A full programme for AnimfxNZ 2011 including speaker profiles is available on the website: www.animfxnz.com
Tickets are available from \$95.

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