

Chris Edwards
CEO & FOUNDER, THE THIRD FLOOR



For over a decade, Chris Edwards has been promoting the evolution and use of visualization in film, television and immersive media.

Following early work as a layout artist and character animator at Walt Disney Feature Animation, he joined a team at Lucasfilm that would previsualize *Star Wars Episode III: Revenge of the Sith* from the “third floor” of George Lucas’ Skywalker Ranch. The experience would lead him, in October 2004, to spearhead the founding of a dedicated previsualization studio in Los Angeles, named **THE THIRD FLOOR**.

The artist-led company has since become a global household name for visualization with a range of top credits few facilities can claim – from HBO’s *Game of Thrones* to Lucasfilm’s newest *Star Wars* movies to motion pictures in Marvel’s Avengers, Guardians of the Galaxy, Captain America, Captain Marvel, Ant-Man and Thor franchises to notable theme park experiences worldwide.

In 2009, Chris co-founded **The Previsualization Society**, a non-profit trade association for previs professionals, and in 2014, he co-founded **VRC: The Virtual Reality Company**.

Chris is an active member of the Academy of Motion Picture Arts and Sciences, Academy of Television Arts and Sciences, BAFTA LA, Television Academy, Themed Entertainment Association and the Visual Effects Society.