

RESET 25 – Program

RESET 25 – Wednesday, September 10, 2025

Morning Program

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

Main Auditorium

- 8:00 – 8:45 AM

Registration and Welcome Coffee (Light Breakfast Served)

- 8:45 – 9:00

Welcome Address and Opening Remarks

- **Jean-Michel Blottière** – Founder & CEO, RTC | The RealTime Community
- **Judith Crow** — VP Strategic Partnerships, SideFX
- **Rick Stringfellow** — Fellow, Head of Visual Content, EA Entertainment

We begin Day 2 of RESET 25 with a shift in focus—from strategy to structure. As real-time technologies and AI continue to disrupt traditional production logic, we'll explore how to reconcile innovation with infrastructure, and what it means to future-proof not just tools, but teams.

Jean-Michel Blottière will set the stage for a highly participatory day, designed not around polished keynotes, but around active, working conversations. It's time to move beyond awareness and into alignment—across industries, disciplines, and generations.

RESET 25 – Program

Media & Entertainment

Stable Foundations, New Frontiers

Reconciling Traditional Pipelines with AI Workflows

A collaborative deep-dive into hybrid infrastructure

As AI reshapes every stage of content creation—from ideation to iteration to final delivery—many studios and developers face a difficult balancing act: how to embrace innovation without abandoning the hard-earned stability of traditional production pipelines. The question is no longer *if* we'll integrate AI, but *how*—and what we're willing to reimagine in the process.

This interactive session is not a panel. It's an open, working conversation designed for active participation. We'll examine key areas where legacy systems and AI workflows collide—and explore how to build hybrid infrastructures that combine the precision and control of traditional tools with the speed, automation, and flexibility of AI.

Each session begins with a few key voices helping to set the context. These “catalysts” are invited to spark conversation, not dominate it—everyone is expected to participate.

Detailed Agenda

- 9:00 – 9:15 – Ignition Statement

M&Es Systemic Recalibration: Will AI Be the Answer—and How?

Paolo Tamburrino – Sr. Industry Manager - Autodesk

The media and entertainment industry is in the middle of a systemic recalibration. Studios are pulling back on risky projects, advertising dollars are being redistributed, independents are stepping forward, and vendors are adjusting to new financial and creative realities. At the same time, audiences demand more tailored stories, formats, and platforms than ever before; leaving less room for failure and more pressure on every decision.

AI now sits at the center of this disruption. But beyond the hype, the real questions remain: how will software vendors, studios, and VFX houses adapt? At a moment when the decade-long pursuit of higher quality has reached saturation, can AI truly reduce costs and enhance creativity? And with new tools emerging daily, will existing pipelines and DCCs remain relevant, or be substituted, replaced, or leapfrogged entirely, leaving costly infrastructures obsolete? The reality of today is create more, with less. The infrastructure we rely on wasn't built for today's pace or tomorrow's potential. The real test is whether new pipelines and AI can deliver answers to the business problems of production, or whether they will disrupt the very models of storytelling and content creation across the creative economy.

RESET 25 – Program

- 9:20 – 9:35 – Ignition Statement

From Hollywood to Mago: What AI-Native Players Teach Us About the Future of Film

Alvaro Lamarche-Toloza — Founder & CEO - Mago

The film industry has weathered many revolutions, but today's disruption feels different. For the first time, outsiders from tech and finance are declaring Hollywood dead, while AI tools promise both magic and chaos. Viral creators may thrive on new platforms, yet large-scale productions face the hard realities of pipelines, IP, and legacy infrastructure; adopting AI is easier said than done.

At the heart of this potential reset lies the Lampedusa paradox: *everything must change so that nothing changes*. AI could transform how films are made, but not why we make them. To survive, the industry must reinvent its tools, workflows, and ambitions so that the essence of storytelling endures unchanged. At the same time, a new generation of AI-native players—such as Mago—are emerging with workflows that combine precision, iteration, and low-cost stylization. Their example challenges traditional players to rethink their own models, offering lessons in agility, integration, and creative control that the established industry can learn from.

- 9:40 – 9:55 – Ignition Statement

Modular, Adaptive, Real-Time: Rethinking Advertising Through Generative AI

Francisco Lima — Global Head of Emerging TV Technology - Hogarth Worldwide

On this presentation I will explore how Generative AI is revolutionizing the filmmaking process for advertising by collapsing traditional, linear production pipelines into a dynamic, real-time, co-creative ecosystem. I will delve into how this paradigm shift transforms filmmaking into a continuous, nonlinear journey where ideas, data, and craft evolve simultaneously. Key topics will include the transition from static storyboards to photoreal animatics, the integration of AI as a creative collaborator, and the emergence of hybrid production models that blend AI-generated content with live-action elements. By reimagining production as a modular, adaptive system, the talk will showcase how Generative AI empowers teams to experiment, innovate, and deliver content that is scalable, relevant and highly engaging, redefining how advertising content is produced for the modern age.

- 10:00 – 10:15 – Ignition Statement

Rethinking Growth – The Evolution of M&E in an Age of Acceleration

Alex Foulds — Chief Revenue Officer - Foundry

RESET 25 – Program

Alex Foulds, Chief Revenue Officer at Foundry, will kick off the session with a concise look at how the Media & Entertainment landscape is evolving in the face of transformative shifts. As traditional production models encounter mounting pressure from AI-native workflows, cloud infrastructure, and rapidly changing client demands, Alex will highlight key patterns, pain points, and emerging opportunities. His talk will set the context for an open discussion on how creative industries can adapt their strategies, tools, and talent pipelines to stay relevant—and resilient—in a volatile market.

- 10:20 – 10:35 – Ignition Statement

The Reinvention Challenge for Creative Software

Judith Crow – Vice President, Strategic Partnerships, SideFX Software

As AI-native tools accelerate, every software vendor, studio, and creator faces the same uncomfortable question: how do we adapt without breaking the backbone of creative production? In this talk, Judith Crow will explore what it means to be a “legacy” platform in 2025 — not as a liability, but as a shared reality — and why our survival depends on recognizing co-dependence across vendors, technologists, studios and artists. Drawing on SideFX’s own hard-won lessons over the years, she will frame the conversation about what a functional “Pipeline 2.0” might require: hybrid infrastructures, new standards and practices, and rapid, neutral experiments we can all contribute to. This is an open invitation to ask what each of us brings to the table, and how we can harness disruption for mutual benefit.

-
- 10:40 – 11:00 AM - Networking Break
-

- 11:00 AM – 12:30 – Audience-Led Discussion

Following Judith Crow, Alex Fould, and Francisco Lima Igniters talks, this open conversation invites participants to dive deeper into the critical challenges and opportunities facing creative software providers in an AI-accelerated world. Together, we’ll explore:

- How legacy tools can adapt to workflows driven by automation and generative design
- Where long-standing values like control, precision, and reliability still matter
- What it means to support new creator profiles and hybrid production models
- How to navigate the cultural and strategic shifts required to stay relevant

Audience perspectives will be welcome throughout the conversation. To help us tailor the discussion, you're invited to send questions or topics in advance.

Conversation Leaders

RESET 25 – Program

- **Judith Crow** – Vice President, Strategic Partnerships, SideFX Software
- **Paolo Tamburrino** – Sr. Industry Manager – Autodesk

Insight Contributors

- **Doug Bloom** - VP Gen AI, Media and Entertainment – Bria
- **John Canning** – Director Developer Relations – Creators, AMD
- **Alex Foulds** – Chief Revenue Officer – Foundry
- **Alvaro Lamarche-Toloz** — Founder & CEO – Mago
- **Joël Maguet** - Managing Director - The Third Floor
- **Francisco Lima** – Global Head of Emerging TV Technology - Hogarth Worldwide
- **Rick Stringfellow** – Fellow, Head of Visual Content, EA Entertainment

Topic 1: Integration Challenges

Where do AI-native tools struggle to plug into traditional pipelines? What technical blockers or compatibility gaps are most urgent? We'll surface both problems and promising solutions from the room.

Topic 2: Control vs. Speed

What trade-offs are being made in current workflows? Are we sacrificing precision for acceleration—or over-engineering for safety at the expense of experimentation? Let's compare different approaches.

Insight Contributors

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

Topic 3: Roles and Responsibility Shifts

How are job descriptions and expectations changing? What hybrid roles are emerging (e.g. AI artist, creative integrator, prompt engineer)? Who owns the final result when tools become co-creators?

Topic 4: Lessons Across the Divide

What can traditional software vendors learn from AI-native startups—and vice versa? Let's explore where values align and where they don't, and how we might co-design tools that work for all.

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

Topic 5: What's Next

Looking ahead: What needs to stay stable? What should we abandon or rebuild from scratch? What infrastructure will help us all move faster *and* smarter?

- 12:30 – 12:45 – Main Takeaways – What did we learn so far?
- Synthesis Contributors

RESET 25 – Program

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

-
- 12:45 – 1:30 PM - Networking Lunch
-

RESET 25 – Program

RESET 25 – Wednesday, September 10, 2025

Afternoon Program

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

Main Auditorium

AECO

Real-Time AECO: From Vision to Systemic Change

Reimagining the Built Environment Through AI, Interoperability, and Creative Collaboration

A cross-industry exploration of innovation, impact, and implementation

AECO is under pressure to modernize—not through buzzwords, but through scalable, systemic transformation. This extended session brings together leading voices from across architecture, engineering, construction, and operations to examine the real-world implementation of real-time workflows, AI, and interoperability.

From applied R&D and digital twins to the future workforce and software ecosystem, we'll explore how stakeholders are actively rethinking the way buildings, infrastructure, and cities are imagined, built, and managed. A mix of short "Insight Igniters" and structured conversation will foster cross-disciplinary engagement and surface the shifts required for broader industry adoption.

- 1:30 – 1:45 - Ignition Statement

Augmenting Human Intelligence

- **Greg Demchak** — VP Industry Marketing – Motif

Abstract tba

- 1:50 – 2:05 - Ignition Statement

Context brings Consensus - How real-time interactivity promotes better understanding and better outcomes

- **Mark Kauffman** — Asst. VP / Technology Lead, Visualization & Data Intelligence, AVP, WSP

WSP is a global engineering consultant supporting architecture, civil infrastructure, environment, and energy projects. While architecture leads in digital delivery, the other

RESET 25 – Program

disciplines are now transitioning from traditional CAD and BIM to integrated digital delivery workflows and digital twins. For 35 years, WSP has supported project visualization and now uses real-time technologies to enhance collaboration and project outcomes. Mark will showcase projects that benefited from these technologies—improving coordination, managing risks, and keeping projects on time and within budget—and discuss ongoing challenges and opportunities for adopting interactive real-time tools in the industry.

- 2:10 – 2:40 - Audience-Led Discussion

An open exchange with **Greg Demchak**, **Mark Kauffman**, and audience members. This discussion will build on the ideas raised during the opening conversation and allow for questions and input from other AECO professionals in the room.

Insight Contributors: **Austin Reed** (HNTB), **Martin Murphy** (Ringling College), **Christine Marsh** (Adjunct Faculty), **Henrik Edstrom** (Autodesk), **Nethra Ram Mohan** (HKS), **Jim Kessler** (Jacobs), **Reeti Gupta** (Newcomb+Boyd)

- 02:40 – 02:45 – 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

-
- 2:45 – 3:00 PM - Networking Break
-

Live Event & Immersive Technologies

RESET 25 – Program

The Power of Presence: Live Experiences and Immersive Technologies

Reimagining emotional connection and live performance in an AI-driven world.

At RESET, we're not just discussing what's changing—we're redefining how we respond. This segment is dedicated to leaders who understand that immersive design and real-time technology aren't fringe novelties—they're foundational to how we build relevance, foster loyalty, and drive emotional engagement in an increasingly disconnected world.

As generative AI, automation, and virtual content reshape how we create and consume, the demand for *presence*—for deeply felt, shared, real-world experiences—is only growing. What if technology could deepen that connection? What if innovation didn't just accelerate delivery—but amplified human emotion?

This session is for executives ready to rethink what it means to innovate at the intersection of entertainment, technology, and storytelling. It's about moving past the buzzwords—XR, immersive, hybrid—and confronting the real question:

How can technology help us craft meaningful, lasting experiences in a world overwhelmed by digital noise?

At the center of this conversation is **Dr. Solomon Rogers**, Global Director of Innovation at Magnopus and a pioneer in immersive media. He'll lead a candid dialogue with:

- **Olly Bengough** - Founder / CEO / Creative Director, KOKO London
- **Jeff Kember** - Senior Director Product Management AI for Media2, NVIDIA
- **Lewis Smithingham** - EVP of Strategic Industries: Telco, Media, Entertainment, Games, and Sports – MediaMonks
- **Alex Wills** - Chief Experience Officer, Disguise

Together, they'll explore lessons learned in transforming physical spaces into immersive destinations. The conversation will explore how technologists, architects, and producers must now act as *experience designers*—aligning creative ambition with technical innovation, and building platforms not just for consumption, but for *transformation*.

This isn't about spectacle. It's about strategy.

And it's about what comes next for any business that still touches the human experience.

3:00 – 3:50 | Audience-Led Conversation

Host: **Dr. Solomon Rogers** – Global Director of Innovation, Magnopus

Insight Contributors:

RESET 25 – Program

- **Olly Bengough** - Founder / CEO / Creative Director, KOKO London
- **Jeff Kember** - Senior Director Product Management AI for Media2, NVIDIA
- **Lewis Smithingham** - EVP of Strategic Industries: Telco, Media, Entertainment, Games, and Sports – MediaMonks
- **Alex Wills** - Chief Experience Officer, Disguise

A Closing Experience That Embodies the RESET Spirit

This segment also sets the stage for our closing night at **KOKO**, London's iconic venue transformed by Olly Bengough into a global hub for tech-enhanced live experiences. After two days of deep dives and executive-level strategy, the RESET community will gather for an immersive reception and guided tour—because some innovations you have to feel to understand.

3:50 – 3:55 – 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

4:00 – 4:15 - Networking Break

RESET 25 – Program

4:15 – 5:45 PM - Main Room

Closing Plenary

From Inspiration to Action

Purpose (90 min): convert two days of insights into a short list of priorities, actionable strategies, and owners—so we leave RESET 25 with momentum and accountability toward the next RESET.

*Over the last two days we've ignited a lot of ideas. This final session is about deciding what we **do** next. We'll harvest the sharpest takeaways, cluster them, and in small groups draft concrete actions with owners and 90-day milestones. We'll leave with a short, shared roadmap—and we'll reconvene at the **next RESET** to report progress.*

Flow:

1. **Rapid harvest (15 min):** 1–2 sentence takeaways from each segment lead.
2. **Theme clustering (15 min):** group takeaways under 4–6 themes (below).
3. **Action sprints (40 min):** break into tables; each table drafts 1–2 concrete actions (owner, first step, 90-day milestone, success metric).
4. **Commit & align (15 min):** quick report-backs; dot-vote to set top 5; confirm working groups + cadence to the next RESET.
5. **Close (5 min):** read out the “RESET 25 Action Shortlist” and next check-ins.

Deliverables:

- **RESET 25 Takeaways Report** (one-pager same day; fuller brief within a week)
 - **Top 5 Actions & Owners** with 90-day milestones
 - **Working groups** + meeting cadence and a **progress check at the next RESET**
-

Converge on these Key Themes

1. **Creative Reckoning & VUCA:** where to stop optimizing legacy methods and start redesigning.
2. **Open Source Rising:** governance, sustainability, and when “open” is a strategic advantage.
3. **Interoperability (USD & beyond):** avoiding fragmentation; practical governance; ecosystem roles (engines/renderers/cloud).
4. **Cloud & Real-Time at Scale:** access, cost models, latency, sustainability, and new distribution/business models.
5. **Hybrid Pipelines (M&E focus):** reconciling stability/precision with AI-native speed and automation.
6. **AECO Transformation:** moving from pilots to systemic change; interoperability, skills, and risk culture.
7. **Education & Workforce:** continuous upskilling, fundamentals vs. fast tools, role shifts.

RESET 25 – Program

8. **Live/Immersive Experiences:** presence as strategy; tech that amplifies emotion, not just speed.
-

Anchor Leaders for the Closing Conversation

(Short list—each represents a major thread and can bring a crisp takeaway.)

- **Rick Stringfellow** (EA) – Creative Reckoning, urgency/VUCA
- **Judith Crow** (SideFX) – Hybrid pipelines; legacy→AI transitions
- **Neil Trevett** (Khronos) – USD/standards perspective
- **Quintin Anderson** (Eagle 3D Streaming) – Cloud/streaming realities
- **Francesco Siddi** (Blender) – Open governance + open-source at scale
- **Edward Dawson-Taylor** (CG Pro), **Thibaut Delahaye** (Flow/ENSI), **Perri Lewis** (Mastered) – Education & Training
- **Mark Kauffman** (WSP) – AECO innovation lens
- **Sallyann Houghton** (Epic) / **Matthew Drinkwater** (London College of Fashion)
- **Solomon Rogers** (Magnopus) – Immersive/live experiences (pick 1)

Moderators:

- **Judith Crow** – Vice President, Strategic Partnerships, SideFX Software
- **Rick Stringfellow** – Fellow, Head of Visual Content, EA Entertainment

- Synthesis Contributors

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

Closing Words by:

David Ayeni - Global Director | Infrastructure Cloud Partner Experience – Bentley Systems

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

Jeffrey A. Okun – Visual Effects Supervisor – Co-Editor of the VES Handbook of Visual Effects – Former VES Board Chair

6:30 – 8:00 PM | Closing Reception at KOKO

Hosted by **Olly Bengough** – Founder / CEO / Creative Director, KOKO London

RESET 25 will conclude at KOKO London, thanks to the generous hospitality of Olly Bengough. In small groups of 6 to 8, participants will enjoy rare guided visits of this iconic venue — a space where high-end technology and timeless social energy converge. Following the tours, guests will gather for a convivial cocktail, continuing the exchange of ideas in a setting that inspires both creativity and connection.

RESET 25 – Program

Ending RESET at KOKO is no coincidence: as much as we explore the future of technology, we must also acknowledge our enduring need to come together, share, and celebrate as a community. KOKO embodies this very spirit, offering the perfect stage to close our conversations on innovation with a lasting reminder of what truly connects us.
