



Workshop

Animation in Business

Business in Animation

Programme

University of the Aegean, Syros Island,
25-30 September 2023

Work Package 3 Workshop: Reimagining learning pathways
Task 5.1 Developing and Adopting Common Digital Tools for
Connectivity

The ERUA Workshop "[Animation in Business, Business in Animation](#)" is jointly organized by the following institutions:

[University of the Aegean](#) (UAegean), [AnimaSyros Agora](#), [A. Onassis Foundation](#), [Institut Français de Grèce](#), [ASIFA Hellas](#) and [UAegean Future Lab at Syros](#)

The Workshop opens its doors to students and young professionals wishing to participate **on site** or **online**.

The Workshop will take place in connection with [ANIMASYROS International Animation Festival](#) and its main event will be placed on **25 and 26 September 2023** (Monday afternoon and Tuesday) at the UAegean Future Lab at Syros (Kornilaki Building, <https://maps.app.goo.gl/SrJ3zzFsS2rPiRWJ8>).



Workshop Programme (this document): <http://tiny.cc/AnimationForB2023>

Besides, the registration and participation in the Workshop gives free access to [Animasyros Agora](#).

(*) The Workshop will also make use of the emerging [European Digital Identity Wallet \(EUDIW\)](#) to provide seamless access to the Workshop material and services, with support from the [European Wallet Consortium](#) and the [EBSI Early Adopters Wave 3](#) Programme.

1st Day Agenda: 25th September (Monday) 2023



UNIVERSITY OF THE
AEGEAN

UAegean **Future Lab** at Syros, Kornilaki Building, Iroon Polytechneiou,
Hermoupolis, 84100, Syros
<https://maps.app.goo.gl/SrJ3zzFsS2rPiRWJ8>

Time	Activity
15:00-15:20	<i>-Presentation of Workshop and Animasyros Agora Programme: Animation in ERUA, Business in Animation, Academic and Professional Contributions Elena Theodoropoulou, Petros Kavassalis & Panagiotis Kyriakoulakos, UAegean</i>
15.20-15:40	<i>-Digital Europe/ Creative Europe: Opportunities for Animation Professionals Liza Lipiatou, European Commission DG CNCET</i>
15.40-16:20	<i>-EU ID Wallet and Applications: The case of this Workshop Stephen Haartman, Gen Digital, Saky Kourtidis, European Commission EBSI Early Adopters Initiative, Nikos Triantafyllou, UAegean</i>
16.20-16:40	<i>-Research in Animation Serge VERNY Ecole Nationale Supérieure des Arts Décoratifs (ENSAD)</i>
16:40-17:20	<i>-Animated Business Tools: Business Model Canvas and Storyboard, Panagiotis.Kyriakoulakos, UAegean</i>
17:20-18:00	<i>-Intellectual Property Rights as Animated Flux Prodromos Tsiavos, A. Onassis Foundation</i>

2nd Day Agenda: 26th September (Tuesday) 2023



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Time	Activity
10:00-10:20	<p><i>-The “Animation in Business” ecosystem of the University of the Aegean</i> <i>Dimitris Papageorgiou, Rector of the University of the Aegean (UAegean)</i></p> <hr/>
10.20-11.00	<p><i>-Round Table 1 (RT1) Animation Industry and Academic Research</i> <i>Konstantinos Kakarountas, Greek Association of Animated Film (ASIFA Hellas)</i> <i>Giorgos Charonitis, National Centre of Audiovisual Media and Communication</i> <i>(EKOME)</i> <i>Philippe Grieu, French Embassy of Greece</i></p> <hr/>
11.00-11.30	<p><i>-Round Table 2 (RT2) Graduate Studies and Training in Transmedia Design, Development, and Production</i> <i>Andreas Floros, Ionian University (online)</i> <i>Vassilis Bourdakis, University of Thessaly (online)</i> <i>Khaldoun Zreik, University Paris8 (online)</i> <i>Panagiotis.Kyriakoulakos, UAegean</i></p> <hr/>
11.30-12.00	<p><i>-Round Table 3 (RT3) Research in Animation at DPSD Imagine MoCap</i> <i>Panagiotis Kyriakoulakos, UAegean</i> <i>Katerina El Raheb, University of Peloponnese (online)</i> <i>Iannis Zannos, Ionian University (online)</i></p> <hr/>
12.00-12.30	<p><i>-Industrial Doctorates: The Academic and Industry perspectives</i> <i>Petros Printezis, UAegean</i> <i>Anastasia Manou, White Fox</i></p> <hr/>
12.30-13.00	<p><i>-Round Table 4 (RT4) Virtual Production Pipelines</i> <i>Marc Dhrami, Normaal (online)</i></p>

Benoit Maujean, Technicolor (online)

Iraklis Papatheodorou, Onassis Stegi

Lunch Break

-Storyboard and Animatic in Animation

15:30-15:50 *Alecos Papadatos, Greek Association of Animated Film (ASIFA Hellas)*

-The Animation Bible in short animation development

15:50-16:10 *Anastasia Dimitra, Simio Productions*

-The Animation Bible for animation series

16:10-16:30 *Irida Zhonga, Greek Association of Animated Film (ASIFA Hellas)*

-Development and Production in Feature Animation

16:30-16:50 *Christina Androulakaki, White Fox*

-Animation Series Production

16:50-17:10 *Vassilis Evdokias, Add Art*

-Animated Documentary Production

17:10-17:30 *Aspasia Kazeli, Freelance Artist (online)*

-Conclusions

17:30-18:00 *Maria Anestopoulou, Director of Animasyros, V. Karamitsanis, President of Animasyros, P. Kyriakoulakos, UAegean, P. Kavassalis, UAegean*

Apply via email to animation-business@aegean.gr | Before **Thursday 21 September 2023 (24:00)**. Upon acceptance, you will receive a welcome email with instructions on how to register to the Workshop and have access to online material and Workshop services by using an early version of the European Digital Identity Wallet (operation in collaboration with [EWC Consortium](#) and [EBSI Early Adopters Wave 3](#) Programme)

Workshop Description

Businesses evolve in an animated environment operating in local, regional, and international context. It is therefore natural to adopt animation tools and techniques to visualise changing environments. Furthermore, **Animation Businesses provide useful paradigms of networked production and distribution environments** that may inspire and influence modern business models at large.

The Workshop “Animation in Business/Business in Animation” investigates **Animation Business paradigms** by proposing to the participants a complete learning path from education, training and research to creative production and distribution environments.

After two days of initiation to the notions, concepts and practices animating business, such as the storyboard, the business model canvas, and pitching presentations, via lectures and case studies, registered participants are **prepared to attend [Animasyros Agora](#), the professional event of Animasyros Festival**.

The **first day of Agora** is dedicated to Research and Development actions in Animation with a strong case study from ENSAD, the famous Arts Deco founded in Paris in 1786, while the two following days present several case studies from the Global Animation Industry, including Disney studios in their 100th anniversary celebration. The **last day of Agora** is dedicated to the institutional players in Greece and abroad. The presentations include highlights from the International Animation Festival and Market of Annecy and a pitching competition giving access to the professional pitches at Annecy in 2024.

Agora Schedule 2023



Agora Schedule: [Animasyros | Agora Schedule 2023](#)

ERUA project: The European Reform University Alliance (ERUA) is made up of five (5) young European reform universities in Bulgaria, Denmark, Germany, Greece and France. Together, they will form a transnational university network promoting research and innovation (R&I) and innovative teaching. As Reform Universities the members of ERUA continuously question and transform their institutions.

ERUA Members: University of Paris 8/FR - P8, University of Konstanz/DE - UKON, Roskilde University/DK - RUC, New Bulgarian University/BU - NBU and Univ. of the Aegean - UAegean/GR

ERUA Web site: [Webpage: //erua-eui.eu/](http://erua-eui.eu/)

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