RESET 25 – Program

RESET 25 – Tuesday, September 9, 2025

Morning Program

Bentley Systems Headquarters – [43rd Floor, 6-8 Bishopsgate, London EC2N 4BQ, United Kingdom](#)

Main Auditorium

"We can't just keep speeding up old workflows and expect different outcomes. It's time to rethink everything — from ambition and budget alignment to how we structure teams and technology."

***Rick Stringfellow** – Fellow, Head of Visual Content, EA Entertainment*

RESET 25 will be held at the stunning Bentley Systems Headquarters

- 8:00 – 8:45

Registration and Welcome Coffee (Light Breakfast Served)

RESET 25 – Program

- 8:45 – 9:00

Welcome Address and Opening Remarks
Jean-Michel Blottière – **Founder & CEO, RTC | The RealTime Community**
David Ayeni – **Global Director | Infrastructure Cloud Partner Experience – Bentley Systems**

RESET 25 opens with a warm welcome from Bentley Systems, our generous host for the summit. **David Ayeni** – Global Director | Infrastructure Cloud Partner Experience – Bentley Systems will address attendees and outline the company's vision for a more open, interoperable, and agile future—underscoring why it's time for a RESET across industries.

Jean-Michel Blottière will then frame the urgency and ambition behind this exclusive cross-industry gathering. In an era of AI acceleration, real-time disruption, and economic volatility, RESET was created as a space for bold leadership, candid conversations, and strategic reinvention. These opening remarks set the tone for two days of high-level exchange, hard questions, and shared discovery.

Format & Participation

• These are fully **participatory sessions.** You're not here to listen passively—you're here to share experiences, challenge assumptions, and help shape the future of creative production. In the room: software developers, studio leads, integration engineers, artists, and technologists from across industries. Everyone has a seat at the table.
• **Audience input is welcome** throughout. If you'd like to share specific questions or themes in advance to help us tailor the discussion, feel free to reach out.
• If participants feel the need to go deeper, the **conversation can continue in adjacent breakout rooms,** in smaller groups. These focused discussions are designed to move beyond ideas and work toward actionable strategies, with the goal of translating insights into concrete steps for change.

Day 1 sets the stage with cross-industry resets and sector spotlights — from AI disruption and open source to education, fashion, interoperability, and automotive futures.
Day 2 turns to domain-specific reinvention, with deep dives into Media & Entertainment, AECO, and Live/Immersive Tech, culminating in a closing plenary that translates inspiration into action.

RESET 25 – Program

Creative Reckoning

Resetting the Foundations of Creation

Across industries, the assumptions underpinning digital creation are being upended. From fashion and architecture to games, entertainment, and retail, creative pipelines built for yesterday's world are colliding with today's demands: faster cycles, leaner budgets, shifting value models—and a tidal wave of AI.

This opening session of RESET 25 brings together innovators, technologists, and strategic thinkers to examine a critical moment of transformation. With creative software facing a reckoning, 3D workflows evolving rapidly, and long-held paradigms breaking down, we'll ask:

- What still matters?
- What must be reinvented?
- And what can't survive the next wave?

This is not a conversation about the distant future—it's a collaborative exploration of the creative realities unfolding right now.

- 9:00 – 9:15 – Ignition Statement

Can AI be the unlock to democratize 3D and digital twins across all creative industries?

Alexis Khouri – Former Vice President, Head of 3D & Immersive, Adobe

While 3D has been a hot topic for years in creative industries such as fashion design, retail, and CPG (Consumer Packaged Goods—where 3D models and digital twins are used for product visualization, packaging design, marketing content, and increasingly for interactive retail experiences), few companies have successfully deployed it at scale. Over the past 12 months, however, significant breakthroughs in AI have made 3D use cases far more cost-effective—unlocking new potential for widespread adoption across design and marketing departments. Through a series of customer case studies, we'll explore the key drivers behind this new paradigm and examine whether it can truly open up growth opportunities for content creators with deep 3D expertise.

RESET 25 – Program

- 9:20 – 9:35 - Ignition Statement

Beyond Photorealism: Thriving in a VUCA World
Rick Stringfellow – **Fellow, Head of Visual Content - EA Entertainment**

The history of computer graphics has been a remarkable journey from the rudimentary vector lines of Sketchpad to the photorealistic, real-time rendering made possible by GPUs and ray tracing, completely transforming the experiences we create. (I've been there for most of it!) However, the industry's complexity has also exploded as the pursuit of photorealism and real-time performance has demanded mastery of sophisticated techniques and elaborate content. This demand has pushed the industry to a point where the financial and resource costs for producing a AAA video game or a blockbuster film are exceeding the boundaries of sustainable profitability.
In addition, most established tools and workflows feel like they cannot be accelerated to multiply productivity, while many of the new tools that are emerging are 'interesting' but immature, questioning if either are fit for purpose.
This remarkable journey is not about to end, but we must discuss how we regain control, where we should focus our efforts and how we enable transformation to a healthier industry. And we must do so with urgency: in today's **volatile, uncertain, complex, and ambiguous (VUCA) world**, simply optimizing or reverting to past methods will not be enough.
09:40 – 10:25 AM - Audience-Led Discussion

- Massive disruption or massive opportunity for 3D content creators?
- What structural changes are needed to make 3D a true growth driver for the entire ecosystem?
- How do we mitigate risks and regain control in a volatile, uncertain, complex, and ambiguous (VUCA) world?
- Why reversion and optimization alone are insufficient for future resilience
- Balancing the wisdom of experience with the immaturity of emerging tools
- Moving beyond AI as the "sole solution" — where does it add real value?
- Learning from past lessons while embracing transformative change
- How do we better **align ambition with budget** — designing projects that fit sustainable financial models instead of chasing runaway costs?
- Why do so many VFX and creative companies **rebuild old workflows** when they re-emerge, and how can we break this cycle to truly reset?
- What next steps can we take to **embrace real-time and AI** without falling into paralysis over uncertainty?
- How do we structure companies so that **business, creative, and technology** work together as a triad, instead of in silos?

RESET 25 – Program

- What new models could help us move from **high-risk, unsustainable budgets** to profit-first approaches that enable resilience and growth?

- Insight Contributors
  - **John Canning – Director Developer Relations – Creators, AMD**
  - **Judith Crow – Vice President, Strategic Partnerships, SideFX Software**
  - **John Killshaw – Executive Creative Director, Framestore**
  - **Perry Nightingale – SVP Creative AI, WPP**
  - **Jeffrey A. Okun – Visual Effects Supervisor – Co-Editor of the VES Handbook of Visual Effects – Former VES Board Chair**
  - **Paolo Tamburrino – Sr. Industry Strategy Manager, M&E, Autodesk**

- <u>10:25 – 10:30 – Main Takeaways – What did we learn so far?</u>

- <u>Synthesis Contributors</u>

  - **Diana Arellano - Senior Lecturer Technical Directing, Animationsinstitut | SIGGRAPH 2025 & 2026 Executive Committee Liaison**
  - **John Killshaw – Executive Creative Director, Framestore**

- 10:30 – 10:45 - Networking Break

The Human Factor - Training & Education

Education Futures: From Skills to Systems Change

Preparing creators and technologists for an AI-driven, real-time economy

Education is under pressure to reset—not with slogans, but with practical models that keep pace with AI, real-time workflows, and shifting career paths. This extended working session convenes leaders from industry and academia to rethink how we teach and retrain: balancing timeless fundamentals (craft, problem-solving, coding) with flexible curricula, continuous upskilling, and honest conversations about what today's jobs really demand.

- 10:45 – 11:00 - Ignition Statement

Mindset Before Methods: Teaching Clarity, Grit, and 'How to Learn' in an AI Era
  Edward Dawson-Taylor – Co-Founder and head of School and Studio - CG Pro.

RESET 25 – Program

In turbulent times, tools aren't the bottleneck—mindset is. Edward Dawson-Taylor argues that education must start with clarity of intent, hunger, and the fundamentals of perception and problem-solving. Rather than patching old curricula, we should teach people how to learn, how to let go of outdated habits, and how to navigate AI-driven change with agency and resilience. From human connection over algorithmic gatekeepers to balancing hope with hard truths, this ignition statement reframes training as a practical reset: raw, real, and immediately actionable.

11:05 – 11:55 – Audience-Led Discussion
Our session leaders — **Edward Dawson-Taylor - Co-Founder and head of School and Studio at CG Pro, Thibaut Delahaye - Animator / Flow Lead Animator / All animation aspects at ENSI**, and **Perri Lewis - Co-founder and CEO at Mastered** — will help spark and guide a continuous, audience-driven conversation. Together with participants, they will focus on identifying priorities, sharing practices, and shaping actionable strategies for change**.**
Guiding prompts include:
- Mindset & clarity: How do we help students and professionals define goals amid uncertainty? What practices normalize stress and build resilience?
- Curriculum & standards: What's the right balance between fundamentals (drawing, coding, problem-solving) and fast-moving tools/AI? Where are standards missing, and who sets them?
- Career realities: What does industry really value when hiring now—creativity, technical fluency, or hybrid "unicorn" skill sets?
- Continuous learning: How can studios retrain senior staff while delivering? What rhythms (micro-learning, mentorship, simulation-based practice) actually stick?
- Cross-pollination: What can we borrow from more mature sectors (organizational psychology, workforce transition playbooks)?

Proposed Outputs
- A short *RESET Education Playbook* — outlining practical practices and pilots identified during the session
- A sign-up list for a post-RESET working group to continue refining and testing solutions
- 11:55 – 12:00 – Main Takeaways – What did we learn so far?

- Synthesis Contributors

  - **Diana Arellano - Senior Lecturer Technical Directing, Animationsinstitut | SIGGRAPH 2025 & 2026 Executive Committee Liaison**
  - **John Killshaw – Executive Creative Director, Framestore**

12:00 – 12:45 PM - Networking Lunch

RESET 25 – Program

RESET 25 – Tuesday, September 9, 2025

Afternoon Program

Bentley Systems Headquarters – 43rd Floor, 6-8 Bishopsgate, London EC2N 4BQ, United Kingdom

Main Auditorium

Digital Fashion

Identity, Infrastructure & Innovation: The Real-Time Reset of Fashion

How fashion leaders must rethink everything—from tools and timelines to roles and retail—in the face of accelerating change.

Digital fashion promised transformation, but the industry remains trapped in outdated systems, struggling to meet the pace of cultural and technological change. Now, with AI accelerating across every creative sector and immersive experiences redefining how people engage with fashion, the stakes are higher than ever.

As questions of authorship, authenticity, and agency take centre stage, fashion must look beyond itself. This session asks: how can we collaborate across industries to build new infrastructures and mindsets, ones capable of supporting real-time co-creation, meaningful innovation, and a more responsive, relevant future?

● 12:45 – 1.00 PM - Ignition Statement

Reset ≠ Rewind: Reimagining Fashion in a Generative World
Sallyann Houghton – Fashion, Retail & Consumer Packaged Goods (CPG) Epic Games industry lead
Matthew Drinkwater – Head of Innovation Agency, London College of Fashion

Fashion has long defined itself by seasonal cycles and aesthetic reinvention, but the real transformation is happening outside its traditional borders.

As emerging worlds are built in real time by pioneers in gaming, film, architecture, and beyond, the fashion industry risks being left behind, clinging to siloed systems, outdated pipelines, and surface-level digital adaptations. But what if we looked outward instead of inward?

RESET 25 – Program

Emerging tools are not only revolutionising film and VFX but offering fashion a blueprint for a shared future. What happens when garments are no longer bound to the runway or retail, but can live, evolve, and perform across digital and physical realities? When AI becomes a co-designer, not just a novelty filter, and generative pipelines replace fragmented workflows? This is not about trend-chasing—it's about rebuilding the entire operating system of fashion through deep, ongoing collaboration with gaming, architecture, film, and automotive design.

This is the moment for fashion to stop consuming technology as spectacle and start co-authoring its next chapter with the industries that are already prototyping the future.

- 1:05 – 1:40 PM - Audience-Led Discussion

Following the talk, participants are invited to explore ideas such as:

- In what ways is AI disrupting the creative pipelines of fashion, film, gaming, architecture, and automotive—and where are the opportunities for shared solutions?
- How Unreal Engine and real-time tools can rewire fashion's design-to-distribution pipeline
- What lessons fashion can take from gaming ecosystems around engagement and value

- Insight Contributors
  - Tba

- 1:40 – 1:45 PM – Main Takeaways – What did we learn so far?

- Synthesis Contributors

  - Diana Arellano - **Senior Lecturer Technical Directing, Animationsinstitut | SIGGRAPH 2025 & 2026 Executive Committee Liaison**
  - John Killshaw – **Executive Creative Director, Framestore**

- 1:45 – 2:00 PM - Networking Break

Open Source

Open Source Rising: Rethinking Control, Collaboration & Competitiveness

RESET 25 – Program

How the rise of open-source is reshaping software strategy across the content pipeline—and why the next wave of innovation might be built in the open.

Open source is no longer a fringe experiment—it's becoming a core pillar of production strategy across VFX, animation, and real-time engines. As studios and vendors face pressure to cut costs, increase interoperability, and attract talent, open-source offers both opportunity and provocation: freedom from vendor lock-in, but also a call to collaborate, contribute, and rethink ownership. This session explores how industry leaders—from the Academy Software Foundation to Blender and beyond—are navigating this shift. What models are sustainable? What risks remain? And could the future of content creation be truly built in the open?

- 2:00 – 2:15 – Ignition Statement

Open Source Rising: Rethinking Control, Collaboration & Competitiveness)
David Morin – **Executive Director, Academy Software Foundation**

In the current critical context, open source is increasingly a beacon of hope in a landscape under unprecedented pressure. David Morin will briefly share the latest from the Academy Software Foundation and open a forward-looking conversation on where open standards and proprietary pipelines should meet, whether open tools can scale to top-tier productions, how ecosystems (Blender, Godot, ASWF and others) can collaborate rather than fragment, and what sustainable governance and funding the commons requires.

2:20 – 2:35 – Ignition Statement@

About Blender and the freedom to create
Francesco Siddi – **COO - Blender**

Blender has grown from a niche tool into a global open-source platform redefining how content is created, shared, and scaled. Its community-driven model and open pipelines are giving artists and studios an unprecedented degree of freedom—challenging assumptions about ownership, accessibility, and sustainability in digital creation.

- 2:40 – 3:10 - Audience-Led Discussion
  - Open standards or proprietary pipelines: which future will dominate? *(David Morin)*
  - *Flow* and Blender: pioneering case study or blueprint for a new studio model? *(Francesco Siddi & Thibaut Delahaye)*
  - Can open-source scale to Pixar/DreamWorks-level productions? *(Francesco Siddi)*
  - Freedom vs. predictability: where does open-source deliver—or fail? *(Thibaut Delahaye)*

RESET 25 – Program

- Collaboration across Blender, Godot, ASWF: ecosystem or silos? *(Ariel Manzur)*
- Will studios "bring their own solutions" or rely on shared open tools?
- Sustainability: who funds the evolution of critical open-source projects? *(David Morin)*
- Could there be a "Netflix moment" for open-source pipelines? *(All contributors)*
- If you were launching a new studio tomorrow, would you bet your pipeline on open-source, proprietary, or a hybrid—and why?

- Insight Contributors

    - **Emilio Coppola – Executive Director - Godot Foundation**
    - **Thibaut Delahaye** – **Flow Lead Animator**
    - **Danilo Papić – CEO & Co-founder – Netfork**
- 2:35 – 2:40 – Main Takeaways – What did we learn so far?

- Synthesis Contributors

    - **Diana Arellano - Senior Lecturer Technical Directing, Animationsinstitut | SIGGRAPH 2025 & 2026 Executive Committee Liaison**
    - **John Killshaw – Executive Creative Director, Framestore**

Interoperability & Ecosystem Futures
Interoperability & Ecosystem Futures: USD, glTF & Beyond

As industries accelerate into AI-driven, real-time pipelines, interoperability is emerging as both the biggest enabler and the greatest challenge. The Alliance for OpenUSD is rapidly positioning OpenUSD as the backbone of connected workflows. Simultaneously, the Khronos Group is expanding the glTF 3D asset delivery format with streaming, interactivity, complex scenes, and more. In parallel, the Metaverse Standards Forum is encouraging cross-format collaboration. Meanwhile, disruptive representations such as Gaussian Splats are delivering radically faster ways to capture and visualize 3D scenes—but also raising urgent questions about how such formats will integrate with existing standards and tooling.

The opportunity is huge—but so are the questions. Will OpenUSD truly unify workflows across industries, or fragment into competing implementations? Can glTF expand to support spatial applications without sacrificing the simplicity that has driven its pervasive adoption? How will

open interoperability standards co-evolve with the tools, engines, renderers, and platforms that are shaping the next wave of content and collaboration?

- 3:15 – 3:30 – Ignition Statement

USD, glTF & Beyond: Standards Shaping the Next Wave
Neil Trevett – **VP Developer Ecosystems at NVIDIA | Khronos President**
Guido Quaroni - Senior Director of Engineering at Adobe 3D&I
> To kick off this discussion, we're joined by two leading voices at the intersection of technology, standards, and creative workflows. Together, they will explore how OpenUSD, glTF, and their respective ecosystems are reshaping the foundation of connected pipelines—while also considering how disruptive innovations like **Gaussian Splats** may expand, accelerate, or challenge current standards.

3:35 – 3:50 – Ignition Statement
The Challenges and Benefits of Implementing Real-Time Workflows in the Cloud
Quintin Anderson – *CEO, Eagle 3D Streaming*
As interoperable standards like OpenUSD and glTF, and new representations such as Gaussian Splats redefine how content is structured, the next challenge is scale: *where and how do these AI-driven, real-time workflows actually run?* Increasingly, the answer is the cloud. From rendering to distribution, cloud-native pipelines are becoming a critical enabler of collaboration and accessibility—especially as AI accelerates demand for compute-intensive, real-time processing. Yet these gains come with real trade-offs: latency, cost models, and sustainability. In this Focus Spark, Quintin Anderson explores how streaming and cloud platforms can expand access to real-time content across VFX, architecture, and interactive experiences—while examining the pitfalls leaders must anticipate and address.

- 3:35 – 3:50 PM - Audience-Led Discussion

Key questions to guide the conversation:
- What are the respective roles of open standards and open source in building stable, and interoperable content pipelines.
- Will USD truly unify workflows across industries, or risk fragmenting into competing implementations?
- Can glTF expand to support spatial applications without sacrificing the simplicity that has driven its pervasive adoption?
- What governance and stewardship models are needed to keep glTF and OpenUSD open, stable, and future-proof?
- How should glTF and OpenUSD work together to simplify tooling and delivery pipelines?

RESET 25 – Program

- How will engines, renderers, and platforms (Omniverse, Chaos, Arena, Unreal, Unity) fit into this evolving ecosystem?
- How can Gaussian Splats and other AI-driven techniques be successfully incorporated into standards-based workflows?
- How can cloud workflows democratize access while ensuring quality?
- What new business models are emerging for real-time distribution?
- Are cloud pipelines sustainable at scale?

- Insight Contributors
  - **John Canning – Director Developer Relations – Creator, AMD**

- 4:25 – 4:30 PM – Main Takeaways – What did we learn so far?

- Synthesis Contributors

  - **Diana Arellano - Senior Lecturer Technical Directing, Animationsinstitut | SIGGRAPH 2025 & 2026 Executive Committee Liaison**
  - **John Killshaw – Executive Creative Director, Framestore**

- 4:30 – 4:45 PM - Networking Break

Automotive

Stalled Innovation: Driving Into a Digital Dead End?

How the auto industry can shed outdated production logic and embrace digital agility—or risk being overtaken by faster, smarter challengers.

Automakers talk transformation, but are they truly shifting gears? Despite bold visions of autonomous fleets, digital twins, and immersive in-car experiences, many legacy players remain trapped in rigid development cycles and siloed mindsets. Meanwhile, design workflows lag behind the real-time revolution. As AI and simulation technologies outpace the industry's internal operating systems, this conversation asks: is automotive ready to think like a tech company? Or will disruption come from the outside once again? RESET will challenge attendees to confront the friction between legacy processes and the digital-first future.

The session will open with two concise talks exploring the key forces shaping the future of automotive innovation—from the integration of AI into real-time design and production pipelines, to the evolving role of Human-Machine Interfaces (HMI) in redefining user experience. These fast-paced insights will set the stage for a candid panel discussion featuring experts across design, engineering, and strategy. Together, we'll examine what it will take for

RESET 25 – Program

automotive players to break free from outdated systems—and whether the industry is ready to embrace the mindset, tools, and agility of a digital-native future

- 4:45 – 4:50 – Opening Remarks

Jean-Michel Blottière – CEO & Founder – RTC – The RealTime Community

Jan Pflueger – Founder & Advisor – advisXR | Creative Technologist / XR Method Development – Audi Design

- 4:50 – 5:00 – Ignition Statement

Automate Or Die

Pierre Grage – Founder and Chief Innovation Officer - UNEVIS GmbH / Solidmeta.io

Automation is no longer just a buzzword or a goal for processes in the automotive industry—it's a survival strategy for the fittest in nearly every sector, regardless of business model today. In the past globalization was pretty much a big shift was toward nearshoring or offshoring. Critical work that needed to stay in-house stayed at home by hiring junior talent, training them on the job for a year or four, and then repeating the cycle.

Today we see that this cycle is breaking. Juniors are finding it harder to land jobs, while experienced professionals face mounting pressure to deliver more, faster. The same pressure is hitting outsourcing companies. Which raises a key question: why keep outsourcing to people who use AI to deliver faster, when you could use AI yourself?

The trend ahead is clear—agencies will be pushed to adopt more AI tools, and OEMs will increasingly bring work back in-house, empowered by AI capabilities. The main barriers slowing this shift are security, usability, and—most importantly—data. The challenge is to get data onto secure AI platforms, annotate it, and use it to train and generate GenAI Content in a safe, secure environment.

- 5:00 – 5:10 – Ignition Statement

Beyond the Screen: Rethinking HMI for the Next Generation Driving Experience

Alexander Grasse – CPO at Incari GmbH / Co Owner Incari development platform

The next generation of drivers expects less complexity, more entertainment, and intelligent HMI systems that adapt to their needs. This fundamentally changes the requirements for HMI development.

Context:

The automotive industry has stalled: Long development cycles and complex processes are slowing down especially software innovation. Rigid structures prevent fast

developments and flexible adaptation. The driver of tomorrow doesn't primarily want to own, but they want to experience. The TikTok generation expects easy-to-use, smart systems tailored to their needs. Connected, context-aware HMIs that anticipate and support those needs will be a decisive factor for brand loyalty and brand experience.

For the HMI systems of tomorrow, this means: less complexity, higher user experience, intuitive operation and above all, simplified development with significantly shorter cycles. It's about full multimodality, engaging all five human senses. HMI doesn't just mean "interface". It means "interaction." The trend is moving toward fewer, even no screens, towards smart surfaces, next-gen head-up displays, and intelligent HMI surfaces that may require no physical touch.

To achieve this, HMI development must become faster, more integrated, and more user-centric, moving away from a screen-focused approach toward seamless interaction between human and machine. The goal is an experience where interaction is so natural and context-driven that screens may no longer be needed at all.

- <u>5:10 – 5:40 – Panel & Audience-Led Discussion</u>

Driving the Future - Real-Time Intelligence, Embodied Interfaces & The Road Ahead

Rewriting the Rules: Real-Time Automotive Intelligence

Panelists:

Pierre Grage - Co-Founder / Chief Innovation Officer - UNEVIS GmbH

Alexander Grasse - CPO at Incari GmbH / Co Owner Incari development platform

Daniel Lichtwald - Innovation Manager & Metaverse Expert, Applied Innovation Exchange + CX Interactive – Capgemini

Moderated by **Jan Pflueger** – Founder & Advisor – advisXR

- Insight Contributors
  - **Danilo Papić –** CEO & Co-founder – Netfork

- <u>5:40 – 5:45 – Main Takeaways – What did we learn so far?</u>

- <u>Synthesis Contributors</u>

  - **Diana Arellano - Senior Lecturer Technical Directing, Animationsinstitut | SIGGRAPH 2025 & 2026 Executive Committee Liaison**
  - **John Killshaw – Executive Creative Director, Framestore**

- <u>5:45 – 6:00 Closing Remarks</u>

RESET 25 – Program

- **Jean-Michel Blottière** — Founder & CEO, RTC – The RealTime Community

---

- ● 6:00 – 6:30 - On our way to Epic Games Innovation Lab, 34 Old Bailey

● **6:30 – 8:30 Gala Party – Tuesday, Sept 9 | Epic Games Innovation Lab, 34 Old Bailey**

Hosted by **Alistair Thompson – Head of Innovation Lab - London at Epic Games & Sallyann Houghton – Innovation Lab London, New Business.**

Join us for an evening at the Epic Games Innovation Lab to unwind with a glass of wine or a cocktail, enjoy light bites, and connect informally with fellow RESET participants.

7:00 – 8:30 PM – Wrap up and Takeaways of Day 1

RESET Reflections: Leadership, Lessons & What's Next

Rethinking Resilience: Creative Tech Leadership in the Age of Acceleration

As Day 1 comes to a close, RESET 25 turns the lens back on the room. This 90-minute wrap-up will distill the key takeaways from the day's conversations—AI disruption, the rise of open source, interoperability, and shifting production models—while asking what they mean for the road ahead.

Guided by **Rick Stringfellow, Judith Crow,** and **Jeffrey A. Okun**, this interactive conversation will weave together audience insights with the perspectives of **Lincoln Wallen**, Group Chief Technology Officer – Framestore Company 3.

This isn't a recap panel—it's a chance to pause, connect the dots from today's sessions, and surface the questions that will shape how we move forward. Guided by our moderators and guest executives, this interactive wrap-up will frame the takeaways of Day 1 while opening the floor to participants. Together, we'll ask:

- ● What patterns and tensions cut across today's discussions?
- ● Where are studios and vendors aligned—and where are the fault lines?
- ● What will tomorrow demand that we are not yet preparing for?

This conversation is not just a conclusion, but the bridge into RESET's second day—built collectively from the insights we share in the room.

Guiding Questions / Prompts

- ● Across today's sessions, what *themes or tensions* surfaced again and again?
- ● AI disruption: are we adapting fast enough, or are we still trying to retrofit old models?
- ● Open source: does it represent *strategic freedom* or *new risks* for large-scale production?
- ● Interoperability: is USD a unifier, or are we seeing the seeds of *new fragmentation*?

RESET 25 – Program

- Economics: how do we align ambition with tighter budgets, talent pressures, and volatile markets?
- Leadership: what do creative technology leaders need to do differently in the next 2 years to keep pace?
- Looking ahead to Day 2: what are the *practical experiments, strategies, or collaborations* we must test now to be ready for tomorrow?
- Audience provocation: if you had to place one bold bet today—AI-native pipelines, open-source ecosystems, or hybrid infrastructures—where would you stake your future, and why?

- <u>Synthesis Contributors</u>

  - **Diana Arellano - Senior Lecturer Technical Directing, Animationsinstitut | SIGGRAPH 2025 & 2026 Executive Committee Liaison**
  - **John Killshaw – Executive Creative Director, Framestore**