

The American Society Of Cinematographers' Motion Imaging And  
Technology Council invites you to

# VISUAL ARTISTRY IN THE AGE OF AI

A two-day summit of presentations, demonstrations and panels

June 10<sup>th</sup> and 11<sup>th</sup>, 2025

At the ASC Clubhouse

1782 N. Orange Drive, Hollywood, CA 90028

You are invited to join us as distinguished cinematographers, directors, visual effects artists and AI content creators demonstrate and debate the ways artificial intelligence can shape the path of visual imaging for the future. The summit will consist of:

- Presentations of current AI technology by prominent developers in the field
- Panel discussions on topics such as the ethical use of AI, using AI within the traditional workflows, and the future of content creation
- Real-time demonstrations showing the skills necessary to create targeted artistic results with the technology
- An area where attendees can get hands-on experience with various AI programs as an introduction to the technology

Registration for this event is free and will be limited for safety. Please RSVP to [sal@theasc.com](mailto:sal@theasc.com) with your name and industry affiliation. This event will be recorded. Attending the event implies consent that you may appear in recordings taken at the event.

"VISUAL ARTISTRY IN THE AGE OF AI"  
SUMMIT SCHEDULE (subject to change)

Monday, June 9<sup>th</sup>, 2025

9:00am to 4:00pm – Set up and casual interactions with ASC members

Tuesday, June 10<sup>th</sup>, 2025

9:00am – Meet at ASC Clubhouse for light breakfast

10:00am – Shuttle to Eyeline Studios for tour

12:00pm – Lunch at Eyeline Studios

1:00pm – Shuttle to ASC

1:30pm – Tech presentation #1 (Adobe – Morgan Prygrocki)

2:15pm – Tech presentation #2

3:00pm – Live AI creation session w/director/DP (Ellenor Argyropoulos, tbd)

4:00pm – Panel discussion #1 (Ethics and AI)

4:45pm – Social hour and individual backroom demos

Wednesday, June 11<sup>th</sup>, 2025

9:00am – Meet at ASC Clubhouse for light breakfast

9:30am – Tech presentation #3 (Nvidia)

10:15am – Tech presentation #4

11:00am – Panel discussion #2 (Cinematography and VFX)

11:45am – Live AI creation session w/director/DP

12:45pm – Lunch

1:30pm – Panel discussion #3 (AI and the Law – Angela Dunning)

2:00pm – Panel discussion #4 (AI content creator and ASC DP – László Gaál, Roberto Schaefer, ASC, AIC)

2:45pm – Tech presentation #5 (Google – Buzz Hayes)

3:30pm – Tech presentation #6 (StabilityAI – James Cameron, Hanno Basse, Rob Legato, ASC)

4:15pm – Panel discussion #5 (AI and the future of filmmaking)

5:00pm – Wrap up, social hour and backroom demos