

TABLETOP VS AI

WORKSHOP CURATED BY EYECANDY



ABOUT THE WORKSHOP

Overview:

The future of advertising films that include demo and live-action segments lies in the seamless integration of both into the same storytelling. Let's explore how artificial intelligence can aid this process from the storyboard phase to post-production. Which tools to use and how.

Objectives:

it is a workshop for creatives who deal with tabletop (food, beauty, still life). they will learn how to leverage AI to evolve and better integrate demo parts into films.

ABOUT EYECANDY

EyeCandy is a Tabletop Director/DP and he is the alterego of award-winning Film Director Greg Ferro.

Having gained years of experience in live action, EyeCandy was born from the passion for tabletop films, super slow motion and macro images. As a fanatic of film techniques, he experiments in his films every type of composition playing mainly with liquids and powders. He creates dynamic and spectacular demos, telling stories with the sole use of images. "The storytelling is the past, the present and the future of our job, not just in live action, but also in tabletop. If we don't tell a story every time why do we do this job?"

Whether it's food, beauty or technology, the approach is always the same: the minimum attention to detail to make each shot a possible "signature shot". In a few years of activity in the tabletop world, it already boasts international clients such as P&G, Unilever, Nestlè, Eucerin, Diesel, Pepsico, Ferrero...and more.

EyeCandy is based both in Milan and Bangkok.

ABOUT GREG FERRO

Greg Ferro is an award-winning international director based between Bangkok and Milan. Among his various pursuits, he specializes in tabletop filming. He is the founder of EyeCandy, a creative and tabletop directing factory that provides support for major creative agencies. The innovation lies in being involved in the creative process from the early stages, not just during the pitch phase. He has collaborated with some of the biggest international brands, particularly in Asia. Explore his portfolio at www.gregferro.net

SCHEDULE

Date:	Thursday 21 st March 2024
Time:	14.30-17.30
Venue:	Room Pattaya 3, Mezzanine Floor, PEACH
Remark:	Pre-Registration is required

ELIGIBILITY & REGISTRATION

- Interested applicant must be a registered delegate of ADFEST 2024
- To register, click [here](#)
- Registration is not confirmed until you receive a confirmation notification from ADFEST
- Reservation is strictly **first-come-first-served** & seats are limited to **30 delegates only**.

For more information, contact Meen@ADFEST.com



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