

# John Attard

*Founder & CEO*

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John Attard is the founder of Framewerx.AI, a new 360° platform and agency connecting IP, brands, and distribution to create brand-themed content and enable virtual product placement across media. He is also the founder of Franklin, Tennessee-based Showdog Studio, which produces feature films, episodic television, documentaries, and animation.

With over two decades of experience as an award-winning visual effects (VFX) artist, developer, supervisor, and producer, Attard has worked with industry giants such as Warner Bros., Disney, and leading VFX companies like MPC, Mill Film, Avid, and Autodesk. His credits include blockbuster films *The Avengers*, *Gladiator*, *Black Hawk Down*, *Jungle Book*, *Pitch Black*, *Minority Report*, and *Holes*.

Attard's expertise spans Stereo 3D production, virtual production, and digital production pipeline architecture, with contributions to major brands like Nissan and Toyota. His thought leadership on artificial intelligence and production has been featured in *Variety* and spotlighted at Digital Hollywood's AI Summit. Attard is also a member of the International Academy of Television Arts & Sciences.

