



Venue:
LBK Cinema
Łódzki Dom Kultury
Łódz, ul. R. Traugutta 18

Date:
Wednesday,
December 3rd 2008

Time:
1.00pm

An Informed Choice

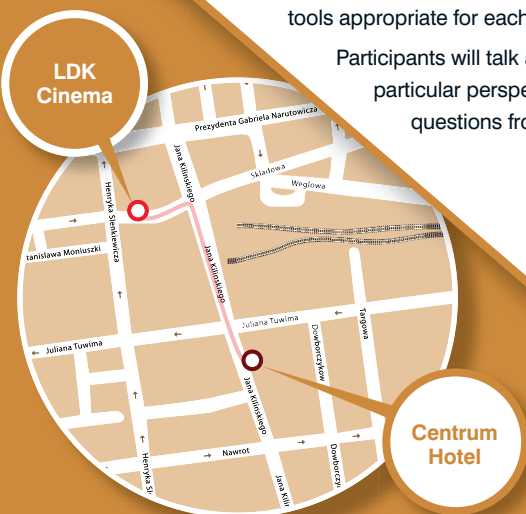
The Image Forum is an association of representatives from a broad range of film industry companies and professions; its function is to address issues relating to the image quality of British and international film and television productions. Members of the forum come together in the belief that the entire industry would benefit from a greater degree of clarity on various technical subjects. Delegates from key organisations such as The European Federation of Cinematographers (Imago), the British Society of Cinematographers (BSC), the Production Guild and the Guild of British Camera Technicians (GBCT) are among those on the membership roster.

An hour-long panel discussion at Camerimage 2008 will mark the industry launch of The Image Forum.

Panel members Sean Bobbitt BSC, Paul Collard of Ascent Media, Jeff Allen of Panavision and Thierry Perronnet of Kodak will voice their shared concerns about widespread hype and misinformation regarding acquisition formats.

The discussion will focus on how to encourage informed choices and the importance of giving creative professionals the freedom to select tools appropriate for each individual project.

Participants will talk about these issues from their particular perspective and also take questions from the audience.



“As cinematographers we are on the front line when it comes to Image Acquisition. Through the Image Forum we can help clarify the use of different formats available to us with today's ever changing technology. By having input and support from all sides of the industry we can combine our knowledge to make informed decisions on Film Vs Digital Formats, through the minefield of different workflows, to an end result we cinematographers can be proud of.”

Sue Gibson BSC