



## SHORT CV Matjaž Požlep



### Thematic Area: 2

#### Key areas of Expertise in Digital Heritage:

- computer graphics animations (3D, 2D), premium experiences in VR, AR, projection mapping, interactive holographic projections, postproduction and special effects, color grading (Teleking) for smart museums

Co-founder/CEO and director of the Art rebel 9, Ljubljana, Slovenia (1999 -)

Since 1999, Art Rebel 9 has been involved in projects around Europe. Currently they are conquering the latest technologies in the field of virtual reality, augmented reality and integrating them with the concept of smart museums. Art Rebel 9 employs 21 computer artists, programmers and producers. He collaborates as an expert in the VIMM project (2016-2019).

Co-founder/CEO/Art director of the Arxel Tribe, 1991 – 1999, Ljubljana, Slovenia

Arxel Tribe was established as a 3D studio first in Ljubljana (Slovenia) and then Paris (France).

In 1994, the company diversified its activities to special effects and post-production services and expanded to Milan (Italy). By 1998, Arxel Tribe had become Italy's N°1 special effects company for the advertising industry, working with Leo Burnett, Young & Rubicam or Euro RSCG.

In 1996, the studio diversifies into video games. After a first successful game release in France - PILGRIM (250 000 units - Infogrames'97) comes the first international breakthrough of the studio with RING (700 000 units - Cryo 1998). In 1999, Arxel Tribe becomes a video games publisher, releasing in 35 countries games developed by fellow studios based in Europe, North America and Korea along its own creations. In 2001, Arxel Tribe is sold to one of its clients, CTO S.p.A., Italy's largest video game distributor.



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