

FOR IMMEDIATE RELEASE
SPARK FX CONFERENCE & FESTIVAL RETURNS WINTER 2013
Vancouver, BC, Canada
January 2, 2012

The SPARK FX Conference & Festival, returns to the Vancouver International Film Centre (VIFC), January 30 to February 3, 2013. Founded in 2008, as an off-shot of ACM SIGGRAPH's Vancouver Chapter, the conference has taken on a life of its own with two programs a year, one focusing on visual effects and one focusing on animation. SPARK FX is open to the general public, as well as industry professionals, and hosts 700-1000 attendees at each conference program.

This year's SPARK FX chair is Dennis Hoffman, a leader in the visual effects community and a visual effects supervisor with credits on films such as *Pirates of the Caribbean: The Curse of the Black Pearl*, *Flags of Our Fathers*, and *Twilight*. Hoffman says it's about the joy of the final product, which everyone, fans and creators alike can get behind, "We all love to sit in dark rooms looking at cool images, and then talk about them. What could be better?" The festival seeks to feed the inspirations of artists that lead to the cutting edge innovations in both industries. Hoffman also sees SPARK as a way to foster and support community, "As the community grows, so does the need for events that support its growth and evolution. The more we share the stronger we become."

The SPARK conference features talks by industry professionals on topics that interest and educate students, professionals and fans of the animation and visual effects genres. Last year, four-time Academy Award® winning visual effects supervisor, Joe Letteri spoke at the 2012 SPARK ANIMATION conference on the topic of virtual production, and Industrial Light & Magic's animation director, Hal Hickel on Rango. Past speakers at the visual effects program have included Dennis Muren (*Star Wars*, *The Abyss*, *Super 8*), John Knoll (*Avatar*, *Rango*, *Pacific Rim*), and Harrison Ellenshaw (*The Man Who Fell to Earth*, *TRON*, *Dick Tracy*).

SPARK FX 2013 will feature talks on *The Dark Knight Rises* and *Halo 4*. Additional programming is currently being scheduled, keep an eye out for updates, and visit sparkfx.ca or Spark CG on Facebook, for updated information on the program schedule, speakers, and sponsorship opportunities. SPARK ANIMATION '13, will be taking place September 11-15, 2013.

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