

Curriculum Vitae

Mark D. Pesce

504/47 Cooper Street
Surry Hills NSW 2010
Australia

+61 418 653 187 (m)
mark@playfulworld.com
www.playfulworld.com

Teaching and Curriculum Development Experience

- October 2003 – Jan 2006 **Senior Lecturer**, Emerging Media and Interactive Design, Digital Media Programme at the Australian Film Television and Radio School
- Reviewed and revised AFTRS curriculum to incorporate up-to-date practices in interactive media, including DVD and Web production methodologies, design skills and technologies. Curriculum put into effect at start of 2004 academic year for both Graduate Diploma and MA students. Responsibilities include course & curriculum design, staffing, development, facilities and educational planning. In January 2005, the Interactive Media programme admitted its first graduate students.
Courses taught include:
- Digital Basics
 - Introduction to Digital Technologies
 - Producing for Digital Media
 - Developing the Digital Documentary
 - Interactive Media for Cinematographers
 - Interactive Television
 - DVD Design & Production
 - Delivering for Digital Media
 - The Story in the Game
 - Java for Mobile Devices
- June 2003 – Present **Senior Mentor**, X|Media|Lab, Sydney & Melbourne
The Cross-Media Lab is a biannual series of workshop/conference events where new media professionals present their works-in-progress to a team of industry leaders for comment and critique. The cross-media philosophy is that every project has the best chance for success if it is designed to exploit the resonances between “old” media and “new” media. The goal of X|M|L is to foster a generation of world-class new media creatives within Australia.
- September '98 – June 2000 **Visiting Professor & Chair**, Interactive Media Program at the School of Cinema-Television, University of Southern California. Responsibilities include instruction, curriculum design, thesis advisement, staffing, development, facilities and educational planning.
Courses taught included:

CTPR 541 (Interactive Media)
CNTV 499 (Studies in Interactive Media)
CNTV 499 (Interactive Television)
CTPR 551 (Preparing the Advanced Project)
CTPR 590 (Graduate Independent Study)
CTPR 584 (Graduate Advanced Project)

January 1997 - June 1998 **Creator**, certificate program in 3D Arts at San Francisco State University, College of Extended Learning, Multimedia Studies Program. The program has been designed to train students in all facets of production and design of 3D media, with particular emphasis in Web technologies such as VRML. Established core course offerings, requirements, and defined tracks for production, design and technical curricula. Worked with SFSU staff to locate and hire course instructors.

September 1995 - June 1998 **Instructor**, San Francisco State University, Multimedia Studies Program, College of Extended Learning.
Courses included:
Introduction to VRML
VRML Intensive
Exploring Spatial Media (w/ Dr. William Martens)

September 1996 **Instructor**, University of California at Santa Cruz Extension, Silicon Valley campus.
Course taught:
Introduction to VRML

Publications

Book and Book Chapters

Mark Pesce, *Hyperpeople*, Sydney, Australia, privately published, January 2005.

Richard Metzger, editor, *The Book of Lies*. New York, Disinformation Press, August 2003.

Mark Pesce, *Programming DirectShow and Digital Video*. Seattle, Washington, Microsoft Press, May 2003.

Mark Pesce, et. al., *Game On: Head Games*. London, Barbican Center Books (Corporation of London), March 2002.

Vernor Vinge, et. al., *True Names and the Opening of the Cyberspace Frontier*. New York, TOR Books, December 2001.

Russ Kick, editor, *You Are Being Lied To*. New York, The Disinformation Company, March 2001.

Mark Pesce, *The Playful World: How Technology Transforms our Imagination*. New York, Ballantine Books (Random House), October 2000.

Aaron Walsh and Mark Pesce, *Core Web3D*. New York, Prentice-Hall Publishing, June 2000.

Mark Pesce, *Learning VRML: Design for Cyberspace*. Cambridge, Massachusetts: Ziff-Davis Publishing, 1997.

Celia Pearce and Mark Pesce, *The Interactive Book*. Indianapolis, Indiana: Macmillan Technical Publishing, 1997.

Mark Pesce, *VRML: Flying through the Web*. Indianapolis, Indiana: New Riders Publishing, 1996.

Loren Buhle, Mark Pesce, Vinay Kumar, et. al. *The Webmaster's Professional Reference*. Indianapolis, Indiana: New Riders Publishing, 1996.

Mark Pesce, *VRML: Browsing and Building Cyberspace*. Indianapolis, Indiana: New Riders Publishing, 1995.

Articles

Mark Pesce. Article, "The Future of Television", *The Age*, February 2007

Mark Pesce. Op-Ed "In Defense of Weak Copyright", *The Age*, November 2006

Mark Pesce. Op-Ed "Media Mergers won't Matter", *The Age*, July 2006

Mark Pesce. Op-Ed "No Net Nannies for Australia", *The Age*, April 2006

Mark Pesce. "The Three Fs", *informiTV Magazine*, February 2006

Mark Pesce. "hyperpeople", *EVOLVER Magazine*, January 2006

Mark Pesce (with Angus Fraser). "The Telephone Repair Handbook", *Mindjack Magazine*, January 2006

Mark Pesce. "The Three Fs", *informiTV*, December 2005

Mark Pesce, "Understanding Networks", *Vodafone RECEVIER Magazine*, December 2005

Mark Pesce (with Angus Fraser). "The Telephone Repair Handbook", *ACM Interactive Entertainment 2005 Proceedings*, November 2005

Mark Pesce. "Piracy is Good? New Models for the Distribution of Television", *Mindjack Magazine*, May-June 2005.

Mark Pesce. "Sense and Sensitivity", *FLUX Magazine*, February 2005

Mark Pesce. "Social Impotence", *Internet.AU*, January 2005

Mark Pesce. "Out of Control: The Sequel", *DISINFO.com*, December 2004

Mark Pesce. "Rolling Your Own Network", *Internet.AU*, December 2004

Mark Pesce. "Reinventing Television", *Mindjack Magazine*, May 2004

Mark Pesce. "McBurners", *TRIP Magazine*, October 2003

Mark Pesce. "Reviewing *Breaking Open the Head*", *Journal of Cognitive Liberties*, Winter 2003.

- Mark Pesce. "Year of Jubilee", *Entheogen Review*, Winter 2002-3
- Mark Pesce. "The Future of Entertainment", *PC Magazine*, September 2002.
- Mark Pesce. "The Future of Video Gaming", *PC Magazine*, September 2001.
- Mark Pesce. "Xbox: 1,000,000,000,000 Operations per Second", *WIRED Magazine*, May 2001.
- Mark Pesce. "Living Language", *FEED Magazine*, January 2001.
- Mark Pesce. "Birth of a Station", *FEED Magazine*, October 2000.
- Mark Pesce, "Toys and the Playful World", *The Sciences*, August 2000.
- Mark Pesce. "Meet *Big Brother*", *SALON Magazine*, July 2000.
- Mark Pesce. "Welcome to the Firehose", in *FEED Magazine*, February 2000.
- Mark Pesce. "The Trigger Principle", in *FEED Magazine*, February 2000.
- Mark Pesce. "Reductionism versus Holism: Multiple models of the Spiritual Quest", in *Technology in Society* 21, 1999.
- Mark Pesce. "Magic Mirror: The Novel as Software Development Environment", for *Media In Transition*, Comparative Media Studies Program, Massachusetts Institute of Technology, October 1999.
- Mark Pesce. "Thinking Small", in *FEED Magazine*, October 1999.
- Mark Pesce. "OSMOSE," in *Salon Magazine*, 15 July 1998.
- Mark Pesce. "The Power of Babel," *FEED Magazine*, February 1998.
- Mark Pesce. "Ritual and the Virtual," *Consciousness Reframed*, Center for the Advanced Inquiry into the Interactive Arts, University of Newport, Wales, 1997.
- Mark Pesce. "Ontos and Techne," in *Computer-Mediated Communication Magazine*, April 1997.
- Mark Pesce. "The Great Leap Downward", *FEED Magazine*, March 1997.
- Gavin Bell, Rikk Carey, Mark Pesce, et. al. "The VRML 2.0 Specification," in *VRML 97 Proceedings*, February 1997.
- Mark Pesce. "Proximal and Distal Unity," in *Proceedings of the Fifth International Conference on Cyberspace*, Madrid, June 1996.
- Mark Pesce. "Root, Trunk, Branch, Crown: Growing VRML," in *VRML 95 Proceedings*, December 1995.
- Mark Pesce. "Ontos, Eros, Noos, Logos," in *Proceedings of the International Symposium on Electronic Arts*, Montreal, September 1995.
- Gavin Bell, Anthony Parisi, Mark Pesce. "The VRML 1.0 Specification," in *Proceedings of the Second International Conference on the World Wide Web*, Chicago, October 1994.

Mark Pesce, Peter Kennard, Anthony Parisi, "Cyberspace," in *Proceedings of the First International Conference on the World Wide Web*, Geneva, May 1994.

Mark Pesce. "Final Amputation: Pathogenic Ontology in Cyberspace," in *Proceedings of the Third International Conference on Cyberspace*, Austin, Texas, May 1993.

Film and Media Production

Mindstates, commercial advertisement, January 2007

Man With a Movie Tube, experimental film, January 2007 (in production)

hyperpeople, feature length video, June 2005

The New Inventors, ABC TV, panelist/judge February 2005 - present.

Unbomb, short form video, August 2003.

Body Hits (BBC 3), location producer, November 2002.

This Strange Eventful History, feature length video, August 2002

Becoming Transhuman, feature length video, May 2001 (re-released May 2005)

Church of the Mother, short form video, February 2000

Presentations, Seminars and Performances

"The Fifth Estate", keynote at ABC Local Radio conference, 3 May 2007

"Pox Populi", lecture at University of Sydney, 27 March 2007

"No Rules", lecture at SPAA Fringe, Brisbane, 12 November 2006

"You-Biquity", keynote at Web Directions seminar, Sydney, 29 September 2006

"The Future of Me", "The Future of Us", "The Future of All", presentations at the Black Rock Arts Festival, August 27-29, 2006

"Socio-Ability: Reinventing the Mobile Phone", keynote at New Media BC, 15 June 2006

"Empire", lecture at Visionary Voices Salon, San Francisco, 11 June 2006

"hyperpeople", keynote at Viaggio Telecom, Pisa, Italy, 25 May 2006

"Where in the World?", private seminar for Lonely Planet online publishing group, Melbourne, 18 January 2006

"Chaos & Community", seminar for the Laboratory for Advanced Media Production, Sydney, 5 December 2005

"The World is My Hard Drive", keynote address at X|Media|Lab Melbourne Public Day, 25 November 2005

"Meet the Microaudience", seminar for ABC Sport TV, Sydney, 4 November 2005

"Trust and Understanding", keynote address to the Australian Institute of Sport's Elite Athlete's Sports Council, Canberra, 28 October 2005

"When the Going Gets Weird...", keynote address for DIGIMART, Montreal, 22 September 2005

"hyperpeople" MINDSTATES IV, San Francisco, 28 May 2005

"The Audience Takes Control", Media Hungary, Budapest, 24 May 2005

"Welcome to the Swarm", seminar, University of Melbourne, 13 May 2005

"The Door to the Audience", keynote at ABC podcasting conference, Melbourne, 12 May 2005

"Mobile Social Networks", Mobile Media Australiasia, Sydney, 11 May 2005

"Piracy is Good? New Models for the Distribution of Television", AFTRS iTV Day, Sydney, 6 May 2005

"The Human Use of Human Networks", ISOC-AU Conference, Sydney, 6 April 2005

"DIY TV Networks," Just Shoot It! Conference, ACMI, Melbourne, 17 March 2005.

"The You Portal", Mobile Journeys Conference, Sydney, 3 February 2005.

"Choose Wisely", Ethnobotanica 4, Mullumbimby NSW, 3 December 2004.

"F*ck Big Media: Rolling Your Own Network", National Student Media Conference, Newcastle NSW, 5 October 2004.

"Broadband Peercasting", Presentation for AIMIA New South Wales, 20 July 2004

"Open Source Television", Presentation for SMART Internet CRC, Melbourne University, 14 July 2004

"Producing in the Era of Digital Delivery", Presentation for Film Victoria, 1 July 2004

"Business of Creativity: Digital Assets and Delivery", AFTRS Short Course, presented in Perth 22 May 2004, Brisbane 4 June 2004, Adelaide 11 June 2004, Melbourne 18 June 2004, Sydney 25 June 2004.

"Redefining Television", Presentation for AIMIA Victoria, 7 May 2004

"Look but Don't Touch!" Presentation for the Australian Interactive Entertainment Conference, University of Technology, Sydney, 13 February 2004.

"Machinima", Presentation for X|Media|Lab II, Sydney, Australia, 10 February 2004.

"Design in the Age of Active Materials," lecture for LAB 3000, Royal Melbourne Institute of Technology, 21 November 2003.

"The New Reality for Producers," keynote address to the Screen Producers Association of Australia, Melbourne, 20 November 2003.

"Crazy Noise," spoken word performance at the Invisible College, Los Angeles, 21 August 2003.

"Rules of the Game," Presentation for XMediaLab, Sydney, Australia, 11 June 2003.

"Terror and Transhumanism," Lecture for Quantum Theology course at Stanford University, 27 May 2003.

"Memes to an End", presentation at MINDSTATES 2003, Berkeley, California, 23 May 2003.

"Tales of Un-DAREing Do," presentation at SSDP/MPP annual conference, Anaheim, California, 9 November 2003.

"Bios & Logos", paper & presentation at MINDSTATES Jamaica, Negril, Jamaica, 3 October 2002.

"Dialogues for Interesting Times" (Seminar with Douglas Rushkoff and Erik Davis), Esalen Institute, Big Sur, California, 2 – 4 August 2002.

"Dialogues for a New Millennium" (Seminar with Douglas Rushkoff and Erik Davis), Esalen Institute, Big Sur, California, 3 – 5 August 2001.

"Changing the Rules: Next Generation Video Game Platforms & Possibilities", IBM Almaden Research Center, San Jose, California, 30 July 2001.

"*Becoming Transhuman*", feature length film & spoken word performance, premiered at Mindstates II, Berkeley, California, 26 May 2001.

"The Real World", presentation at PLANETWORK, San Francisco, 14 May 2000.

"*Church of the Mother*", Performance at *DisInfo.Con 2000*, New York City, 19 February 2000.

"*Now You're An American!*", Panel Presentation, MIT Comparative Media Studies Program Games Conference, Cambridge, 11 February 2000.

"*Pornster*", Panel Presentation, *Lapdance 2000*, Sundance Film Festival, Park City, 27 January 2000.

"*Death and the Maiden*", Lecture at *Myth, Ritual and the Mediation of Violence*, Church of the Redeemer, New York City, 6 November 1999.

"*Jericho*", Panel Presentation, *Virtual Y2K*, Brown University, 5 November 1999.

"*The Playful World*", Invited Lecturer, VIPER 99, Geneva, November 1999.

"*Boundary Bath*", Invited Lecturer, Scope 1: Information Versus Meaning, Vienna, 1 October 1999.

"*Noosphere*", Invited Lecture, *Paradox II*, Arcosanti, Arizona, 25 September 1999.

"*High(er) Earth Orbit(s)*", Keynote presentation, AllChemical Arts, Kailua-Kona, Hawaii, September 14, 1999.

"*DJ Christ, Superstar!*", Director, Co-author, Co-producer. Performance at the *Black Rock Arts Festival* ("Burning Man") 2 September 1999.

"*There it is...Take it!*" Interactive installation artwork, shown at **DADA: Crosswire**, Los Angeles, 17 April 1999.

"*Black and White and Read All Over*," Invited Lecturer, SXSW Interactive, Austin Texas, 15 March 1999.

"*Europa, Europa*," Keynote address at *Radical Complexity and Network Visualization*, Pepperdine University, Malibu, California, 15 January 1999.

"*The Archer*," Keynote address at "The Next 20 Years" lecture series, Seattle, Washington, 27 August 1998.

"Circle Round," Invited Lecturer at *Science and the Spiritual Quest*, Center for Theology and the Natural Sciences at the Graduate Theological Union, University of California, July 1998.

"Technopagans at the End of History," Seminar Leader, Esalen Institute, Big Sur, California, 14 - 16 August 1999.

"When the Three Were One," Guest Lecturer, Virtual Worlds Lecture Series, University of California at Berkeley Multimedia Research Center, 6 November 1997.

"Eye and Thou (Dissolving Descartes)," Capstone Address, IEEE Visualization '97 Conference, Phoenix, Arizona, 24 October 1997.

"Incorporations and the Noosphere," Guest Lecturer, Discourse@2000 Lecture Series, Department of Philosophy and Epistemology, Stanford University, 7 May 1997.

"Ignition," Capstone Address, World Movers Conference, San Francisco, California, 30 January 1997.

"The Panoptic Self," Keynote Address, Earth to Avatars Conference, San Francisco, 26 October 1997.

"Sit Down and Shut Up," "Earth Mothers," and *"The Open Invitation,"* panel presentations, SIGGRAPH '96, August 1996, New Orleans.

"Connective, Collective, Corrective: Lessons Learned from VRML," Plenary Address, The Fifth International Conference on the World Wide Web, Paris, France, 8 May 1996.

"Seduction and Domination: Pathology and Affect in Media," Multimedia Pioneers Lecture Series, San Francisco State University, San Francisco, 1 May 1996.

"Interfaces to the Sublime (Het Rotterdamerung)," lecture delivered at DEAF, the Dutch Electronic Arts Festival, Rotterdam, The Netherlands, 25 November 1995.

"Surfing the Satellites: A New Image of Earth," lecture delivered at the Australian Information Superhighway Conference, Sydney, Australia, 18 November 1995.

"Electronic Storylines," workshop taught at DOORS 3, The Netherlands Design Institute, Amsterdam, The Netherlands, 9-11 November 1995.

"Opening the Third Ear," presentation delivered to the San Francisco Virtual Reality Educational Foundation in San Francisco, 21 September 1994.

"Distributed Behaviors in Distributed Simulations," presentation delivered at the Virtual Reality Systems Conference, October 1993.

Consultant, Professional and Research Experience

January 2006 - Present **Managing Director**, FutureSt, Sydney, Australia.
FutureSt is a Sydney-based media and technology consultancy. We work with clients to guide them into the successful adoption of 21st century methodologies such as peer-production, hyperdistribution, and ubiquitous networking.

September 2001 - 2003 **Founder & CTO**, FiredUp Software, Los Angeles, CA.

FiredUp Software designs and licenses breakthrough digital video applications for FireWire-equipped computers and consumer electronics. Patent application made in March 2002 for a general backup device using standard digital video camcorder and home computer system.

- February 1997 - July 1998 **Chairman & CTO**, blitcom, Llc., Santa Monica, CA. blitcom is a Web-based entertainment startup, working to bring narrative, storytelling and cinema-quality production values to the Internet, using a variety of brand-new technologies, combined with tried-and-true production techniques for digital media. My partner in this venture is Jan Mallis - formerly of Protozoa, Inc., and winner of the 1997 VRML Excellence Award - pioneer producer of character-based entertainment on the Web. Our goal is to create a full-blown Web-based network, with 24-hour a day programming in entertainment and the arts, all created using the latest innovations in 3D computing.
- July 1993 - December 1996 **Founder & Chair**, VRML Architecture Group
The VRML Architecture Group (VAG) was created under my leadership to provide a coherent environment for future generations of the Virtual Reality Modeling Language (VRML), which I invented in early 1994. Working with researchers from Microsoft, Silicon Graphics, Netscape, Sun Microsystems and Autodesk, the VAG brought VRML forward from static presentation into full-blown interactivity, and did it through a standards-based process. The result - VRML 2.0 - is now an ISO Draft Specification, well on its way to becoming a world-wide standard. After the formation of the VRML Consortium in December 1996, the VAG was dissolved.
- April 1993 - September 1993 **Consultant**, Apple Computer Corporation
Worked as consulting engineer to develop intuitive interfaces between Apple and IBM networking products.
- July 1991 - February 1993 **Founder and CEO**, Ono-Sendai Corporation, San Francisco, CA. Ono-Sendai was a first-generation Virtual Reality startup, chartered to create inexpensive, home-based networked VR systems - a concept still a few years ahead of its time. Company grew from my research in network visualization and data replication which later evolved into VRML. Company also conducted research into low-cost solutions for the VR industry, resulting in my being awarded US Patent 5,526,022 for a "Sourceless Orientation Sensor", solving a key problem for the emerging industry. This sensor is used to track body motion of individuals immersed in virtual environments, and has broader applications, in such fields as performance animation and motion capture. Consulted with Sega Corporation of America on the design of the Sega *Virtua VR* product, a consumer head-mounted display (HMD)

device for use with video gaming systems. Company closed in 1993 after failure to secure sufficient funding to continue development of products.

October 1988 - Jan 1992 **Principal Engineer**, Shiva Corporation, Cambridge MA. As one of the early engineers on the Shiva staff, worked to grow the company from \$1.5 million in sales in 1988 to \$40 million when I departed in early 1993 to found Ono-Sendai. Shiva invented dial-up networking; while the concept of dialing into a remote network seems a commonplace reality today, ten years ago our work in the field legitimized the market. Responsibilities included development of all user-interfaces to Shiva product line; these products quickly garnered a reputation for their ease-of-use. My research on user interfaces led to my involvement in the then-nascent virtual reality field.

June 1984 - September 1988 **Staff Engineer**, Dynatech Communications, East Greenwich, RI. Dynatech pioneered the development of LAN interfaces to then-new new T-1 and DS0 services being offered by the deregulated telephone industry. Responsibilities included the development of firmware and user interfaces to the entire product line.

June 1982 - June 1984 **Engineer**, Security Dynamics, Boston, MA. While at Security Dynamics, I developed prototype firmware and software for the *SecuirID* card, a smart card used for access control to facilities, and later, to ensure security on public access computer networks.

Advisory Roles

March 2004 – present **Technical Advisor**, “hit.it”, Sydney. Television and interactive production for tween/teen show produced in Australia.

May 2004 – present **Board of Advisors**, Media Machines, San Francisco. Media Machines is a startup company engaged in the design of X3D tools.

June 2003 – present **Advisor**. X|Media|Lab, Sydney. X|Media|Lab is a forum where media specialists work with producers, designers and writers to refine production specifics.

November 1999 – Jan 2003 **Board of Advisors**, SLAM Media, Seattle. SLAM created software for media management.

August 1999 – January 2001 **Board of Advisors**, UBUBU Corporation, San Francisco. UBUBU is a web-based 3D marketing tool for e-commerce.

June 1998 – May 2001 **Board of Advisors**, BigWords Corporation, San Francisco. BigWords was an internet retailing startup specializing in the delivery of college textbooks.

July 1997 – January 2002 **Board of Advisors**, One Media Place, Inc., San Francisco.

Ad Auction created a new industry sector on the Internet, wholesaling unsold Web banners through an innovative on-line auction process. I also served as a technology consultant to the firm.

June 1996 - June 1998

Board of Advisors, Intervista Corp., San Francisco. The first VRML startup, founded by VRML co-inventor Anthony Parisi, Intervista was the acknowledged leader in the development of VRML browsers and tools, with clients including Microsoft and Silicon Graphics.

Honors

Digital Coast 50, Silicon Alley Reporter, 1999.

VRML Consortium, Community Service Award, 1998

International Design Magazine, selection as one of the "ID 40," 1997.

Ars Electronica Art Festival, Honorable Mention for "WebEarth," 1996.

Network Computing Magazine, "50 Most Important People In Networking", 1995.

Meckler Virtual Reality Market Impact Award, 1995.

Professional Associations

VRML Consortium, Board of Directors 1998 - 2000
Los Angeles Virtual Reality Users' Group

Education

September 1980 - June 1982

Candidate for Bachelor of Science,
Massachusetts Institute of Technology. Left MIT
after four semesters to pursue opportunities in
the newly emerging high-technology industry.