

EDWARD BAKST:

Creative Director & Designer
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CURRENT ENDEVOURS:

Director, Designer “IDEAforia” (euphoria over ideas) creative media company dedicated to development of original concepts, innovative ideas and solutions, project design and creation as well as consultation to creative media and academic institutions

Animation Director: 12 min. 3d animated TV Soccer Comedy Pilot for M2R (client) and Intense Animation Studios, Singapore.

Academic Creative Consultant: Overseeing development of ideology, curriculum and methodology for the new School of Technology for the Arts @ the Republic Polytechnic, Singapore.

International Guest Presenter & Academic Consultant: Kiel University of Applied Sciences, Multimedia Productions, “Creative Concept Development”, November 2005, Germany; Polish-Japanese Institute of Computer Technology, Warsaw, PL.

Projects in Development: concept for “Interactive Playground” entertainment and exploration exhibits; “Living Laboratory”: concept for a beaker environment generating original entertainment solution; “Ideaforum”: interdisciplinary beaker and multifaceted gallery of creative fusion and ideation process; “Maginarium” beaker evolving innovative interactive learning.

APPOINTMENTS:

Visiting Professor, then Vice Dean: SADM @NTU, Singapore: 2003, offered an annual appointment, I was invited by NTU to spearhead development of the vision, structure and curriculum for an entirely new School of Art, Design & Media within the University. Singapore, known for high level of technological strengths, determined to develop creative and artistic talent that will transform it into a more comprehensive nation. My vision for SADM focused on creativity, imagination and innovation within a variety of time based media, design and arts & technology. My goal was to shape an inspiring environment that encourages exploration revolving around international ideas, arts, thinking, cultures, historical and global awareness that would be injected into the school via international relationships, faculty, visiting artists, exchanges and worldwide student body. The school will cover undergraduate, graduate and post graduate creative education, exploration and research taking advantage of the technological opportunities already existing at this university.

Over the year I spearheaded research assessing strengths and limitations of the regional education, its cultural and sociological

landscape. Based on the findings, I defined the new school's philosophy, structure, unique attitude, disciplines encompassed within its undergraduate, graduate and research areas as well as synergies between the disciplines making up these divisions. I shaped the curriculum, Foundation courses, admission criteria, defined administrative and academic personnel needs as well as their job descriptions. I planned school's global promotion and faculty searches. I worked in defining space needs; supervising landmark design for its new building; I oversaw design of SADM website, brochures, short and long term budgeting; wrote positioning papers, and promoted the new school to ministries and key people in the country. I represented SADM to schools visiting NTU in search of relationships. I planned mission trips to international educational institutions in Asia, Europe and USA.

Full Professor & Chair "Animation & Digital Media": CCS in USA. In shaping the "New Vision for ADM" and a five-year plan, I redesigned program's philosophy, curriculum, expanded its offerings, scale and budget. I managed educational and administrative matters, invited international artists, scholars and festivals directors. My representing ADM in Asia initiated international student exchange agreements. I awarded the best students with a trip to Ottawa International Animation Festival.

I established relationships leading to projects with the Detroit International Academy (premier art museums), FIRST Robotics (high school robotic society), PBS-TV (which sought to develop a monthly one-hour show devoted to International Animation).

While presenting in Asia, I met with the President of Malaysia's Limkokwing University, triggering plan for CCS-Asia. The aim was to make the Animation & Digital Media program known globally, establishing Asian presence and creating opportunities for faculty and student exchanges and creative collaborations.

Founding Chair of "International Animation Department", RMCAD, Denver, Colorado: Designed philosophy for a new program, built the department from the ground up, designed the curriculum, wrote all syllabi, supervised setting up of production studios for all animation forms, hired numerous international artists, scholars and festival directors as visiting faculty. I supervised program's worldwide promotion, oversaw budgets and administration and grew department from 3 to 40 students.

I established relationships with the Denver Film Society and its International Film Festival, Mayor's Office for Cultural Affairs, Mizel Arts Center and Jewish Film Festival, Colorado Film & Video Association, AT&T, the local SIGGRAPH, Denver Museum of Nature & Science, Colorado University, the Art Institute and other major regional media production studios.

Concept of the "international animation program" attracted renowned international artists, scholars and festival directors. This attracted the world's attention putting RMCAD on a global

map. It enabled students to work with the best global talent making the program exciting for the students and a core faculty.

Utilizing UNICEF contacts enabled the best students to submit their ideas for production of PSAs for “Children’ Rights”. Four proposals were selected as 30 sec films to be part of a half-hour presentation distributed to over 150 countries around the world.

Inspired by these prominent visiting scholars, artists and ASIFA International Secretary General, I established ASIFA-Colorado. Through it I shared with the Denver community at large the great artists, scholars & festival directors from around the world.

Associate Professor, Pratt Institute, Media Arts, NYC. I began with one animation class within a Media Department. Eventually I taught three classes in all levels, and brought in two other adjunct faculty members. This program has since grown and presently grants BFA degrees to its graduating students.

Associate Professor, Columbia University, School of the Arts. I worked with graduate students from the Film, Fine Arts and Digital Media departments, introducing them to animation’s magical powers. This brief experience inspired my interest in the concept for a graduate “Interdisciplinary Creative Incubator”.

EDUCATION:

MFA degree, Honors in Film Directing, Columbia University, School of the Arts in NYC. I studied film directing, film analysis and all aspects of film production. My final film project won the East Coast Regional Academy nomination in student category.

BFA degree in Visual Communication, Manchester Polytechnic, in England. I studied advertising, graphic design, photography, printmaking, drawing and packaging, and became the first student in film, in what eventually evolved into a film program.

High School degree, Lyceum of General Education in Warsaw, Poland and, prior to that, at the Lyceum of Fine Arts in Warsaw.

ONGOING PROJECTS:

MUSEORBIUM: a physical entertainment environment which transforms into an adventure the stories of human imagination, cultural heritage and arts that have shaped our past and are forging our future. Spanning from a creation myth and ending in the futuristic tomorrow this "Odyssey" seamlessly propels us through the most memorable stories representing given culture, its imagination, spirit and character. As immersive and interactive journey it transforms its visitors: “Voyagers” into active protagonists within the stories, awakening a child within, inspiring imagination and creative ideas. Museorbium will immortalize and promote the host country's cultural and artistic heritage, character and creative diversity. It will fuse a host country's vision for the future with aspirations in media, arts, entertainment technologies, IP and tourism. Museorbium establishes a powerful synergy between creative entertainment,

interactive storytelling and innovative research and entertainment technologies that make ideas come to life for all to be impacted by. Museorbium's "Playground of the Future" will offer an innovative, interactive, high technology environment within which, upon completion of the "Odyssey", visitors will explore the just awoken ideas, bringing their own dreams to life.

IDEAFORIUM: defines a "multidisciplinary creative incubator" aimed at inspiring creativity, experimentation and innovation enriched by interdisciplinary amalgamation, synergies or fusion. From brainstorming of idea to the end production, Ideaforum spans and document an entire creative and production process. Ideaforum brings together the best international talent in various key disciplines and pairs them with aspiring creatives or graduate / research students and faculty, allowing all to explore new horizons of creative arts, design and media or shaping original genres resulting from the amalgamation of them all. This is a true "creative asylum". Unlike traditional art galleries Ideaforum unveils the entire process, may it be art, design, film, animation, performance, creative robotics, interactive art or new genres birthed via amalgamation. Presently, when creative thinking is considered a valuable commodity, corporations may be open to co-sponsoring Ideaforum's exploratory activities in exchange for a "first rights of refusal" to any innovative concepts, designs or solutions originated within the Ideaforum.

"Blind Project": While working in clay animation I evolved an idea for exposing congenitally blind artists to the tactual powers of clay animation and having them embark on the production of an animated film in which they would handle all of its aspects. As a result, such a film would offer the seeing public an insight into ways ideas about our world, motion or space, are perceived by those who have never seen it. This could be one of the most unique explorations still open to us. Such a production would also be captured as a documentary film. Both would serve as a great revelation and means of abolishing old stereotypes. They could also inspire innovative technology aimed at enabling the blind filmmakers to "see" the animated results of their exploits.

PRODUCTION CAREER:

During my independent creative career in NYC, I played the role of researcher, creative director, designer, art director, director, production supervisor, executive producer and my own agent.

Designer/Director on a CGI generated film for the NMNH's Smithsonian Museum Rotunda Exhibit in Washington, DC, USA.
Designer/Director on many Network IDs for "Nickelodeon", NYC
Designer/Director on two launching IDs for "Noggin", NYC.
Creative Director on a proposal for a CGI animated PBS series.
Designer/Director/Producer on NBC Network "Peacock" id, CA.
Art Director on ABC Vote '96 Presidential Elections Special.
Designer/Director/Producer on several IDs for FX/M Network.
Designer/Director on SCI-FI Channel IDs. Produced in Belgium.
Creative Art Director on a package of TV commercials for VIASA AIRLINES, produced in Venezuela, South America.

Animation Director on four TV commercials (merging live action and CGI character animation) for the AJINOMOTO, in Japan.
Designer/Director on a project for Showtime Channel, NYC.
Designer for an interactive "MTV Instant Music" test-site project.
Designer/Director of an educational short film for HBO Network.
Designer/Director: Duracell commercial for OGILVY&MATHER.
Designer/Director for the Kansas City "ROYALS", baseball team
Creative Consultant for a project for the DISCOVERY Channel.
Designer/Director for a TV commercial for MEAD DATA Co.
Designer/Director and Animator for an animated film for AT&T.
Designer/Director on a commercial for MULLER/Jordan/Weiss.
Designer/Director/Animator for several projects for MTV.
Designer/Art & Animation Director on numerous stop motion cinema trailers produced for the BIC Pen Corporation, USA.
Designer/Director: UNICEF film for the "Year of the Handicap".
Designer/Director/Producer on some 25 short films for both: "Children's Television Workshop" and the "Electric Company".
Designer/Director/Animator on several short, animated films for children programming on ABC and NBC Networks, NYC & CA.
Designer/Director on a clay animated commercial for the ACA.
Designer/Director for a package of TV commercials for WBLI.
Designer/Director for TV commercial for POLYGRAM Records.
Animation Director for TV commercial by GROSSMAN Studios.
Designer/Director on VIS commercial produced for La ROCHE.
Designer/Director on animated mythology films for International Film Foundation, an educational film producer and distributor.

PRESENTER & JUROR:

Presenter at ASEAN Symposium '05 @ Singapore Art Museum.
Presenter '05: "Creative Concepts" - Hong Kong Poly-University
Moderator: "Asia Animation" '04 Summit & Conference in S'pore;
Key Speaker at the International "ACE 2004" Conference on Advances in Computer Entertainment Technology in Singapore.
"Mobility 2004" International Research Conference in Singapore
European Digital Arts: As a Guest Lecturer, I presented a series of seminars on "Creativity in Animation", East Berlin, Germany.
Key Speaker: "International Animation", CAEA '01 Conference.
International Juror: Seoul International Animation Festival 2002.
Guest Presenter at Samsung Art & Design Institute in Korea.
International Juror and Presenter at the Puchon International Student Animation Festival of 2003, Puchon, Korea.
Conducted Master Classes at Ngee Ann Polytechnic, Singapore
Presenter & Guest Professor, offering Master Classes at other colleges during 2002-2003 in Korea, Singapore and Malaysia.
Panelist on "the Post-Modern Art" at Cranbrook Academy, USA.
Panelist on "Educational Curriculum Development" at the 2003 Kalamazoo Animation Festival International, Michigan, USA.
Guest Artist & Curriculum Consultant at Veritas, La Universidad Internacional de Arte, Diseno y Arquitectura, Costa Rica, 2003.

SOCIETIES:

Founding President ASIFA-Colorado: ASIFA was established by the UNESCO to shape dialogue between animation artists around the world. With support of the ASIFA major key players, I established a new national charter. It presented multitude of artists, scholars and festival directors I brought to the college. It

also attracted external cultural organizations, audiences and students of other schools. During my presidency this national chapter became known internationally as the most active of all.

Member in the following societies: DFS, CFVA, SIGRRAPH, ASIFA, CAA, ACM, DIA and the Cranbrook Academy.

AWARDS:

SIGGRAPH Electronic Theatre: Three shorts designed-directed by me were selected for this revered event; **NY Film & Video Festival**: three Gold & three Silver medals; **ASIFA-East International Animation Festival**: Best Film under One Minute; the Best Animated Short Film, plus several others. **IMAGINA**, International Computer Animation Festival, Monaco; Winner of the Prix Pixel - 1st Prize. **WORLDFEST** International Film Festival: two Gold Medals; **BPME** (Broadcast, Promotion and Marketing Executives): Gold; **HOUSTON** International Festival: Gold and Silver Medals; British **"ONLINE"** Computer Animation Festival: First Prize; **NCGA**: Competition Winner; **US Festival**: Winner-"Creative Excellence"; Finalist at following festivals: Monitor, CLIO, Hiroshima and Annecy International Festivals.

GRANTS:

Winner of the prestigious John Simon Guggenheim Fellowship. Jerome Foundation, through the International Film Foundation.

SAMPLE REEL:

"Sample Reel" + creative concepts are on www.ideaforia.com.

LETTERS OF REFERENCE:

Prof. Low Teck Seng, President & CEO of Republic Polytechnic tslow@rp.edu.sg +65-6376-8001, 6510-3001 or cell: 9188-8388

Timothy Seow of CPG Consultants, Singapore, Architect whom I selected to work on SADM building design and development.

Dr. Su Guanng, NTU's President. I worked with Prof. Su on SADM's development. Contact information on the letter below.

Prof. Ang Peng Hwa, Dean, School of Communication & Inform.

Julie Hingelberg, VP @ CCS, julieh@ccscad.edu 313-664-7494

Steven Steele, President, RMCAD in CO. 1-800-888-ARTS, Email: ssteele@rmcad.edu. or ssteele@ecentral.com

Giannalberto Bendazzi: animation scholar, author: Emails: BEND@LIBERO.IT or giannalbertobendazzi@hotmail.com

Howie Movshovitz, NPR Film Critic. Director Starz Encore Film Center. (303)-449-2290, 9633 HMovshovitz@compuserve.com

Vesna Dovnikovic ASIFA Sec Gen. borivoj.dovnikovic@zg.tel.hr

Rick Potts @ Smithsonian Museum: Potts.Rick@NMNH.SI.edu

ADDITIONAL REFERENCE:

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