

PIXAR

A N I M A T I O N S T U D I O S

EG CONFERENCE

Speaker: Ed Catmull

EG is an annual conference and a community of brilliant innovators driving our most creative industries.

by Matyushkina Vasilisa

Theme of my master's work: **Media-social aspect in the production of animation studio Pixar.**

This conference helped me to investigate the phenomenon of the influence of the film industry on the media and society.



The EG community is full of inventors and educators, artists and designers, writers and thinkers, scientists and engineers, musicians, magicians, icons, iconoclasts, young and old. Some are national treasures, many are not yet discovered. It is a talent pool like no other.

The annual EG conference gathers every spring in Carmel, California and comprises over 500 members of the creative community, roughly 50 of whom give presentations about their passion projects.



- Ed Catmull reflects on making the first computer animated film, Toy Story, and the development of Pixar. Catmull is a pioneer in computer graphics, Oscar winner and recipient of the John von Neumann award from the IEEE, Ed is the co-founder and president of Pixar and president of Walt Disney Animation Studios



Quotations from a speech

“What makes Pixar special is that we acknowledge we will always have problems, many of them hidden from our view; that we work hard to uncover these problems, even if doing so means making ourselves uncomfortable; and that, when we come across a problem, we marshal all of our energies to solve it. This, more than any elaborate party or turreted workstation, is why I love coming to work in the morning. It is what motivates me and gives me a definite sense of mission.”

Quotations from a speech

“Be patient. Be authentic. And be consistent. The trust will come.”





The conference helped us to make a few interesting theses about the work of the studio in the modern media sphere...

- More and more viewers prefer to watch animation, which is oriented not only to the children's audience.
- The range of social topics and problems that the studio touches on in its work is broad and not limited to the age range.
- The popularity of such products gives impetus to further evolution with the sphere of the animation film industry, opening up new opportunities together with the development of scientific and technological progress.