



vimeo

**FESTIVAL
+ AWARDS**

JUNE 7-9, 2012

THE END OF
THE BEGINNING
STARTS NOW

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THE 2012 VIMEO FESTIVAL + AWARDS: THE END OF THE BEGINNING



Welcome to the 2012 Vimeo Festival + Awards! Or, if you were here in 2010 — welcome back!

We created the Festival + Awards to recognize the world's best videos, determined not by how many people in the world have seen them, but by how they help people see deeper into the world. In 2010, at the inaugural Festival + Awards, online video was well on its way to realizing its full potential. Now we believe video is ready to step into the spotlight, which is why this year's theme is **The End of the Beginning**.

The End of the Beginning means something amazing is happening: Online video and creativity are transitioning from an age of observation to an age of participation. We see it on Vimeo and throughout the Internet — widely accessible tools for fundraising, filming, editing, and distributing are helping more people make films they believe in and share them with the world. This is a moment of empowerment for all, and we're thrilled to see so many creators seizing the opportunity.

One big difference this year is we held the Awards ceremony first, which lets us celebrate the winners throughout the weekend. We did this so you can spend time with these brilliant creators, and we encourage you to congratulate them, introduce yourself, and engage in some witty and/or insightful banter! In addition, the 2012 Festival has more of everything for everyone, including more diverse conversations and more workshops for all skill levels. Of course, we also have tons of screenings of incredible videos, plus you can party with us in high Vimeo style.

So now it's time participate — listen, learn, ask questions, and meet lots of new people. We may be at the end of the beginning, but the future of video is now, and we're all a part of it.

Jeremy Boxer, Festival Director
and the Vimeo Festival + Awards team

FESTIVAL CREDITS

THE PEOPLE WHO MADE THIS POSSIBLE

VIMEO FESTIVAL + AWARDS TEAM

Festival Director: Jeremy Boxer

Co-Director: Blake Whitman

Festival Producer: Sabrina Kieffer

Festival Executive Producer: Dae Mellencamp

Senior Curator: Jordan McGarry

Project Manager: Katie Metcalfe

Content Manager: Steve Niebauer

Programming team: Jordan McGarry, Katie Metcalfe, Sam Morrill, Jason Sondhi, Dan Hayek, Blake Whitman and Jeremy Boxer

Workshops Producer: Dan Hayek

Video Production: Andrea Allen, Bill Bergen, Casey Donahue

Writer: Chris Diken

Social Media: Katie Armstrong, Chris Diken

Festival Identity: ilovedust, UK

Website design: Justin Dickinson, Shawn Lee, Emily Getman, Sockyung Hong

PR: Deb Szajngarten, Sean Hamel, Nikki Thompson

Ad Sales: Gregg Bernard, Abby Morgan, Laura Gaffney, Marcia Barran, Alicia Haraksin, Bret Heiman

Video Wall & RFID tech: Calli Higgins and Chika Iljima

Legal: Michael Cheah

OUR PARTNERS

Event Management: XA, The Experiential Agency

PR: MWW, Firefly, Red Robin,

Culture Shock Marketing

Awards Show Projection Mapping: seeper

SPECIAL THANKS TO:

The entire Vimeo Staff, Marc Herring and Herring Media Group, MadSci, Casey Neistat, Ted Hope, Brian Newman, Paul Miller, Margaret Robertson, Kathleen Gerber, Lori Nix, Equatus, Professor Kliq, the Vimeo Awards Judges, the Vimeo Festival Speakers, and everyone who voted, Tweeted, Tumblr'd or Facebooked on our behalf.

A FEW THINGS YOU SHOULD KNOW

YOUR FESTIVAL PASS IS SMART

Your Festival pass does more than just get you in to things. Use it to check in at the events you attend so we can track your path through the festival and send you related videos, articles, links, and other fun stuff later. You can also use your pass to play games on the giant video wall in the main hall between sessions. And if you and a friend bring your passes to our Follow Booths, you'll automatically start following each other on Vimeo. That saves you like two clicks!

Special thanks to MadSci and our ITP Vimeo Fellows for bringing this amazing technology to life!



FESTIVAL APP

Before you do anything or go anywhere, check out the cool web app we built just for the Vimeo Festival. It's a miniaturized Festival program that fits inside your phone and gives you easy access to all sorts of important info. Check the schedule to save the events you want to attend, watch finalists' and winners' videos, and get sweet intel about local hotspots. There might even be a few surprises in there! Visit the app at vimeo.com/awards/m

TWEETS, TAGS, VIDEOS, AND MORE

During the Festival, we'll be tweeting updates and other crucial info from [@vimeofestawards](https://twitter.com/@vimeofestawards). Make sure to follow us!

We want to hear from you, too, so let the tweets fly. Share your in-the-moment reactions, daily reflections, or random encounters. The hashtag for the entire Festival + Awards is [#vimeofest](https://twitter.com/#vimeofest), and certain events may have specific hashtags that enable you to submit questions to speakers. Be on the lookout for those at each venue.

We also encourage you to capture the Festival + Awards from your own perspective through photo and video. Tag all your photos and videos with "vimeofest" wherever you post them, and please add the videos to the Vimeo Festival Group: vimeo.com/groups/vimeofest

CONGRATULATIONS TO THE WINNERS AND FINALISTS

WATCH THE WINNING FILMS AT :
vimeo.com/awards/winners



ADVERTISING WINNER

K-SWISS: KENNY POWERS MFCFO

Jody Hill (for K-Swiss)

FINALISTS

PLOT DEVICE

Seth Worley (for Red Giant)

GO ALL DAY

Colin Kennedy, Steve Berra (The Berrics for Gatorade)

MOVE

Rick Mereki (for STA Travel Australia)



ACTION SPORTS WINNER

DARK SIDE OF THE LENS

Mickey Smith (Astray Films)

FINALISTS

ON ASSIGNMENT

Renan Ozturk, Jimmy Chin (Camp 4 Collective)

EXPERIENCE FREEDOM

Brad Goble, Ossie Khan, Chas

Mackinnon, Pat Smith (Infinitylist)

SKATEISTAN: TO LIVE AND SKATE KABUL

Orlando von Einsiedel (Grain Media)



ANIMATION WINNER

UMBRA

Malcolm Sutherland

FINALISTS

LITTLE BOAT

Nelson Boles

LES CHIENS ISOLEES

CRCR

CROSSOVER

Fabian Grodde



CAPTURED WINNER

SWEATSHOPPE VIDEO PAINTING EUROPE

Bruno Levy, Blake Shaw

FINALISTS

QUAD TIME

The Joy Of Box

IMMATERIALS: LIGHT PAINTING WIFI

Timo Arnall, Jørn Knutsen, Einar Sneve Martinussen

SNAIL TRAIL: LASER SCULPTURE

Philipp Artus



DOCUMENTARY WINNER

AMAR (ALL GREAT ACHIEVEMENTS REQUIRE TIME)

Andrew Hilton (Pilgrim Films)

FINALISTS

ODYSSEUS' GAMBIT

Alex Lora Cercos

AQUADETTES

Drea Cooper, Zackary Canepari (California Is A Place)

LIVING ON ICE

Temujin Doran



EXPERIMENTAL WINNER

PRIE DIEU

Achille Coquerel, Thomas Kauffman (Cokau)

FINALISTS

GOLDEN AGE: SOMEWHERE

Paul Nicholls

PHASEONE: SUGAR

Vadim Gershman, Ryan Powell

MOMENTS (2007 - 2010)

Ian Gamester

WINNERS AND FINALISTS CONTINUED



FASHION WINNER SKIRT

Amanda Boyle (Academy Films/A+, for Mulberry)

FINALISTS

STEP, CLAP, GO!

Rory Satran, Bruce Thierry Cheung, Andinh Ha (OCTV)

LA PROCHAINE FOIS (THE NEXT TIME)

Duffy Higgins, John Jaxheimer (A76 for Pret-A-Surf)

EXPERIMENT NO.9 'DYNAMIC BLOOMS'

Tell No One (for SHOWstudio)



LYRICAL WINNER SYMMETRY

Everyone

FINALISTS

UNDER THE CLOUDS

Gioacchino Petronicce

EARTH

Michael König

A STORY FOR TOMORROW

Dana Saint (Gnarly Bay)



MOTION GRAPHICS WINNER A HISTORY OF THE TITLE SEQUENCE

Jurjen Versteeg

FINALISTS

YEAR ZERO – OFFF BARCELONA 2011 MAIN TITLES

Mischa Rozema (PostPanic)

THE ADVENTURES OF TINTIN

James Curran

GETTYSBURG ADDRESS

Adam Gault



MUSIC VIDEO WINNER MANCHESTER ORCHESTRA: SIMPLE MATH DANIELS

FINALISTS

DANGER BEACH: APACHE

Ned Wenlock

FLEET FOXES: THE SHRINE/AN ARGUMENT

Sean Pecknold

IS TROPICAL: THE GREEKS

Megaforce (Irene/El Niño, The Directors Bureau)



NARRATIVE WINNER

BLINKY™

Ruairi Robinson

FINALISTS

POTHOUND

Christopher Guinness

WEBCAM

Stefan Haverkamp, Jan Jaworski,
Branden Kramer, Tom Kropp

HAM SANDWICH

Dave Green



SERIES WINNER

OFTEN AWESOME THE SERIES

Andy Coon, Blake Faucette (All Aces Media)

FINALISTS

LITTLE BIG WORLD

Joerg Daiber

DREAMSTATES

Cole Gerst, Greg Tomlinson (Option-G)

MEMORY BOX

Bill Newsinger



REMIX WINNER

REAR WINDOW TIMELAPSE

Jeff Desom

FINALISTS

CINEZOÏQUE: THE MOVIE TIME LINE

Stefania Rota, Diego Lorenzo Zanitti

SYNCHRONIZE

Elise The

GRAND FINALE

Mclean Fahnestock

GRAND PRIZE

SYMMETRY BY EVERYNONE

With its deceptively simple format and quiet approach to profundity, “Symmetry” seduced the judges more than any other Vimeo Awards submission this year. The film, made by Everyone in collaboration with WNYC | Radiolab, uses a parallel structure to present pieces of footage in tandem and letsVP viewers forge the connections — some obvious, others obtuse — between them. There are visual resonances, opposing forces, starts and finishes, and causes and effects; by setting up these relationships, “Symmetry” captures an idea that we all know to be true, even if it looks strange when written out: things are different, but they are also the same.

“Everyone has created a storytelling space that is unique and fresh,” said Eliot Rausch, the Grand Prize judge who took home the award in 2010 for his film “Last Minutes with Oden.”

The freshness is due in part to the film’s understated delivery. Without a single word of dialogue, “Symmetry” and its message are infinitely translatable, turning an abstract concept into something that anyone can understand. It uses footage from a variety of sources to achieve a unified vision and show that the beauty of life lies in its far-reaching interconnectedness.

We are pleased to present the 2012 Grand Prize and a \$25,000 grant to Everyone for “Symmetry.”



HONORARY AWARDS

NEW CREATOR: DANIELS

The work of directing duo DANIELS strikes a rare balance: It looks totally polished, but what truly makes it stand out is the raw enthusiasm and energy of the people behind it: two dudes who just want to film all their crazy ideas. Plus: It's hilarious. With exceptional timing and an uncanny ability to find humor in misfortune, Daniel Scheinert and Daniel Kwan make us laugh even as they wow us with their technical chops (even if they would never admit to having chops).

The pair has already brought its penchant for comedy and choreographed chaos to music videos for The Shins, Foster the People, and Battles, as well as to commercials for Weetabix and Levi's — not bad for a team that has been making things for, in their words, “maybe technically a year and a half.”

WHAT DOES WINNING THIS AWARD MEAN TO YOU?

Vimeo has been such a huge part of our creative career. We started working together at the same time we started using Vimeo. Our first-ever movie together was a goofy short film called “Swingers.” Vimeo Staff Picked the short and we were all like “!?!?!?!?!?!?!?!?” And seriously that Staff Pick inspired us to keep making stuff together.

So this award is the most flattering and the most terrifyingly intimidating award we could be given. It's a reminder that we have to keep getting better, and we have to stay true to the generous community of people who keep watching our stuff.

OUR THEME FOR 2012 IS “THE END OF THE BEGINNING.” WHAT'S NEXT FOR DANIELS?

We sincerely feel like this award is a call to action for us. We are at a crossroads in our career where we could lock in a career (and make our mommies proud) or use all of this good fortune and all these opportunities at our fingertips to create our own movies, lose our hair, and go broke. So we're going to try out the latter (sorry, moms) and make a short documentary, a short film, and a couple feature films. At least that's the plan for this summer.

vimeo.com/danieldaniel
[@DANIELSnews](https://twitter.com/DANIELSnews)

HONORARY AWARDS

DIGITAL MAVERICK: OPENFRAMEWORKS

While advances in technology and increasingly affordable equipment have lowered the barriers to entry for filmmaking, the realm of code can still feel like a walled garden. Zach Lieberman, Theo Watson and Arturo Castro, the team behind openFrameworks, have created a simplified development approach that enables code to be easily manipulated and shared through open source channels, giving more people the power to unleash their interactive ideas.

From seepers's projection magic at this year's Awards, to Kyle McDonald's face-swapping experiments, to Chris O'Shea's playful Hand From Above, many of our favorite projects at the intersection of creativity and tech have been made possible by openFrameworks. We think it's time the team is properly honored for their contribution to creative expression.

OUR THEME THIS YEAR IS THE END OF THE BEGINNING. WHAT'S NEXT FOR OPENFRAMEWORKS?

OF is moving from a singular development approach (where just the three of us are writing the core code) to a much more distributed community driven approach. The future for OF is really going to be decided by the community and that is really exciting to us. In the past it was really our own needs as artists, designers and teachers that were driving things forward, but now it will be about the needs of the community as a whole which will help OF grow stronger in some areas that it wasn't as strong at in the past.

OF has been in an adolescent period for the last few years but has a much more mature future ahead of it. Our aim is to make OF a great learning tool, easier to pickup for beginners, more powerful for experts and easier to extend by making your own add ons and tools and easier to contribute and share those contributions with the greater community.

And plenty more videos! :)

vimeo.com/of
[@openframeworks](https://twitter.com/openframeworks)

HONORARY AWARDS

SOCIAL CHANGE: ONE DAY ON EARTH

The One Day on Earth community, led by founders Brandon Litman and Kyle Ruddick, has been producing collaborative film events on a global scale since 2008, and the group's biggest endeavor has been to use video to capture all that happens on our planet in a single day. We are perpetually in awe of their mission to connect people all around the world and address topics that we all need to pay more attention to, including poverty, climate change, fair access to education, gender equality, and the struggle for the protection of human rights.

One Day On Earth is an ambitious undertaking that is perfectly in tune with this year's Festival theme. The brilliantly executed film makes great use of technology to deliver a critical message, and it makes for thoroughly enjoyable viewing.

WHAT DOES WINNING THIS AWARD MEAN TO YOU?

Kyle: It's great to be recognized amongst so many inspiring creatives in the Vimeo community. So much of our project was made possible by this community, so this award is really shared with the thousands of people who participated in One Day on Earth.

OUR THEME THIS YEAR IS THE END OF THE BEGINNING. WHAT'S NEXT FOR ONE DAY ON EARTH?

Brandon: We're excited to see the response from the first film, which is about to see a limited theatrical release. Our editors are geeking out to the 11/11/11 footage already, which has some really powerful themes rising to the surface. The collaboration has grown significantly year over year, so naturally we'll take it further with 12/12/12! We have some technology being brainstormed... Which reminds me, we need to talk to your tech team.

WHERE WILL WE FIND YOU AT THE CLOSING NIGHT PARTY?

Brandon: I'll be getting closer the ground as the night goes on. I'm talking about my 6-step foo!
Kyle: Hopefully high-fiving Reggie Watts over a strong cocktail and beautiful dancing people.

vimeo.com/onedayonearth
[@onedayonearth](https://twitter.com/onedayonearth)

THANKS TO OUR AMAZING JUDGES

ADVERTISING



Benjamin
Palmer



David
Droga



Traktor



ACTION SPORTS



Stacey
Peralta



Travis
Rice



Alana
Blanchard



ANIMATION



Amid
Amidi



Eran
Hilleli



Shelley
Page



CAPTURED



Charlie
Bucket



Steve
Lazarides



Barbara
London



DOCUMENTARY



Eliot
Rausch



Steve
James



Lucy
Walker



EXPERIMENTAL



Chris
Beckman



Peter
Greenaway



Mike
Figgis



FASHION



Nick
Knight



Nicola
Formichetti



Humberto
Leon



LYRICAL



Blake
Whitman



Philip
Bloom



Maria
Popova



MOTION GRAPHICS



Geoff
McFetridge



Kyle
Cooper



Onur
Senturk



MUSIC VIDEO



Andy
Bruntel



Chris
Milk



Colin
Greenwood



NARRATIVE



Gabriel
Bisset-
Smith



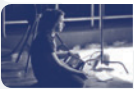
James
Franco



Casey
Neistat



ORIGINAL SERIES



Edgar
Wright



Ted
Tremper



Aziz
Ansari



REMIX



Beardyman



David
Dewaele



Kasumi





FRIDAY CONVERSATIONS

MAIN HALL

THE END OF THE BEGINNING WITH DR. REGINALD WATTS

10:30

The illustrious Internetologist Dr. Reginald Watts returns to kick off the Vimeo Festival + Awards by revealing his latest theories on the tubes, wires, and webs that connect us all. In this keynote address, he focusses on a central question: How do you know whether you're at the beginning of the end or the end of the beginning?

ROOT 3

THE SELF-EXPRESSION TSUNAMI

11.45

At what point does information about a person become a little too much information? 2010 Festival + Awards Digital Maverick Casey Neistat and Sundance winner Josh Safdie explore the growing number of ways in which people divulge seemingly everything about their lives online. Whether we think it's too much or not enough, these personal sharing trends change the ways we understand our friends, family, and colleagues — and our own place in the world.

MAIN HALL

THE FUTURE OF CREATIVE CAREERS

2:00

The landscape of creative work is changing. Much of the friction that once inhibited independent careers has been removed, and the distance between idea and execution is smaller than ever. Scott Belsky, CEO of Behance and author of Making Ideas Happen, will explore the ways in which our professional output is powered by the latest technology and shaped by the new ways in which we collaborate.



DIRECTOR PROFILE: STEVE JAMES AND LUCY WALKER

Who best to interview a master of interview techniques? Another interview master, obviously. In a very special event, documentarians and unparalleled question-askers Steve James and Lucy Walker take to the stage together to grill each other on their careers, their creative processes, and how they get their subjects to open up on camera.

MAIN HALL

12:00

SKY LOUNGE

LIMITED EDITIONS IN THE DIGITAL WORLD

1:45

The art experience has moved beyond the museum gallery to become a dialogue between people and the devices on their desks and in their pockets. How can digital and media artists be effective players in shaping this trend and distribute their art online without giving it all away? How does encountering art online affect its interpretation? Media artist Marco Bambrilla and MoMA curator Barbara London discuss the issues and opportunities that the digital world and the Internet offer artists.

ROOT 1

ADVERTISING ADAPTS: WHAT'S A BRAND TO DO?

2:00

There have been seismic shifts in the advertising industry since TV moved on-demand and audiences moved online. Viewers are increasingly sophisticated, and advertising has evolved in tandem, with brands delivering messages through clever content that viewers choose to watch and share. Awards judge Benjamin Palmer and Jay Kamath, art director of Advertising winner K-Swiss: Kenny Powers MFCEO, will try to identify the line between advertising and entertainment, and examines the consequences — both positive and negative — of erasing that line altogether.



FRIDAY CONVERSATIONS

MAIN HALL

THE NEW VIRAL VIDEO: FROM KEYBOARD CAT TO CREATING POSITIVE CHANGE

3:30

Videos with millions of views come in many flavors, but they have a common thread: they inspire us to share them with others. Viral videos have often provided decidedly ephemeral entertainment—think cats playing pianos and dogs riding skateboards. Yet TED is at the forefront of a burgeoning trend that puts ideas worth spreading high up on the list of things your friends and family simply have to watch. What makes users want to share a meaningful video? What drives success? June Cohen, Executive Producer of TED Media, illuminates some of the most important trends defining the new viral video.

ROOT 3

GOING PRO

4:30

So, you want to do this for a living, huh? The gap between serious amateur and budding professional can look quite large, so we're bringing in some new and seasoned pros to share their perspectives on making the leap. Vimeo's Senior Curator Jordan McGarry will talk through the process and the pitfalls with three experts. Kevin Iwashina, a film, tv & digital content producer and media advisor who spent 10 years working as an agent at CAA and Lana Kim, who represents directors such as Megaforce, Andy Bruntel, Romain Gavras, and Sofia Coppola. We'll also get the scoop from director Nima Nourizadeh, who recently made the journey from creating low-budget music videos to directing Project X, his first feature in Hollywood.

MAIN HALL

FAILURE FTW

5:00

Not succeeding plays a hugely important role in the creative process. This session features two Sundance Grand Jury Prize-winners – producer Ted Hope and writer/director Ed Burns – discussing the importance of embracing failure in creative work, with postcards from their own personal dark days—jobs that went wrong, ideas that fizzled out, expectations decidedly unexceeded—and exploring how failing miserably is crucial to artistic achievement (and even finding happiness).

MAIN HALL

WORLD PREMIERE OF 'LIMBO', THE NEW FILM BY ELIOT RAUSCH

6:45

At the 2010 Vimeo Festival + Awards, Eliot Rausch took home top honors for his touching film “Last Minutes with Oden.” This year, in a special session, we are premiering Eliot’s new film, “Limbo,” which he made with his 2010 prize money. Eliot will tell us how winning the Grand Prize changed his life and what he’s been up to since, as well as take us behind the scenes of “Limbo.”



DIRECTOR PROFILE: DANIELS

Two guys, one name, one singular vision. Daniel Kwan and Daniel Scheinert recently burst onto the scene with videos and commercials that turn chaos into humor and beauty. Vimeo’s Blake Whitman will ask them to sit still for a moment and tell us where they came from, what shaped their worldview, and why they refuse to be serious even for one second.

SKY LOUNGE

3:15



DIRECTOR PROFILE: SAMAN KESHAVARZ

Saman Keshavarz was born in Tehran, Iran, raised in the United States, and, according to the bio on his blog, his last known whereabouts were in Smurf Land. But the director, whose music videos for !!!, Cinnamon Chasers, and Deus have made him one of the field’s rising stars, will be right here at the Festival to take us through his journey so far — and let us know what lands he plans to explore next.

SKY LOUNGE

4:45



FRIDAY WORKSHOPS

ROOT 3

DIGI BOOTCAMP – FEATURING THE SLOTH INVASION!

9:30

Shooting People's Ingrid Kopp helps you navigate the rapidly evolving digital landscape by examining case studies and the many funding, crowd-sourcing, audience-engagement, and distribution tools available online. Lucy Cooke joins to recount how she went from not knowing what Twitter was to creating a viral sloth video that changed her life.

ROOT 2

B&H PRESENTS: FINAL CUT PRO FOR BEGINNERS

9:30

For millions of video creators, Final Cut Pro is the go-to editing software. If you haven't gone to it yet, it's time to start the journey. Learn the fundamentals of FCP and hone your editing skills under the guidance of Giuseppe De Angelis.



ROOT 1

WESTERN DIGITAL PRESENTS: LIGHTING FOR VIDEO

10:15

Light is what enables you to see your subject, but do you know how to go beyond the obvious and use illumination to your advantage? Learn invaluable tips and tricks to improve the way you light and shoot with WD Creative Master and industry veteran Bruce Dorn.



ROOT 2

HOW TO MAKE 3D TITLES THE GREYSCALEGORILLA WAY

11:00

Learn how to grab your audience's attention from the get-go with 3D titles. Motion graphics guru Nick Campbell shows you the fundamentals of title design and takes you through the basics of the software program Cinema 4D. Don't stress if you're just a beginner—all the information will be presented simply, and you'll be extruding NURBS in no time. Confused by the jargon but still curious? Come enter the third dimension!

SKY LOUNGE**THE NEW VIMEO: BEHIND THE SCENES WITH THE VIMEO DEVELOPERS**

12:00

We spent over a year creating the best Vimeo yet, and now we want to tell you how we did it (spoiler alert: a lot of smoke and a lot of mirrors). The Vimeo development squadron takes you on in-depth tour of the new site design and the technology that went into creating a Vimeo that's easier to use, more fun, and even more respectful of the videos you create.

ROOT 1**PROACTIVE STORYTELLING INSTEAD OF REACTIVE COVERAGE**

12:00

When documenting an event, you need to learn to think ahead, but also adapt on the fly—it's those split-second decisions that can truly forge your story and make your coverage stand out. Presented by videographers and team educators stillmotion.

ROOT 2**WESTERN DIGITAL PRESENTS: DIGITAL WORKFLOW**

12:30



One of the best parts of shooting on digital is the efficiency it affords—provided you know how to attain it. Join storage-industry pioneer Western Digital, and one of the world's most influential photographers, WD Creative Master Bruce Dorn, as he shares digital workflow secrets that will keep your production moving.

ROOT 3**THE RIGHT CAMERA FOR THE RIGHT JOB**

1:45

We live in an era of abundant electronics—but it's easy to suffer from analysis paralysis as you attempt to choose the right piece of gear. Do you do the research yourself or let an expert tell you what you need? Maybe a little bit of both, but here we'll let the expert start the conversation. Learn the pros, cons, and compromises of popular cameras from director Philip Bloom.



FRIDAY WORKSHOPS

ROOT 2

.TV PRESENTS: THE LIFECYCLE OF CONTENT

2:00

Where videos end up have a lot to do with where they start. Learn how well crafted, personality-filled content gets made and then plucked from the pack to be showcased for savvy audiences. Featuring filmmakers from Korduroy.tv and the founders of VHX.tv.



ROOT 2

SOUND: THE OTHER HALF OF YOUR VIDEO

3:45

Learn how sound can help shape and give life to your videos at this special workshop by Michael Coleman, producer of the SoundWorks Collection series. Coleman profiles the sound industry's best ears to deliver invaluable insight on the role of audio in visual storytelling.

ROOT 1

DON'T WORRY ABOUT YOUR GEAR: CASEY NEISTAT'S GUIDE TO GETTING STARTED

3:45

Do you yearn to express your creative vision, but don't have access to the latest and greatest gear? Do not despair! Casey Neistat shows you how to capture the story you want to tell while maximizing the equipment at your immediate disposal. If you're just getting into the world of video, this highly practical workshop is the perfect launchpad for your ideas.

ROOT 1

DTS PRESENTS: MUSIC SOUND DESIGN WITH DIEGO STOCCO

5:15

Join Diego Stocco as he shares with you how soundtracks can be generated by playing unlikely sources. Whether it's amplifying a tree or wringing harmonious noise from a trash can, this auditory-focused workshop will have you searching for soundwaves in new places.





FRIDAY SCREENINGS

ROOT 3

IMAGINARY WORLDS

7:00

Video is the perfect vehicle for traveling through alternate realities. These fantastic flights of animation and post-production sorcery have enabled their creators to capture their daydreams and take audiences on impossible journeys. The settings are only sometimes extraterrestrial, but the work is always out of this world.

MAIN HALL

THE WINNERS (PREMIERE)

8:30

We started with 14,567 videos and ended up with 13 — our 2012 Vimeo Awards winners! These films showcase the breadth of brilliant work online, from the humorous to the heart-wrenching, and prove that our beloved Internet has become a place where high-quality, high-impact content can not only survive, but thrive. We can't wait to show you these stunning works, and we can't wait to see what their creators do next.

ROOT 3

WTF?

8:45

Sometimes a video makes us spit liquids all over our keyboards and speak strictly in Internet acronyms. This screening collects the most unexpected, eye-widening, LOL-inducing, and must-share-now videos from our pool of submissions. The diverse selections in this grab bag of greatness all have one thing in common: they'll leave you awestruck — or wondering “What the f%#k?”



SATURDAY CONVERSATIONS

ROOT 3

PUTTING THE FUN IN FUNDING

10:00

When it comes to obtaining a decent budget for your project, you are no longer reduced to groveling at the feet of rich friends. This session looks at three more dignified ways to find funding: through grant organizations, crowd-sourcing, and brands that want to catalyze great content. Kickstarter's Art Program Director Stephanie Pereira, The Creators Project's Global General Manager Hosi Simon, and Adella Ladjevardi, Grants Manager at funding body Cinereach, will tell us how they work, what they're looking for in projects, and what you need to know when approaching them.

MAIN HALL

BUILDING YOUR AUDIENCE

10:30

You've spent lots of time, energy, and money making your film, and once it's done you want make sure it doesn't end up like a wallflower at the online video party—you need to actively seek out watchers. Vimeo's Blake Whitman, director Philip Bloom and designer Nick Campbell get down to some serious talk around how to grow and maintain an audience for your work.

SKY LOUNGE

FROM CITIZEN TO FREELANCER: THE NEW VIDEO-JOURNALISM

12:30

Technology is opening up the news industry. Now more than ever, media organizations are relying on citizen journalists to provide images from countries and situations that are hard to reach, and regularly involving the public in the daily process of news gathering. But what makes a good citizen journalist, and how do news outlets work with them to produce stories? And for those looking to join the professional ranks, what skills are needed to make it as a freelancer? This fascinating look at how technology is reshaping the news industry is filled with practical information and advice for emerging videojournalists and reporters from Lila King of CNN iReport and Matthew O'Neill and John Alpert of New York's DCTV.

MAIN HALL**THE ART OF GETTING PAID****2:00**

Yes, you create because you love doing it, but imagine loving doing it while being compensated appropriately—or even handsomely. Learn where the money is and how to get to it in this insightful look at the financial side of filmmaking through the eyes of fundraising expert and all-round maverick Brian Newman.

ROOT 3**THE SCIENCE OF STORYTELLING****2:00**

With high-quality camera equipment now widely accessible, almost anyone can shoot videos that look good. But pretty pictures get you only so far — the way to truly captivate viewers is by telling a story that grips from the get-go and hangs on well after the final frame. And while we can feel that stories are powerful, there's science behind them, too. Jonathan Gottschall, author of *The Storytelling Animal: How Stories Make Us Human*, draws on the latest research in neuroscience, psychology, and biology to argue that storytelling has evolved to ensure our species' survival. With insight on the basic human impulses behind tragedies, comedies, and cliffhangers, this session is a must for anyone who wants to tell a story that hits audiences in the heart, the gut, and other important organs.





SATURDAY CONVERSATIONS

MAIN HALL

BEYOND THE SCREEN: NOTES FROM THE BLEEDING EDGE OF FILMMAKING

4:00

Executing big ideas can require big technology, and the most forward-looking filmmakers are inventing their own to bring groundbreaking concepts to life. From holographs to projection maps to apps that facilitate extraordinary levels of audience interaction, the topics of this conversation run the gamut: what's hot now, what's next, even what hasn't been thought of yet. Participating are two of the industry's leading innovators: Kenzo Digital, the new media heavyweight and creative director behind work for Nike, Beyoncé, the Obama campaign, and Nam Jun Paik Studios; and Loc Dao, the award-winning executive producer and creative technologist for the National Film Board of Canada's digital studio. Led by moderator Lance Weiler, the pair will discuss the technology they are most excited about, how new tools spark new ideas, and why telling a great story is still of paramount importance.

ROOT 2

ONE DAY ON EARTH — CONNECTING THE WORLD THROUGH VIDEO

3:15

The Internet has enabled creators to call upon the world to act, uniting people and helping us work together on a global scale. This session shines a light on One Day on Earth, one of our favorite collaborative projects and winner of our Honorary Award for Social Change. Its founders, Brandon Litman and Kyle Ruddick, will explain how they galvanized people all over the world to work together on a film that captures what happens on our planet in a single day.



DIRECTOR PROFILE: VINCENT LAFORET

Vincent Laforet started by making a splash in the world of still photography, working for The New York Times at the tender age of 25 and winning a Pulitzer Prize. He's since turned to moving images and maintained pace — he received Cannes Lions Awards for Canon's "Beyond The Still," and his recent short "Mobius" for the same camera brand immediately went viral. We'll talk to Vincent about his accomplishments and learn how budding filmmakers can achieve big goals.

SKY LOUNGE

3:45



SATURDAY WORKSHOPS

ROOT 1

B&H PRESENTS: ADOBE PREMIERE FOR BEGINNERS

10:00



Adobe Premiere is a powerful and increasingly popular editing program that integrates seamlessly with the entire Adobe Creative Suite. Learn the basics of this dynamic software from Adobe master trainer Abba Shapiro.

ROOT 2

ANIMATION CREATION STATION, AUDIENCE PARTICIPATION

10:15

Come get animated with Sean Pecknold, Kirsten Lepore, and moderator Andy Bruntel. The trio will set up several animation “stations” and lead an audience-driven stop-motion demo that covers down-shooter, paper cut-out, clay, and pixilation techniques, as well as some general stop-motion tips. There may also be dancing.

SKY LOUNGE

VIMEO EVERYWHERE: BEHIND THE SCENES WITH THE VIMEO DEVELOPERS

11:00

Vimeo is not just for computers—it purrs like a pixelated kitten on smartphones, tables, and connected TVs of many kinds. The Vimeo developers will tell you about the challenges and triumphs involved in making a gigantic website accessible on lots of different platforms all over the world.

ROOT 1

HOW STORYTELLING MAKES BETTER VIDEO

11:45

Before you think about gear and editing for a particular project, you should ask yourself what stories you want to share. Whether you're shooting a simple birthday party or a complex multi-day event, you need to keep your audience in mind. A little planning can go a long way toward telling a tale that people love to follow. Presented by writer/director/producer Steve Stockman.

ROOT 2

GETTY IMAGES PRESENTS: TAKING YOUR SHOTS TO MARKET

11:15

gettyimages

Creativity is its own reward, but getting paid for it is pretty nice, too. Join professional filmmaker Enrique Pacheco as he teaches you how you can make money from the footage you're already taking, as well as how to go out and get video that people want to pay you for.

ROOT 3

99 SECRETS EVERY NEW FILMMAKER SHOULD KNOW WITH DANIELS

12:30

Come learn the 99 irrefutably most important secrets to successful moviemaking in just one hour. The most educational 60 minutes you could possibly sit through is a mix of stories from inside the industry, illuminating anecdotes from the set, and key bits of wisdom that will improve your life. Plus, if there's time, we'll do group activities! Presented by Vimeo New Creator Award winners DANIELS, who have been working professionals in the music video and commercial industries for about a year, or maybe technically a year and a half, but it's hard to figure out when to start counting, so to be safe let's say two years.

ROOT 1

DOCUMENTARY EDITING: LUCY WALKER'S SECRET RULES

1:45

Two-time Academy Award-nominated director Lucy Walker (*Waste Land*, *The Tsunami and the Cherry Blossom*) shares her edit room secrets: the no-fail rules that can help documentarians realize the potential of the scariest morass of raw footage, covering practical tips on process and lessons she's learned the hard way.



SATURDAY WORKSHOPS

ROOT 2

VIMEO TIPS AND TRICKS

1:45

Join Sam Morrill and Matt Schwarz of the Vimeo community team as they show you how to get the most out of your Vimeo experience. From gaining viewership to finding collaborators to harnessing all the available tools and features, Sam and Matt will reveal it all. Please note: High fives may be widely distributed.

SKY LOUNGE

IGNITING THE IMAGINATION OF MANY

2:15

The democratization of tools used to reach people through video has disrupted the concept of “the audience.” But how does one take advantage of this disruption? People are no longer just passive viewers — they are their own media companies, watching on their own terms and publishing for the world to see. In this special workshop, storytelling pioneer Lance Weiler places you within an open design process, and together the room will go from an idea to a fully formed collaborative story in less than an hour, demonstrating ways to break with tradition, leverage new tools, and engage increasingly an selective viewership — those formerly known as the audience.

ROOT 1

IMPOSSIBLE THINGS ON A SHOESTRING

3:15

What happens when unlimited ambition meets limited budgets? A lot, as it turns out. Listen in as Josh Ruben and Vincent Peone take us through their experiences as professional filmmakers who’ve made a name for themselves in the Internet video industry and beyond, all while using basic resources that most of us can access.



SATURDAY SCREENINGS

ROOT 1

THE WINNERS (REPEAT)

5:15

We started with 14,567 videos and ended up with 13 — our 2012 Vimeo Awards winners! These films showcase the breadth of brilliant work online, from the humorous to the heart-wrenching, and prove that our beloved Internet has become a place where high-quality, high-impact content can not only survive, but thrive. We can't wait to show you these stunning works, and we can't wait to see what their creators do next.

ROOT 3

SONIC PIXELS

6:45

With so much watching to be done, it's nice to let your ears guide you from time to time. Music is a rich source of inspiration for many creators, and while music videos often claim lead singer status, this screening brings together amazing audio-driven work from lots of categories. These films all had us leaning in for a closer listen.

ROOT 1

SEEING STORIES

7:15

Pretty pictures get a lot of play in the video world, but what truly keeps us glued to our monitors are captivating stories. This collection of well-told tales shows that no matter how fancy your camera or how cool your effects, we gravitate toward convincing characters that have distinctive experiences: secret shared moments, day-to-day struggles, and spectacular successes.

SATURDAY NIGHT

ROOT 3

SPECIAL EVENT: MIWA MATREYEK

4:15 + 5:15

We are extremely excited to present Miwa Matreyek's *Myth and Infrastructure* at the Festival this year. A magical blend of performance, animation, and projection, this multimedia experience will take you on a dreamlike journey with one of the most distinctive artists working today.

MAIN HALL

CLOSING PARTY

10:00 - 1:00

Celebrate the completion of the 2012 Festival + Awards at a grand soiree inside one of New York City's most distinctive buildings — the Frank Gehry-designed IAC headquarters. Featuring beats by Motion Potion, the shindig will enable attendees to hang out, have inappropriate amounts of fun, and dance their pants off. Free beer will make it all a little easier.



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OUR SPONSORS AT THE FESTIVAL



Whole Foods Market is the world's largest retailer of natural and organic food. Leading with video content, Dark Rye is an online magazine from Whole Foods Market that features creators and innovators in the fields of food, health, sustainability, design, tech, and social innovation. Select videos from this series will be showcased on the IAC Video Wall throughout the Festival.



The Standard Hotels provide a distinctive experience for travelers with discerning taste. The Standard is the official hotel and venue partner for the Vimeo Festival + Awards. All Festival + Awards guests receive a 10% discount on accommodations at The Standard, New York during the Festival + Awards.



Visit WD in the Sponsor Pavillion to learn how to maximise performance and centralize, share and enjoy your digital life. Do more in less time with the ground-breaking data transfer speed of the Thunderbolt ports on My Book Thunderbolt Duo. Store all of your favorite memories on your home network with personal cloud storage and stream them to your HDTV with a WD TV media player.



.tv enables anyone to establish a video or rich-media presence on the web by offering domain names that suggest playable content and an engaging online experience. .tv will be conducting interviews with nominees and attendees in the Sponsor's Pavilion. In addition, .tv is presenting a workshop, Creation to Curation, the Lifecycle of Content, which demonstrates how two very different types of digital creators are using the .tv domain as a way of setting themselves apart.



DTS, Inc. is a digital audio technology company dedicated to delivering the ultimate sound experience — anytime, anywhere. DTS's state-of-the-art technology can be found in millions of consumer devices worldwide. Widely recognized as a pioneer in the audio technology industry, DTS has redefined the way industry professionals create sound, how consumer electronics manufacturers deliver sound, and the way connected consumers experience sound.

At the 2012 Festival + Awards, DTS is sponsoring the workshop Music Sound Design featuring composer/sound designer Diego Stocco. The company also is pleased to provide a DTS Lounge in the beer garden — a place to take a break, grab a cold drink, and enjoy an immersive DTS listening experience.



Sundance Channel is the destination for what's next, now, showcasing both today's creative icons and the emerging talent of tomorrow. Sundance Channel is proud to sponsor the Vimeo Festival + Awards, a celebration of everything that Sundance Channel values: creativity, innovative thinking, and unique perspectives. Winners of the Vimeo Festival + Awards will be featured on Sundance Channel this summer.



Herring Media Group delivers worldwide communications solutions, including Architectural Media™ and strategic branding campaigns. Along with Quince Imaging, HMG is providing projection engineering and imaging for the Vimeo Festival + Awards.



With more than 35 years of experience, B&H has established itself as a leading provider of photo, video, and audio equipment, with an emphasis on low prices and exceptional service. B&H aspires to go beyond gear, and continually strives to share its knowledge of technology with customers in the most personalized way.

B&H is the official audio-visual equipment provider for the 2012 Vimeo Festival + Awards, as well as a sponsor of the Shooting Gallery. In addition, B&H is sponsoring two workshops: Beginners Editing with Final Cut and Beginners Editing with Adobe Premiere.



Video from Getty Images. A proud sponsor of the Vimeo Festival + Awards, Getty Images offers over 700,000 HD video clips to creative professionals across all markets and industries. Video collections range from art-directed and fully released commercially viable clips, via Hollywood studio content and the history of the 20th century world in film, to authentic user-generated video. Our content helps communicators around the globe to tell their stories.

Getty Images is sponsoring the Vimeo Festival workshop Taking your Shots to Market.

VIMEO GUIDE TO CHELSEA

1. PIZZA: GOTHAM PIZZA

No visit to NYC is complete without pizza. Gotham doesn't represent the classic city slice, but we love its cornmeal crust.

144 9th Ave on the Corner of 19th Street

Recommended by Dan Hayek

vimeo.com/danielhayek

2. BAR: FLIGHT 151

An authentic pub that stands out in a land of upscale cocktails.

151 8th Ave

Recommended by Sam Morrill

vimeo.com/sammorrill

3. SPANISH: SOCCARAT PAELLA BAR

A small space with amazing food and great atmosphere. Go for the paella — and go early to get in!

259 W. 19th St

Recommended by Dae Mellencamp

vimeo.com/daemellencamp

4. INDIAN: DIL-E PUNJAB

The key to Vimeo's success. If you are vegetarian, if you only have \$7, if you don't need to sit down, this is the hole in the wall for you.

170 9th Ave

Recommended by Sean Nelson

vimeo.com/seanrules

5. EVERYTHING YOU COULD EVER IMAGINE: CHELSEA MARKET

From Thai to fancy grilled cheese to lobster rolls, you can likely satisfy any food-related craving (including a few you never knew you had) in this gourmet concourse that spans a city block.

75 9th Ave

Recommended by everyone at Vimeo

6. DINER: MOONSTRUCK DINER

Moonstruck Diner is good. It's a good place to go if you like Justin Bieber, because he ate there once. It's also a good place to go if you hate Justin Bieber because he's probably not there right now.

400 W. 23rd Street

Recommended by Mark Cersosimo

vimeo.com/mark

7. OXYGEN: THE HIGH LINE

Stroll this repurposed elevated railroad line to enjoy views of the Hudson River, native flora, and the fancy ship-shaped building that Vimeo calls home.

Recommended by Chris Diken

vimeo.com/chrisdiken

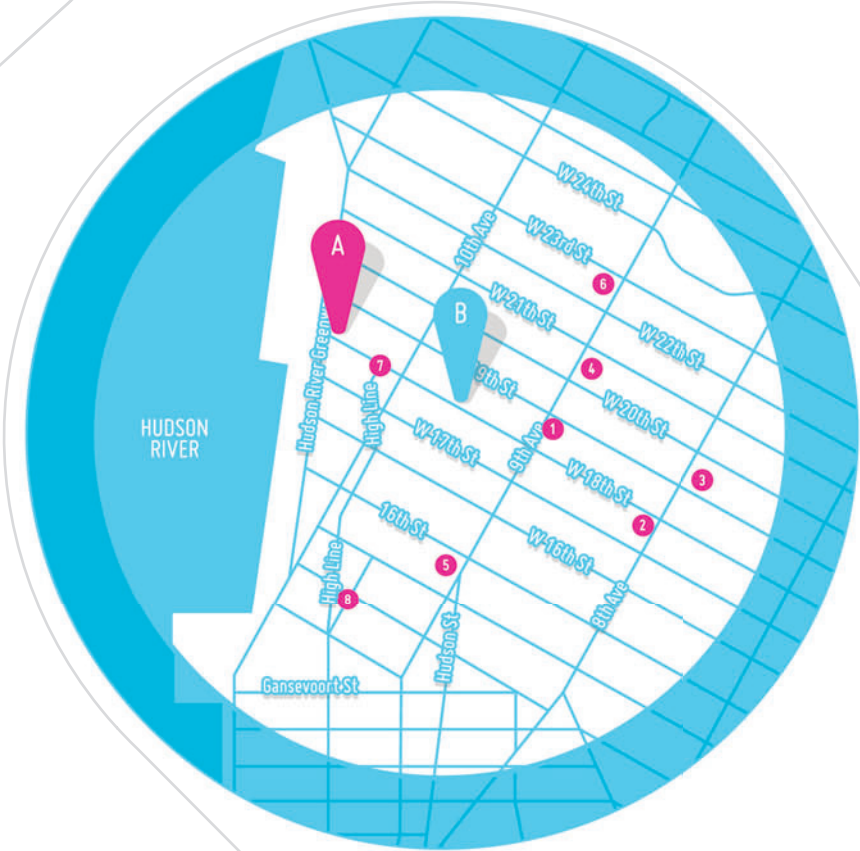
8. BEER GARDEN: THE BIERGARTEN AT THE STANDARD HOTEL.

I love the Biergarten for a summer drink outside under the High Line.

Recommended by Jeremy Boxer

vimeo.com/jeremyboxer

FESTIVAL VENUES



A

VIMEO/IAC HQ
555 W 18th St, NY 10011

B

ROOT (DRIVE-IN) STUDIOS
443 W 18th St, NY 10011

SCHEDULE : FRIDAY

TIME / VENUE		MAIN HALL	SKY LOUNGE	ROOT 1	ROOT 2	ROOT 3
09:00	00					
	15					
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Check vimeo.com/awards and follow us @vimeofestawards for the most up to date schedule
 Space at all sessions is limited. First come, first served!

SATURDAY

TIME / VENUE	MAIN HALL	SKY LOUNGE	ROOT 1	ROOT 2	ROOT 3
09:00					
10:00	Building Your Audience	Vimeo Everywhere: Behind The Scenes with the Vimeo Developers	B&H Presents: Adobe Premiere for Beginners	Animation Creation Station, Audience Participation	Putting the Fun in Funding
11:00		From Citizen To Freelancer: The New Video-Journalism	How Storytelling Makes Better Video	Getty Images Presents: Taking Your Shots To Market	99 Secrets Every New Filmmaker Should Know with DANIELS
12:00					
1:00					
2:00	The Art of Getting Paid	Igniting the Imagination of Many	Documentary Editing: Lucy Walker's Secret Rules	Vimeo Tips and Tricks	The Science of Storytelling
3:00					
4:00	Beyond the Screen: Notes from the Bleeding Edge of Filmmaking	Director Profile: Vincent Laforet	Impossible Things on a Shoestring	One Day On Earth — Connecting the World Through Video	Myth and Infrastructure
5:00					
6:00			The Winners		Myth and Infrastructure
7:00			Seeing Stories		Sonic Pixels
8:00					
9:00					
10:00					



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**FESTIVAL
+ AWARDS**