

Formerly



2024 Post Event Report



# FRIDAY, MARCH 22 8:30AM - 7:00PM SATURDAY, MARCH 23 8:30AM - 7:00PM SUNDAY, MARCH 24 8:30AM - 4:00PM



A three day event highlighting the animation scene in Utah and providing attendees with the opportunity to learn, engage and meet with studios, schools, companies and artists.

#### 3 DAYS ~ 36 SPEAKERS ~PANELS ~ WORKSHOPS ~ TECH DEMOS ~ LIFE DRAWING ~ ANIMATION SCREENINGS ~ PORTFOLIO REVIEWS



#### Who was talking?



BOB CAMP KEYNOTE SPEAKER Artist/Writer/Diector



TONY BANCROFT Animator/ Director/ Podcaster



MICHAEL MATESSI Instructor/ Author/ Sr. Art Director



ELI HARRIS Voice Artist/ Actor/ Director/ Veteran



KELLY LOOSLI
Oscar Nominated Producer



KATHRYN TACCONE Co-Founder/ Podcaster Open Pixel Studios



SCOTT PETERSEN
Animator/ Director/
Studio Owner



STEPHEN CANDELL Creative Director/ Owner Studio Zubio



JULIAN CURI AKA Righteous Robot Artist & Filmmaker



MATTHEW WILLIAMS
Technical Animator
WB Games / Avalanche

#### What were some favorite talks?



wendygreenillustrations They were all so good... I really liked Mike Morris talking about artistic resilience! Also the drawing workshop with mike mattesi and ofcourse litening to bts of lion king by Tony Bancroft.

11w 3 likes Reply

— View replies (1)



hoverboxcreative For me, I love to see behind the curtain of big studio projects. So out of the speakers I was able to see, I'd have to say, Moroni Taylor, Mark Walton, Bob Camp, and Ron Friedman.

11w 1 like Reply

— View replies (1)



averybee\_illustrates Advanced Texture Based Rigging with Stephen Candell!!! I really loved his live demonstration in Maya how all the pieces worked together. The hands on approach to teaching the concept was way more informative than any powerpoint could get across. Definitely my favorite talk by far!

11w 3 likes Reply

— View replies (1)



skitchskad Just loved talking to different people

11w 2 likes Reply

— View replies (1)



dollof.dreams Tony Bancroft, Mike Morris, and Julian Curi were all such highlights of my stay and visit at the expo! Their talks were so cool and all detailed and personal. Best three animation talks I've ever attended!

11w 2 likes Reply

— View replies (1)



lostskies7 I loved all the panels I attended, but my highlights were with @michaelmattesi and @scott.t.petersen - both so kind and knowledgeable. I learned sooo much!

11w 2 likes Reply

— View replies (1)



squamashii It was really cool to see @scandell 's solutions for the texture based face rigs in his workshop. And I think I took my longest notes during @righteosrobot 's talk. Lots of great advice!

11w 4 likes Reply

— View replies (1)



cwm\_drawing I loved hearing from @shonduras!! I've always enjoyed his passion and energy and it really gets me hyped to keep creating!! Another favorite of mine was @righteousrobot he brought up a lot of things about a creative career that I needed to hear to get me back in the studio and grind!!

11w 4 likes Reply

# What were they also saying?

I learned and gained so much over the past three days and it really has helped put wind in my sails as an artist. But second, I took so many notes from each keynote and panel I attended, and have hit the ground running now that I'm back home.

brought together; they provided me with hope and a bigger determination than ever to keep moving forward into following my heart and dreams of doing animation and working within animation in some way or another.

Naim Hakeem @nookuscreates

# 545 Attendees

# **29/50 States**

James Ganiere is known for Rekindling Christmas (2020), Land of the Free: Out of

the Shadows (2022) and No More Goodbyes.

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# 65% from Utah



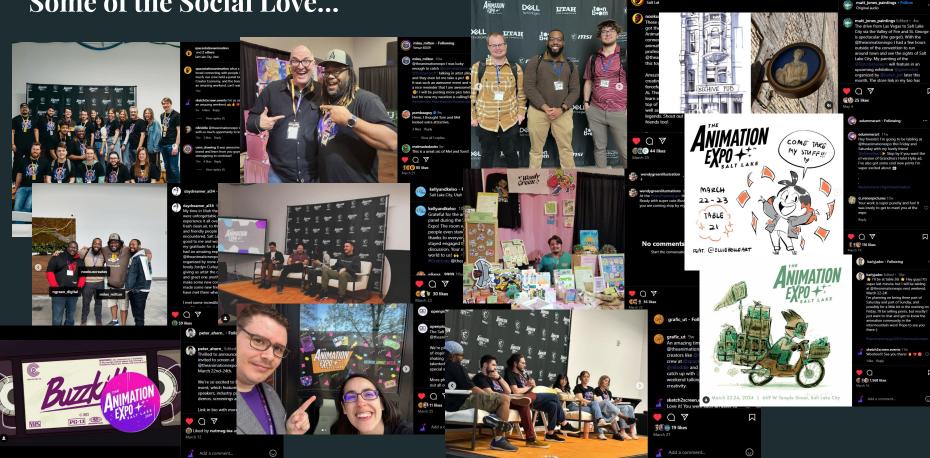


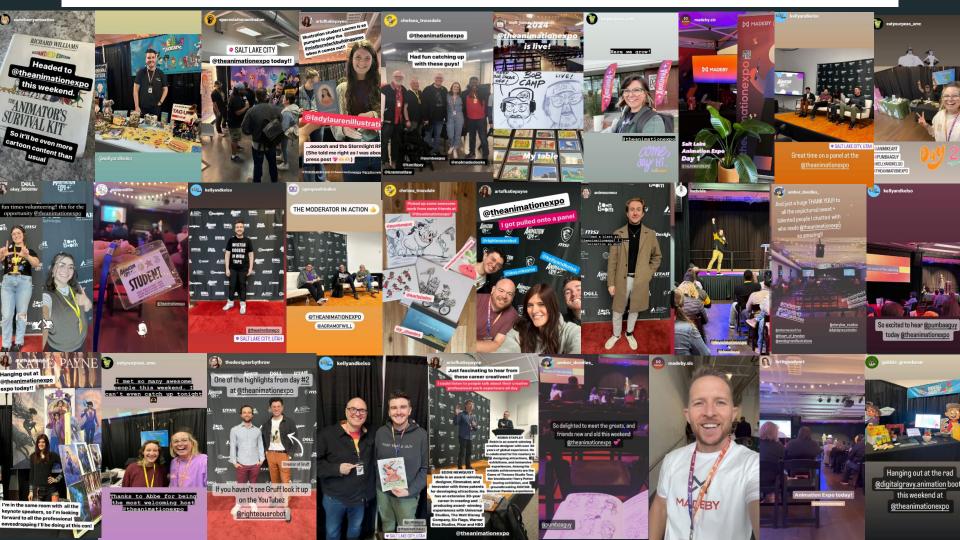
Benton is an Executive Producer who helps develop, package, sell, and produce TV shows. He began producing for TV when he was recruited by Cosmic Pictures where he developed 12 new shows including 9 Years to Neptune which sold to BYUtv and began airing in the fall of 2021. Before that, he was the CEO of Big Door Video - a production company specializing in commercial work - where he... >

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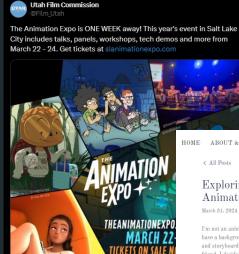
\*Some notable attendees

#### Some of the Social Love...





#### **Media Coverage**



Featured 3 times on Fox 13

CURRENTS



ABOUT & CONTACT

#### Exploring the Artistry: The Salt Lake Animation Expo 2024

March 31, 2024 | Art, News

I'm not an animator by trade, but I do have a background in motion graphics and storyboarding. On the advice of a friend, I decided to attend the Salt Lake Animation Expo's entire event. I never expected the impact it would have on me, but I'm glad I took the chance.

From attending workshops by renowned authors and animators to engaging in

life drawing sessions and absorbing the insightful panels, and immersing myself in the vibrant atmosphere, I found inspira

and guidance that will undoubtedly shape my future work. Stick around as I share highlights of this event and how it has impacted my creative journey. I had the chance to attend workshops by Mike Mattesi and Scott T. Petersen, whic The Animation Expo - Salt Lake is back!

expanded my knowledge and perspective. Mike's Force drawing method really refir my approach to figure drawing, and Scott's animation workshop provided a great insight into the world of animation. The Expo also featured numerous panels and discussions, and I got to meet some amazing professionals and students.

Each day was filled with captivating talks and workshops. From Bob Camp's insig career talk to Tony Bancroft's engaging session, there was so much to learn and absorb. There were artists on hand to provide portfolio reviews as well.



The Animation Expo - Salt Lake, The Animation Expo at Venue ...



Business

PRESS RELEASES

by Press Release / February 2, 2024

Salt Lake City—Uniting Industry Innovators and Local Talent! Join us at 6SIX9 Temple, in Salt Lake City on March 22-24, 2024, for a time to network, connect and dive into the world of animation.

#### The Animation Community Unites:

The Expo isn't just a conference; it's a movement, celebrating artistry, innovation, and the collective strength of the animation community. With talks, panels, workshops, tech demos, exhibitors, Artists Alley, portfolio reviews, an onsite podcast, special interest groups, VIP areas, and life drawing sessions... the event promises an epic

#### The Animation Expo 2024: Celebrating Resilience and Innovation in Animation

Animation enthusiasts and industry professionals will come together to unite, network, and explore the evolving landscape of the animation world. This dynamic event promises a unique blend of nostalgia and forward-thinking discussions. In an era where Artificial Intelligence (AI) infiltrates the animation pipeline, challenging artists' rights and reshaping the industry, The Animation Expo emerges as a beacon of resilience and adaptation. We're drawing inspiration from the radical shift that happened in the 1990s from traditional to computer-based

## Who Sponsored?





















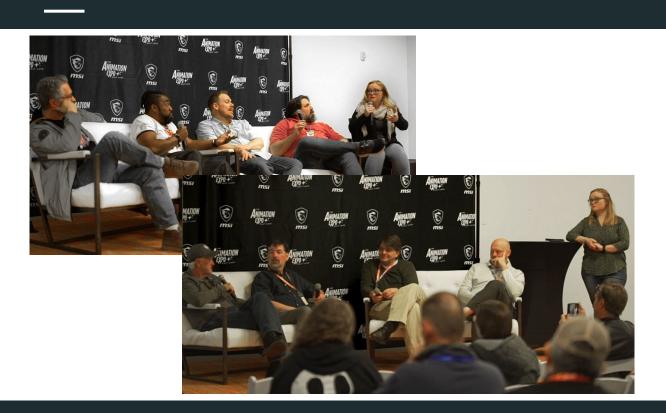








# Who Sponsored?



# Panel Stage Sponsor



### Who Sponsored?



#### The first ever official



#### **Animation Theatre**

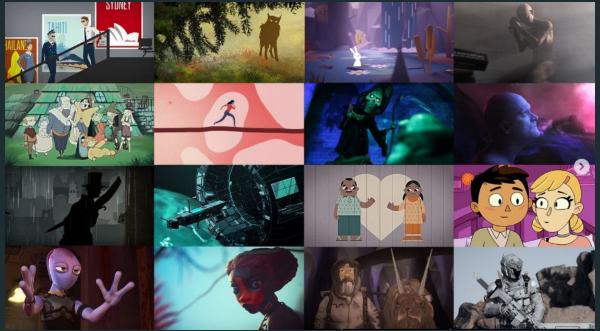
47 Indie Shorts Screened





In partnership with

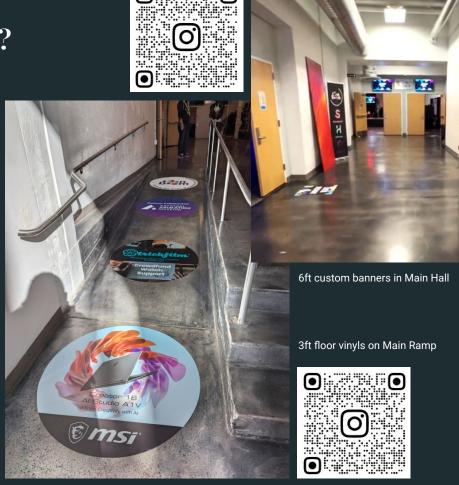




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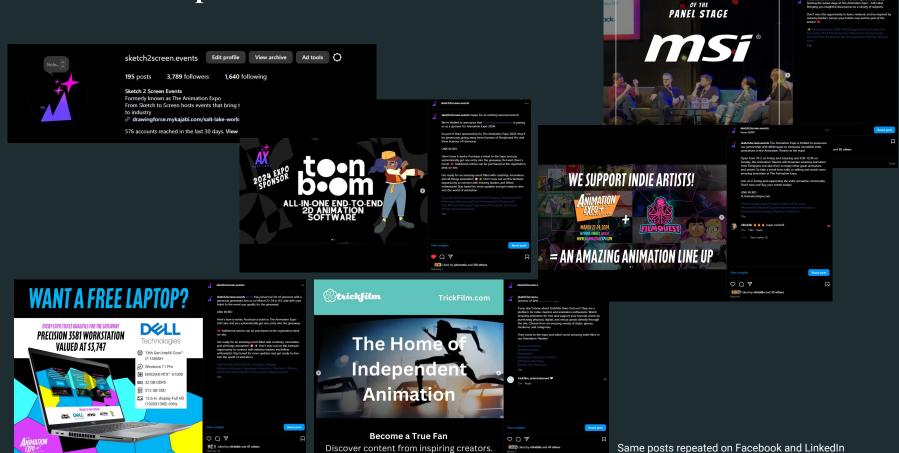
Red Carpet in Main Lobby



\*Not shown, pre and post talk sponsor videos, and lobby gobo

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#### **Website Sponsor Presence**



#### MADE POSSIBLE BY









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\*Custom links with logo

#### What's next?

- The videos from the 2024 expo are being released on our YouTube Channel
- A re-brand and event overhaul is happening!
- 2025 Summer Event Series!





# Rebranding



# SKETCH 2SCREEN AND EVERYTHING IN BETWEEN

2025

See you again soon!