

# 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, CalQ

#### 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: Lietmotiv
- 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: Zack Settel 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/](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

#### ASPAK -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 (6x10 min)

- Creative and Multimedia Direction: (Kngfu - Another World)
- Distributor: KAN
- With support from: the Canada Media Fund (CMF), Medienboard Berlin-Brandenburg (MBB), Makor Foundation, Gesher 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 supérieure en informatique industrielle

#### Lebanese University

⌚ 01/2000 - 12/2000 🗂 Lebanon

- Technique supérieure 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, Lytoms, 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: Tiff, 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

#### Sursook 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

