

AL KAYS

Immersive creative & Animation Director
Lecturer in Film Animation, Visual artist

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PROFESSIONAL EXPERIENCE

Artistic and Animation Director

The council for visual affairs

- 📅 01/2011 - Present 📍 Montréal, Canada
- Creative Vision & Artistic Leadership
 - Innovative Immersive Experiences
 - Socially Engaged Media & Communication Campaigns
 - Technical & Project Management

Creative director, collaborator

Rule of Stone - Entre deux Mondes

📅 01/2022 - Present 📍 Montréal, Canada

Immersive documentary story (20 min) in virtual reality.

- Directed by Danae Elon
- Produced by: Kngfu - entre deux mondes.
- Distributor: FilmOption
- Supported by SODEC, CaIQ

Co Director - in progress

Wonderful Land - Leitmotiv

📅 01/2023 - Present 📍 Montréal, Canada

Short fiction film (26 min) in animation

- Co-Directors: Natalie Karneef & Ali kays
- Distributor: a/d
- Supported by: Canada Council of Arts, CALQ

Creator - in progress

The Heist - The Council for Visual Affairs

📅 01/2024 - Present 📍 Montréal, Canada

Immersive fiction film (14 min) in 3D animation

- Director: Ali Kays
- Produced by: The council for visual affairs, KngFu
- Distributor: a/d
- Supported by: Canada Council of Arts

Artistic Direction, Design and Animation

Le monde du lac - Plasticine, la bande a Paul

📅 06/2023 - 06/2024 📍 Quebec City, Canada

🔗 <https://www.labandeapaul.ca/projets/le-monde-du-lac>

Interactive table - Permanente Exhibition | juin 2024

- Creative director: Vanessa Landry, Vali Fugulin

Artistic and Animation director

Murmuration - Leitmotiv

📅 01/2022 - 01/2023 📍 Montréal, Canada

🔗 <https://www.leitmotiv.ca/en/projects/murmuration>

Immersive documentary story (20 min) in virtual reality

- Director: Patricia Bergeron
- Produced by: Leitmotiv
- Distributor: a/d
- Supported by: Canada Council of Arts, Sodec, CALQ, XR Atelier Grand Nord Quebec.
- Selected to: [Immersive Futures Lab](#), SXSW, 2024
- Selected in competition, Alternate Realities, Sheffield Doc Fest, June 2024, [DOK Leipzig](#) Nov 2024

SUMMARY

I'm based in Montreal and have dedicated my career to blending analogue, digital, and immersive storytelling. I have collaborated on projects of both linear and immersive nature, leading teams to create impactful 3D animations and narrative experiences designed to inspire. My work spans two decades across TV, cinema, web, mobile, and immersive media. In 2012, I co-founded The Council for Visual Affairs, a studio focused on art, culture, entertainment, advertising, and social engagement. The award-winning projects I have collaborated on have been showcased at major festivals and venues such as Siggraph, Cannes XR, Venice Biennale, Documenta, Sheffield Doc/Fest, Immersa Festival, Phi Centre, FNC, RIDM, SAT Montreal, NewImage Festival and MoMA. Additionally, my visual artworks have been exhibited and screened internationally at festivals and galleries, including the Oberhausen Film Festival in Germany, Le Tarmac in Paris, the Goethe-Institut in Istanbul, Tokyo Wonder Site in Shibuya, La Maréchalerie Contemporary Art Center in Paris, 16 Beaver Group in New York, AlmostReal Ashkal Alwan in Beirut, the Sursock Museum in Beirut, and the MAI in Montreal. With over eight years of experience teaching as a part-time, adjunct, and assistant professor in art, design, and animation, I am currently lecturing in film animation and VFX at College LaSalle. Through my work, I strive to continuously expand the boundaries of visual storytelling.

STRENGTHS

Art Direction and Project Management

Skills in leading collaborative projects in multicultural settings, managing diverse teams, and overseeing creative processes from concept to Design execution.

Visual Storytelling and Animation

Expertise in linear storytelling with a strong foundation in animation and visual effects, utilizing a variety of media formats including film, TV, mobile, and interactive platforms.

Immersive Media and Virtual Production

Proficiency in creating interactive and participatory VR experiences, integrating immersive physical elements, and crafting compelling virtual environments.

Teaching and Mentorship

Ability to teach and guide students in art, design, and animation, fostering critical thinking and technical skills.

Leadership and Communication Skills

Strong ability to engage with stakeholders, from clients to collaborators, and to convey ideas across disciplines, while facilitating creative collaboration in both academic and professional contexts.

PROFESSIONAL EXPERIENCE

Creative director, collaborator

Born To Leave - Wake island

📅 01/2022 - 05/2023 📍 Montréal, Canada
🔗 <https://phi.ca/en/events/wake-island-radwan-ghazi-moumneh/>

Interactive fiction story

- Produced by: Kngfu - Wake Island
- Distributor: Envision Entertainment
- Supported by the Canada Council for the Arts, Conseil des arts et lettres du Québec.
- Showcase: Phi center

Artistic Direction, Animation

The Death Tour - H2L Productions

📅 01/2023 - 07/2023 📍 Toronto, Canada
🔗 <https://www.deathtourdoc.com/>

Documentary

- Directed by: Stephan Peterson & Sonya Ballantyne
- Produced by: Stacey Tenenbaum
- Showcase: World premiere, Slamdance festival, Cinema du Parc, the San Francisco DocFest 2024.

Artistic direction

Scrap - H2L Productions

📅 01/2022 - 12/2022 📍 Montréal, Canada
🔗 <https://scrapdoc.ca/>

Documentary

- Director & Writer STACEY TENENBAUM
- Produced by STACEY TENENBAUM
- Produced by H2L Productions
- Supported by: Sodec, CMF, Rogers documentary funds, H2L, ERT, yle.
- Showcase: Premiered at the 2022 Hot Docs Canadian International Documentary Festival. Acquired for broadcast on the Documentary Channel and CBC Gem. Two Canadian Screen Award nominations at the 11th Canadian Screen Awards in 2023.

Artistic Director

Motus Domum - SAT

📅 07/2022 - 11/2022 📍 Montréal, Canada
🔗 <https://www.fddb.org/events/imersa-montreal-2022/>

A hybrid music/dance in-situ and cloud-based performance

- Created by: By Zack Settler and Peter Trosztmer
- With support from the society for arts and technology (SAT)
- In collaboration with the metalab
- Showcase: Imersa festival 2022

Motion Branding, Compositing

Arcity - Dawson College

📅 01/2022 - 12/2022 📍 Montréal, Canada
🔗 The Alanis Obomsawin Mural <https://arcite.ca/>

Documentary educational application in augmented reality

- Created by: Reisa Levine
- Distributor: Dawson College

Artistic Director

INCHEON AIRPORT - Moment factory

📅 01/2021 - 01/2022 📍 Montréal, Canada
🔗 <https://momentfactory.com/collections/all>

Interactive data driven screen experience

Artistic Director

ASPAN -Moment factory

📅 2021 📍 Montréal, Canada
🔗 <https://momentfactory.com/collections/all>

PROGRAMMABLE EVENT SPACE

SECTORS & INDUSTRIES

Public Installations Entertainment

Technology and Innovation

Performing Arts Film & Cinema

Visual Arts

Broadcast Branding & Design

Immersive & Experiential

Social Engagement Media

Communication Campaigns

SKILLSETS

Creative Direction Artistic Direction

2D / 3D Animation & Motion design

Visual design and Illustration

XR, MR, Immersive conception

Editing & Post-production

Project management

Technical coordination

Creative team management

Project strategy & consultation

Research & Development

Operation planning

SOFTWARE LITERACY

Autodesk Maya

Autodesk Mudbox

Substance painter

Autodesk Motion Builder

Unreal Engine

Unity

PROFESSIONAL EXPERIENCE

Multimedia & Artistic direction

And I Went Into Slumber for 3 Days and 3 Nights

📅 01/2021 - 12/2021 📍 Beirut, Lebanon

🔗 <https://www.arabculturefund.org/Projects/6549>

Immersive performance

- Created and performed by: Monzer baalbaki
- With support from: Arab cultural fund (AFAC)

Artistic Direction and Animation

Canada park

📅 11/2020 📍 Montréal, Canada

🔗 <https://razanalsalah.com/canada-park-1>

Short film

- Directed by: Razan Al Salah
- Showcase: Toronto Palestine Film Festival, 2021, Cinema Politica, 2019
Regards palestiniens, 2020, VideoJam festival, 2020

Creative and Animation Direction

Bystanding - KngFu

📅 01/2019 - 05/2020 📍 Montréal, Canada

🔗 <https://www.nimshap.com/bystandingvr>

Docufiction mini-series in 3DOF VR (6×10 min)

- Creative and Multimedia Direction: (Kngfu - Another World)
- Distributor: KAN
- With support from: the Canada Media Fund (CMF), Medienboard Berlin-Brandenburg (MBB), Makor Foundation, Geshar Multicultural Film Fund
- Showcase: Tribeca Film Festival, Immersive Non-Fiction Competition VR NOW Awards, Best Immersive Cinema Nominee (Germany)
Cannes Film Festival: Marché Du Film, XR3, Bucheon International Fantastic Film Festival, Beyond Reality, ACM SIGGRAPH, Immersive Pavilion DOCUMENTA \ Festival Internacional de Cine Documental(Mexico), Open City Documentary Festival (London, UK)
Tokyo International Short Film Festival (Winner, Best VR), Roma Short Film Festival (Honorable Mention), Fullshot Cine Mag Fest (Winner, Best VR), New York Tri-State International Film Festival The W3 Awards (GOLD for «Immersive - Best Documentary Experience»), Kaohsiung International Short Film Festival (Taiwan), VRE - Virtual Reality Experience (Italy), New Wave Short Film Festival (Winner, Best VR)
FIVARS, (LA), Toronto Indie Filmmakers Festival (Finalist)
Aesthetica Short Film Festival (York, UK), The Lovie Awards, «Best Narrative Experience».

Artistic Director, Animation

Bloomingdale - Float4

📅 12/2020 📍 Montréal, Canada

🔗 <https://www.float4.com/en/projects/the-carousel-bloomingdale-s-immersive-retail-popup/>

Immersive Retail Popup

Artistic Direction, Animation

AT&T - Float4

📅 12/2020 📍 Montréal, Canada

🔗 <https://www.float4.com/en/projects/the-globe-interactive-installation-at-att-discovery-district/>

Interactive Installation at AT&T Discovery District

Motion branding

Bow't tail - Kngfu

📅 01/2019 - 12/2019 📍 Montréal, Canada

🔗 <http://rhodniedesir.com/en/bow-t-trail>

Interactive web-documentary

- Producer: Kngfu
- Documentary (52 min) and interactive web-documentary
- Broadcaster: ARTV/Radio-Canada
- With support from the Canada Media Fund (CMF) and the Bell Fund

SOFTWARE LITERACY

Nuke



Cinema 4D



Spline 3D



Midjourney, Runway, Stable Diffusion, Flux-ai



Adobe Photoshop



Adobe Illustrator



Adobe After Effects



Adobe Premiere



ComfyUI



FIGMA



Adobe InDesign



EDUCATION

Master of fine arts

Lebanese Academy of Fine Arts

📅 01/2005 - 12/2005 📍 Lebanon

Technique superieure en informatique industrielle

Lebanese University

📅 01/2000 - 12/2000 📍 Lebanon

- Technique superieure en informatique
- INDUSTRIELLE, Lebanese University, Lebanon

MASTERCLASSES

2005 Feature Animation WorkshopS

IANIMATE ANIMATION WORKSHOPS

2010 VFX FOR FILM PRODUCTION

Escape Studios, Pearson College London, UK.

2017 ANIMATING IN VR WITH KEITH LANGO

ANOMALIA LAB, Lytomsl, Czech republic

2021 GENERATIVE VISUALS - TouchDesigner

SAT, Montreal, Quebec.

PROFESSIONAL EXPERIENCE

VR Artistic Director, Animation Lead

HotSpot - Lietmotiv

📅 01/2019 - 12/2019 📍 Montréal, Canada
🔗 <https://www.leitmotiv.ca/fr/projets/hotspot>

VR Immersive theatre

- Written and directed by: Patricia Bergeron
- Produced by: leitmotiv and Kngfu
- Supported by: Sodec, CALQ, CMF.
- Showcase: Festival Du Nouveau Cinéma - (Montreal, Canada), 2019 RIDM Montreal, Canada), 2019, Cannes XR Development Showcase (Finalist), sheffield doc fest, Alternate reality pitc Forum des images, NewImages Festival

Artistic and Animation direction

Une rose ouverte

📅 01/2019 - 12/2019 📍 Beirut, Lebanon
🔗 <https://www.berlinale.de/en/2019/programme/201911123.html>

Documentary (72 min)

- Artistic and Animation direction - (produced by Mirrors)
- Directed by Ghassan Salhab
- Showcase: Arsenal, institute for film and video art, (Germany) 69TH BERLIN INTERNATIONAL FILM FESTIVAL - BERLINALE, 2019

Artist and Animation director

The Edge

📅 01/2018 - 12/2018 📍 Paris, France
🔗 <https://www.versailles.archi.fr/fr/les-actualites/exposition-collective-taches-aveugles>

Virtual reality installation, visual arts

- Created by: Maha kays and Ali kays
- Produced by la Maréchalerie, center d'art contemporain
- Showcase: Sursock Museum, la Maréchalerie.

Artistic and Animation direction

Ila Ayn- Georges Nasser

📅 2017 📍 Beirut, Lebanon

Drama, (90 min)

- Produced by: Abbout Productions
- Showcase: ILA AYN Cannes Film Festival - Official Competition 1957 Cannes Film Festival - Cannes Classics 2017, Lumiere Film Festival - 2017 Cinemed - 2017.

Artistic and Animation direction

Leap into color

📅 01/2015 - 12/2015 📍 Copenhagen, Denmark

Video Art installation,

- Directed by: by Katrine Dirckinck-Holmfeld
- Supported by: The Danish Art Foundation, CKU, B&O, DNP.
- Showcase: KunstHal Charlottenborg, contemporary art center (Nyhavn, Denmark), 2015

Visual effects and Compositing

The Valley - By Ghassan Salhab

📅 01/2014 - 01/2014 📍 Beirut, Lebanon
🔗 <https://www.moma.org/calendar/events/1440>

Feature film, 134 min.

- Produced by: Abbout Production
- Directed by: By Ghassan Salhab
- Showcase: TIIF, Toronto international Film Festival(Toronto, Canada), 2014, MOMA, the museum of modern art (NewYork, USA), 2015 Toronto International Film Festival Carthage Film Festival Hong Kong International Film Festival Seattle International Film Festival Karlovy Vary International Film Festival Abu Dhabi Film Festival - Best Arab Director Fribourg international Film Festival - FIPRESCI Jury Award

CONFERENCES & WEBINARS

Industry innovations in Tech, Through the Looking Glass: XR, AR, and Music. 📅 2022

Pop Montreal Festival

Real Virtuality and Immersive Storytelling, Webinar. 📅 2021

Lebanese American University

Learning through innovation, panel 📅 2019

D3 (DISTRICT 3 INNOVATION HUB)

JURIES & BOARDS

BEIRUT ANIMATED FESTIVAL, 📅 2022
film Selection Committee

Mt7rk Animation Platform 📅 2022 - Present
Editorial Board

AWARDS & GRANTS

Vivacité - Immersive Art 📅 2022
collaborator on the VR experience Rule of stone

Canada Council of Arts, Sodec 📅 2021
Collaborator and creative director on the web experience Born to Leave

Vivacité - Digital arts 📅 2021
Collaborator and animation Director on the feature film All that the walls can hold

ART RESIDENCIES

ENSBA, 2005
L'Ecole Nationale Supérieure des Beaux-arts, Paris.

Tokyo Wonder Site, 2007
Artist-in-Residency, Tokyo, Japan.

3rd Art exhibition - Nakayama Forest, 2009
Artist-in-Residency, Yokohama, Japan.

La Maréchalerie contemporary art centre, 2019
Artist-in-Residency, Versailles, France

ART EXHIBITIONS

Collective Histories, Desired Futures
📅 2021
MAI, Montreal Canada

Sursock Museum
📅 2021
Collective Exhibition, Beirut, Lebanon

La Maréchalerie contemporary art
📅 2018
Collective Exhibition, Versailles, France

Artissima Contemporary Art Fair
📅 2012
Collective Exhibition, Torino, Italy

PROFESSIONAL EXPERIENCE

Lead Multimedia and motion design

Future television

📅 01/2006 - 01/2010 📍 Beirut, Lebanon

Lead Multimedia and motion design

NewTv

📅 2000 - 2005 📍 Beirut, Lebanon

TEACHING EXPERIENCE

Lecturer

Collège LaSalle

📅 2022 - Present 📍 Montréal, Canada

Film animation and VFX, VFX & Game Design School

- PROFESSIONNAL PRACTICE
- SYNTHESIS PROJECT
- ART DIRECTION
- CINEMATIC LANGUAGE
- ADVANCED ANIMATION
- 3D MODELING

Adjunct professor

Lebanese American university - LAU

📅 01/2016 - 12/2017 📍 Beirut, Lebanon

School of Architecture & Design

- MOTION DESIGN
- USER EXPERIENCE DESIGN
- 3D ANIMATION
- SENIOR STUDIES
- INTERACTIVE MEDIA
- DIGITAL MEDIA

Assistant Professor

Lebanese American university - LAU

📅 01/2013 - 12/2015 📍 Beirut, Lebanon

School of Architecture & Design ,LAU

- 3D ANIMATION
- MOTION DESIGN
- USER EXPERIENCE DESIGN
- SENIOR STUDIES
- DIGITAL MEDIA

lecturer

Lebanese American university - LAU

📅 09/2010 - 12/2013 📍 Beirut, Lebanon

School of Architecture & Design ,LAU

- MOTION DESIGN
- 3D ANIMATION

Academic committees

Lebanese American university - LAU

📅 2011 - 2017 📍 Beirut, Lebanon

- Member of workshops Committee
- Member of the Program Development Committee
- Member of the accreditation committee
- Member of the Development Committee of the MFA program in Interaction Design
- Member of the Development Committee of the Minor in Animation Program

Lecturer

American University of Beirut - AUB

📅 01/2010 - 12/2011 📍 Beirut, Lebanon

Department of Arts and Design

- 3D ANIMATION
- MOTION DESIGN

ART EXHIBITIONS

3rd Art exhibition in Nakayam Forest

📅 2009

Collective Exhibition, Installation, Nakayama, Japan

Tokyo Wonder Site

📅 2007

Collective Exhibition, Installation, Tokyo, Japan

16 Beaver Group

📅 2007

Collective Exhibition, Video Art, New York, USA

AlmostReal, Video works , Ashkal Alwan

📅 2007

Collective Exhibition, Beirut, Lebanon

Oberhausen International Film Festival

📅 2006

Collective Exhibition, Oberhausen, Germany

Le TARMAC Festival

📅 2005

Collective Exhibition, Paris, France

LANGUAGES

English

Native



French

Proficient



Arabic

Native

