

AdFest 2015

■ ADFEST 프로그램



ADFEST 2015 PROGRAM

TIME	THU 19 MAR	FRI 20 MAR	SAT 21 MAR
08.00	Registration	Registration	Registration
09.00	HALL A1: Promo & Media Exhibition HALL A2: Film Lotus HALL A3: Radio, Film Craft, New Director Main Foyer: Effective, Integrated, INNOVA, Branded Content & Entertainment, Lotus Roots Exhibition Mezzanine: Print Craft Exhibition A-D Foyer: Press, Outdoor, Direct, Design Computer Kiosk: Interactive, Mobile	HALL A1: Promo & Media Exhibition HALL A2: Film Lotus HALL A3: Radio, Film Craft, New Director Main Foyer: Effective, Integrated, INNOVA, Branded Content & Entertainment, Lotus Roots Exhibition Mezzanine: Print Craft Exhibition A-D Foyer: Press, Outdoor, Direct, Design Computer Kiosk: Interactive, Mobile	HALL A1: Promo & Media Exhibition HALL A2: Film Lotus HALL A3: Radio, Film Craft, New Director Main Foyer: Effective, Integrated, INNOVA, Branded Content & Entertainment, Lotus Roots Exhibition Mezzanine: Print Craft Exhibition A-D Foyer: Press, Outdoor, Direct, Design Computer Kiosk: Interactive, Mobile
10.00	Coffee Break	Coffee Break	Coffee Break
10.45	TO BE ANNOUNCED	TO BE ANNOUNCED	LET'S GET REAL – THE FUTURE OF AUGMENTED & VIRTUAL REALITY Simon Gosling
11.30	THE GUNN REPORT 2014 Emma Wilkie	DENTSU AEGIS NETWORK Presents YOUNG LOTUS WORKSHOP 2015	SHORT FILMS BY THE FABULOUS FOUR Anya Nicola Isabel Zulueta Hiroki Odagiri Pranav Harihar Sharma Tomoya Kuge Moderated by Michael Hilliard
13.00	Lunch	Lunch	Lunch
14.30	CIRCLE OF TRUST Sidharth Loyal	YOU'RE THE HERO, NOT A TARGET. THE NEW ERA OF STORYTELLING Kazuaki Hashida & Takahiro Hosoda	JURY PRESIDENTS CROSSFIRE I
15.15	WE WILL FIX IT IN POST Adam Tunikowski Michał Misirski Michał Dwojak-Hara Natalia Lasota	STORYTELLING IS THE NEW BLACK Jonathan Samway	JURY PRESIDENTS CROSSFIRE II
16.00	BAD IS BAD Chung Su Ko	BUCKLE UP! THE TIDAL WAVE OF TRANSMEDIA IS OVERWHELMING THE ADVERTISING INDUSTRY Chung Chung Chan	DESIGN YOUR LIFE SO YOU CAN KICK ASS 365 Pum Lefebure Design Lotus & Print Craft Lotus Jury President
16.45	THE GOOD, THE BAD, AND THE PUNK ROCKER TURNED MUSIC SUPERVISOR Marcel A. Wiebenga	MUSIC & SOUND: THE ANATOMY OF AN EARWORM Justin Shave & Charlton Hill	TO BE ANNOUNCED Rei Inamoto Grand Jury President
17.30	Coffee Break	Coffee Break	Coffee Break
18.00	ROI OF THE BAD: DO SHOCKING ADS REALLY WORK? Hando Sinisalu	AWARD PRESENTATION	AWARD PRESENTATION
18.45	BE BAD! A TECHNOLOGIST'S GUIDE TO BREAKING CREATIVE RULES Laurent Thevenet		
19.30	WELCOME PARTY @ Lotus Pond		
20.00			AFTER PARTY @ Infini Pool

Updated 12 Feb