



When Technology and Art Meet

16, May | 12:00 - 20:30 | SoSa





Workshops and master class with industry leaders from both the cinema and startup fields.

12:00-13:30

"The art of story telling" how to pitch a startup by telling your story

Adi Soffer- Creative Director and Co-Founder Lampa Filmz

13:30-15:00

"Interactive TV" the secret to the new era of marketing and content integration

Oded Tabor Creative Director at Keshet | Presenting the mobile game based on the "Nir and Gali " series "Room and a Half"

15:00-16:30

"Case study" The journey of Zack & Quack from an initial idea to a global show on Nickelodeon.

*Gili Dolev - Co Creator, and Supervising Director at Zack & Quack
Zack & Quack is an Israeli-British-South Korean children's television series airing globally*

16:30-18:00

"Going global" find your unique way to reach global success.

Study cases of serial entrepreneurs and Investors who will expose the vast experience in the Field



Techno and Cinema Meet-Up

18:00 - 20:30

"The future of the cinema"

Panel discussion / Keynote lecture engaging both Tlm creators and technology leaders on their outlook of the future of cinema.

"What's now - Exposure of new technologies" content integration

Yaron Yashinski | YASHINSKI Studio

visual effects & design studio based in Israel -worked with leading music bands such as Coldplay, Beyonce and more.

Snowball Studios

3D, Animation, visual effects & content formats for Tlm, TV, apps, advertising, games & music ind.

Drinks & Networking

**Agenda is subjected to changes*

