Welcome to the Creativeworks London Festival. Thank you for joining us as we celebrate four years of bringing London’s researchers, creative entrepreneurs and businesses together to explore the capital’s creative economy. Creativeworks London (CWL) is London’s Knowledge Exchange Hub, funded by the Arts and Humanities Research Council (AHRC), and since its inception in 2012 it has funded 143 collaborative research and innovative knowledge exchange projects between researchers and London’s creative and digital SMEs. We are delighted by how much has been achieved during this time – this festival is our opportunity to show you what we have learned.

Throughout the day we will showcase the projects we have funded, as well as our own researchers’ activities. You will experience the outcomes of our Knowledge Exchange Programme through exhibitions, installations, discussions, workshops and much more. Discover the impact of this research on London’s creative economy; learn about the benefits of collaborative knowledge exchange and network with creative and innovative people.

This is the culmination of CWL in its present form, but it is far from the end of the discussion about knowledge exchange, innovation and collaborative research in and around London’s creative economy. Help us to continue the conversation.
FESTIVAL HIGHLIGHTS

WHAT TO EXPECT

INSTALLATIONS

London’s Digital Ecologies of Collaboration, curated by Alda Terracciano, displays many of the projects funded by CWL, while Tine Bech’s Reflections from the Future lets you re-imagine our future learning and research spaces – both in the Great Hall. The Library (aka the Anatomy Museum) hosts Ian Hunter’s materials library and June Givanni’s Pan African Cinema Archive pop-up.

TALKS, PANELS & DEMONSTRATIONS

These include: a panel discussion with the AHRC Knowledge Exchange Hub directors, who will share the learning from the Hubs; Mutual Benefits: Residencies, Universities and the Cultural and Creative Sector, which explores the knowledge generated through residencies; and a panel talk about the global phenomenon of ‘creative workspaces’.

WORKSHOPS

Showcasing the results of collaborative research, workshops include Creating Routes – The Crossroads, which explores the gifts that can emerge when you work at the crossroads between practice and theory, and CWL’s Futures ‘Play-your-place’, a video game-building workshop.

PERFORMANCES

Come and listen to Kate Ryder’s ‘Superpiano’, which creates extraordinary sounds through “pnoscan”, or hear adapted and original songs, sea shanties and ballads from Rob Sherman’s vast multimedia exploration On My Wife’s Back. Tony White recites ‘The Holborn Cenotaph’ and uses the language and performance of contemporary law enforcement and policy to devastating effect, while Nick Makoha and others take you into a Black Metic poetic experience.

‘GET INVOLVED’ EVENTS

Surprise yourself in FanSHEN’s practical workshop ‘I’m the sort of person who’, in which you can take on a different persona, or choose a Com-media character, turn your business challenge or critical issue into a scenario and act out possible solutions!

DRINKS RECEPTION

The festival is framed by a champagne breakfast and evening drinks, which take place in the Great Hall.
Since we established Creativeworks London in 2012, we have supported the development of over 100 creative research collaborations through our Knowledge Exchange Programme, devised, developed and delivered by The Culture Capital Exchange in collaboration with colleagues across the Hub’s research strands.

Throughout the duration of Creativeworks London we ran three key initiatives to support the exchange of knowledge and expertise between our academic research communities and the arts, cultural and creative sectors in London:

- Creative Voucher scheme
- Researcher in Residence scheme
- Creative Entrepreneur in Residence scheme.

In response to demand from awardees to take their collaborations further, we also developed a highly competitive follow-on fund called BOOST.

The fruits of these collaborations are showcased throughout the festival and it is in and through that work that the real value of the Creativeworks London project lies; a testament to the power and benefits of creative research collaboration. From our panels, workshops, discussions and participation sessions, to our installations, pop-up talks and library, the festival is a celebration of research collaboration in all its diversity.

We are indebted to the AHRC for having allowed us all this opportunity to be part of one of the most exciting, fruitful and, at times, challenging initiatives of recent years. We trust that the networks that have been developing and maturing through the Hub will be both further cemented and catalysed here today.

Evelyn Wilson
Joint Head of Knowledge Exchange Programmes and Director, The Culture Capital Exchange

The Place Work Knowledge (PWK) research strand focuses on the processes that drive and sustain London’s creative and cultural economy, examining how innovation, knowledge production and exchange work in practice.

Our core team includes Andy Pratt, Rosalind Gill (both City University London), Wendy Malem (London College of Fashion), Mark Banks (Leicester University) and Tarek Virani (Queen Mary University of London). One of our main foci has been the examination of creative workspaces in London. These include: creative hubs, co-working spaces, studios and incubators. As a result we will showcase a film which interrogates the many dimensions of creative hubs. This is followed by a panel discussion with workspace providers, local politicians, SMEs and academics, who will explore how to make London an easier place for creative SMEs and others to work in. We are also very pleased to introduce Professor John Wood (Goldsmiths / Creative Publics) and John McKiernan (Platform 7 / Creative Publics) who will discuss creativity and the need to uncouple ourselves from the myth of the creative genius.

How do we make it easier for creative SMEs to work in London?
Capturing London’s Audiences

The Capturing London’s Audiences (CLA) research strand has worked with artists, cultural organisations, technologists, designers, academics and SMEs to better understand how people respond to and interact with an aesthetic experience and how it can be enhanced and developed, particularly through co-creation, digital technology and design collaborations.

During these four years we have been asking questions such as:

• What is the relationship between digital technology and live experience?
• What motivates people to engage with cultural products?
• What value do they ascribe to their engagement?
• How best do we design audience participation in the era of the prosumer?
• How does one ‘make’ an audience and what are the different types/roles of ‘audience’?

Our projects have yielded rich findings in cinema and film, opera, museums and galleries, performance art, and visual culture. The core team in CLA consists of John Sloboda, Barry Ife, Mariza Dima, Nigel Llewellyn, Maurice Davies, Helena Gaunt and Christian Heath.

For the festival, the CLA strand focuses on the future, so we will be sharing/applying some of our findings in order to discuss possible futures beyond CWL. James Doeser and Maurice Davies will run an Open Space Workshop for museum professionals with the aim of determining a research strategy for London museum audiences for 2016 and beyond.

Mariza Dima and Ruth Catlow will invite you to envisage, debate and co-create the possible futures of CWL, using drawing and play to stir imagination and discussion and help the CWL community develop a vision of the future of ‘places’ of academic and artistic collaboration.

Mariza will also showcase the blueprints of a work-in-progress collaborative platform designed to support the collaborations and co-creation process of ‘performers’ (artists, urban planners, community developers etc) that initiate or participate in socio-political interventions in public spaces.

Finally, Mariza and Alda Terracciano of the Digital Economy strand invite you to take part in Com-media, an online game played with other festival participants to tackle real-world issues and inspire possible solutions.

Digital technologies have had a broad impact on their collaborative methodologies - a golden thread running through the Creativeworks London programme that highlights the ubiquitous nature of digital culture in contemporary society, and its profound impact on our ways of thinking and operating.

Employing the notion of ‘Creative Gardens’, this research strand identified potential for innovation through dialogue, the exchange of ideas and interdisciplinary collaboration in networked communities. This model supports the cultivation of socio-cultural growth and replenishment of natural capital, rather than concentrating solely on economic gain.

At the same time the notion of ‘Creative Cultures’ has been employed to look at models of innovation based on service performance - an ongoing process of exchanging one service for another, resulting in co-creation of value as an end product of knowledge exchange. Research has linked this model to service science and service economy in which the application of competencies (knowledge and skills) is for the benefit of another entity, and has used it to understand the process of knowledge exchange in a number of CWL collaborations.

Based on the above premise, the installation devised by Dr Alda Terracciano for the London’s Digital Economy strand represents a first step in the exploration of five digital ecologies.

Each section invites visitors to reflect upon their wider socio-economical implications and consider opportunities for future development. The areas are: digital transnationalism; digital heritage commons; democratisation and digital space; active digital public(s); and digital tools of innovation.

Above: Amplifying Youth Voice, Reprezent’s project with Goldsmiths

Above: Restock, Rethink, Reflect – Live Art, Feminism and the Archive, Live Art Development Agency and QMUL
FESTIVAL SESSIONS

A complete guide to what’s on and where.

10.00-10.30 Champagne Breakfast

We are celebrating four years of collaborations. Join us for a champagne breakfast before attending your first session or browsing through our installations.

Creativeworks London

10.00-19.00 Reflections from the Future

Step into the future. Use our reflective surfaces imaginatively and re-imagine our future learning and research spaces. Use your power of reflection to see anew. Show and tell us all what you see – reflect your power of knowledge and send a #reflectspace photo and/or message back in time through Twitter or Instagram.

Dr Tine Bech, Tine Bech Studio / #reflectspace

10.00-17.30 Fighting Flatness – Selecting the Physical in the Age of Digital

KANE MUSEUM INSTALLATION

From translucent concrete to fish leather, Fighting Flatness will display a collection of curious materials for you to stroke, poke and fondle. Ian Hunter, director of Materials Council, will be on hand to discuss the materials and the wider aims of the project.

Ian Hunter, Materials Council

10.00-17.30 Re-imagining an Archive: June Givanni Pan African Cinema Archive

ANATOMY MUSEUM INSTALLATION

This installation is based on the model of a semi-permanent studio archive that could be located in different partner spaces, with its main storage off-site. Designed to make June Givanni’s collection of materials related to African cinema accessible, the archivist’s work station is located at the centre of the space. Visitors are invited to try out the idea of a pop-up archive.

June Givanni, June Givanni Pan African Cinema Archive

10.00-19.00 London’s Digital Ecologies of Collaboration

This installation documents 20 projects supported by CWL, funded by the Creative Voucher and Creative Entrepreneur in Residence schemes, encompassing five areas of critical digital enquiry. Curated by Dr Alda Terracciano, CWL.

10.30-11.45 Learning from the KE Hubs and Thinking about the Future

EJ. SAFRA LEC. THEATRE TALK/PANEL

David Docherty will chair a panel involving the Directors of the four AHRC Knowledge Exchange Hubs for the Creative Economy and the Interim Chief Executive of the AHRC. They will discuss how the arts and humanities can contribute to the success of the creative economy and what factors enable productive forms of knowledge exchange.

Dr David Docherty, Chief Executive, NCUB; Prof Morag Shiach, Creativeworks London; Prof Georgina Follett, Design in Action; Prof Jon Dovey, REACT; Prof Jeremy Myerson, Co-Investigator, The Creative Exchange Project; Andrew Thompson, Interim Chief Executive, AHRC

11.00-13.30 The Knowledge: Lightning Talks Recording for Resonance FM

Our awardees have the knowledge. Visit the Quad outside at 11am where we’ll be asking them revealing questions about their collaborations in our very own black cab. Grab a coffee and join us for the recording of our Lightning Talks on Using New Knowledge and Tales of the Unexpected for Resonance FM.

Chaired by Jodie Eastwood, The British Library, and Suzie Leighton and Rachel Lasebian, CWL

12.00 and 15.30 Com-media: Role Playing for Ideas and Solutions (Briefing sessions at 11.45 and 15.15)

GREAT HALL GET INVOLVED!

Devised by Mariza Dima and Alda Terracciano, Com-media is an interactive online game inspired by a theatrical form, played to tackle real-world issues and develop a collective vision of the future of ‘places’ of academic and artistic collaboration beyond CWL.

Dr Mariza Dima, CWL and Ruth Catlow, Furtherfield

What factors enable productive forms of knowledge exchange?
inspire solutions. Turn a business challenge or critical issue into a scenario, choose a character and act out possible solutions! The organisers would like to thank Rainey David for her advice. A final presentation of the game outcomes from the day will take place during the drinks reception in the evening.

Curated by Dr Mariza Dima and Dr Alda Terracciano, CWL

12.00-13.00 Collaborative Research and the Creative Entrepreneur’s Journey

Many current models of entrepreneurship and ‘start-ups’ emphasise an accelerated, technology-led, market and investment-focused process centred on an idealised ‘heroic’ founder. This session will explore how collaboration between artists or early-stage creative businesses and arts and humanities researchers drives innovation, value creation and sustainability, and discusses how we can measure the impact of those interventions across the business life cycle.

Chaired by Iain Bennett, BOP Consulting

12.00-13.00 Making Friends Showcase

Dr Tessa Whitehouse and Emilie Giles will showcase creative technology work created by the young participants of the ‘Making Friends’ project. The project explored historically informed research questions about childhood friendships and technology through hands-on electronics-based creative activities. It generated wonderful outcomes that will be shared today.

Emilie Giles, Codasign and Dr Tessa Whitehouse, Queen Mary University of London

12.00-13.00 Fashion, Innovation, Research, Evolution: Developing a Designer Fashion Knowledge Landscape

Little is known about the networks and collaborative process that form the ecosystem of the designer fashion and textile sector. This session looks inside the designer fashion industry at the people and collaborations that are vital for research, innovation and sustainability.

Chaired by Dr Sandy Black, University of the Arts London

12.00-13.00 Women, Creative Collaborations and Digital Thinking

Sixty-two per cent of the research collaborations funded through the CWL Knowledge Exchange Programme were female-led, with many projects focusing on developments in digital thinking, products or projects.

Chaired by Dr Alda Terracciano, CWL

12.00-13.00 Black Metic Talk and Q&A

In this panel talk, Nick Makoha, Creative Entrepreneur in Residence at Goldsmiths, will share the project outcomes of working alongside Maura Dooley and Professor Joan Anim-Addo to create an in-depth online digital platform of Black Metic Poets. See them perform in the Chapel later on.

Chaired by Nick Makoha

12.00-13.00 From Academic Collaboration to Commercialisation

How can the commercial ambitions of the SME partner be achieved after a university-SME collaboration? This session will explore the possibilities and barriers to investment for later-stage innovation. It is organised by Business Partnerships at Queen Mary University of London and Oegenblik Ltd.

Chaired by Anthony Lilley, Magic Lantern; with Dr Christopher Haley, Nesta; Chris Wheatcroft, Angels Den; Beatrice Rogers, KTN; Prof Jonathan Freeman, Goldsmiths, University of London; Deborah Werbner, Oegenblik Ltd; and Naveed Pavez, Project Andiamo

13.30-13.45 (repeated 15.30) Superpiano

The project creates a historical repositioning of the piano by exploring new technologies and extended techniques to develop a type of ‘Superpiano’. Using the ‘pnoscan’™, a midi interface capable of creating extraordinary effects with a range of applications, Kate Ryder is currently developing an entirely new repertoire for the instrument.

Kate Ryder and Dr Tim Ewers, Kingston University

13.00-14.00 A Series of Rhymes, Rills, Warbles, Mnemonics and Chanties

A musical diversion through the alternate histories of multi-modal artist, musician and games designer Rob Sherman, Interactive-Writer-In-Residence at The British Library, Come and hear a selection of musical endeavours from Rob’s ongoing and vast multimedia exploration of a version of the 19th-century On My Wife’s Back.

Rob Sherman, Bonfire Dog and Stella Wisdom, The British Library

14.00-14.30 The Holborn Cento/raph

Tony White performs a short story in which he uses the language and performance of contemporary law enforcement and policy to devastating effect, delivering a satirical proposition that the high-rise tower of Holborn Police Station in central London is to be decommissioned and converted into ‘a new Holborn

14.00-15.00 A Long Table Conversation on Digital Heritage Commons

Employing performance artist Lois Weaver’s Long Table method, this conversation highlights issues related to the impact of digital technologies in reconfiguring the nature of the archive, supporting new curatorial approaches to heritage and engaging new audiences in interactive creative ways.

Dr Alda Terracciano, CWL
14.00-15.00 I’m the sort of person who: Identity and Context

Dan Barnard and Rachel Briscoe, FanSHEN

Have you ever noticed how you feel when you wear a suit? Or how differently people behave face to face compared to online? This practical workshop will playfully explore the moments when we surprise ourselves, the different personas we have and the cues that unconsciously guide our behaviour.

14.00-16.30 Resonance FM Live Broadcast

Groundbreaking 24/7 radio station Resonance FM will continue recordings and live broadcasts with guest speakers in the Anatomy Museum – so come pay us a visit!

Organised by Suzie Leighton, CWL/TCCE and Resonance FM

14.15-16.45 The Black Metic Experience

The term ‘Metic’ translates as foreigner or resident aliens whose allegiances are split between their homeland and their new country. The poetic performances by five black British writers explore the Metic Experience.

Malika Booker, Kayo Chingonyi, Anthony Joseph, Nick Makoha and Kei Miller

14.30-15.30 Poetic Places

Poetic Places is a new mobile app, produced in collaboration with The British Library, which allows users to connect with poetry and prose in the locations they depict. Creative Entrepreneur in Residence, Sarah Cole, will talk about the ideas, processes and choices that shaped the project.

Curated by Dr Tarek Virani, CWL

15.30-17.30 Ideas Lab: Critical wearables

These informal sessions will allow pre-selected SMEs access to commercial funding advice from investor organisation Angels Den, or legal guidance from qLegal postgraduate law students with experience of working with tech start-ups and entrepreneurs.

Chris Wheatcroft, Tech Club Manager, Angels Den; and qLegal, Queen Mary University of London

15.30-16.30 Mutual Benefits: Residencies, Universities and the Cultural and Creative Sector

What types of knowledge get generated through residencies, how does it take place, what are the outcomes and benefits, both for the hosting organisations and the person undertaking the residency? This are the kinds of questions that will be explored in a panel discussion on CWL’s two residency schemes: Creative Entrepreneur in Residence and Researcher in Residence. It will bring together some of the researchers, creatives and arts organisations CWL has supported through the programme.

Curated by Evelyn Wilson, CWL/TCCE

15.30-17.30 Riskkit: New Strategies for Creative Collaboration

In this hack-it, Creative Entrepreneur in Residence and design innovator, Piers Roberts, encourages creatives, policy-makers and researchers to input ideas for how Riskkit might further evolve as a tool for creative career development.

Led by Piers Roberts, Designersblock

16.40 Developing Effective Research Collaborations: A mini guide by Creativeworks London and The Culture Capital Exchange – Launch

Based on our experiences of developing methodologies and mechanisms to support over 100 research collaborations since 2012, Creativeworks London and lead Knowledge Exchange partner The Culture Capital Exchange have developed a mini-guide to offer information, advice and case studies to those interested in developing their own research collaborations.

Evelyn Wilson and Rachel Lasebikan, CWL

17.30-19.00 Closing Drinks

Join us at our finale drinks between 5.30pm and 7pm when we’ll be patting ourselves on the back, exchanging contact numbers (aka networking) and thanking everyone for being involved.

Cre ativeworks London
LONDON’S DIGITAL ECOLOGIES
OF COLLABORATION

Encompassing five areas of critical digital enquiry, this installation documents 20 projects supported by CreativeWorks London, funded via the Creative Voucher and Creative Entrepreneur in Residence schemes.

Digital transnationalism
In light of mass migration and the global promotion of digital platforms, cultural interconnectivity extends across geographical boundaries, as cultural borders progressively lose their static terms of reference.

Featuring:

Digital heritage commons
How, why and on what grounds can digital heritage commons transform the way people think about themselves, their communities, their environment, their pasts, their aspirations and their futures?

Featuring:
Bringing the Past into the Present (Prossimo Ventures and University of Roehampton), Restock, Rethink, Redeflect – Live Art, Feminism and the Archive (Live Art Development Agency and Queen Mary University of London), Towards a knowledge landscape of the fashion and textile industry (Minified and London College of Fashion).

Democratisation and digital space
This area explores the impact of new power relations manifested by dynamic networks in the capillaries of everyday life, and asks what role is played by digital technologies in the construction of our subjectivities and supporting agency in divided societies.

Featuring:
FishPolice (Heart n Soul and Goldsmiths), Mobilising Play Your Place (Furthurfield and Royal Holloway, University of London), Towards a knowledge landscape of the fashion and textile industry (Minified and London College of Fashion).

Active digital public(s)
Art production addresses the process of meaning making and digital technologies have enhanced its capacity to enable participation, shifting the focus from representation to co-production. This area showcases the distribution and communal ownership of information resources, as well as stimulating methodological developments that acknowledge artistic co-creation and attribution of value.

Featuring:
The World in a Cube (New Media Networks and Birkbeck), Scratchr.net / The International Archive of Things Left Unsaid (Battersea Arts Centre and Central School of Speech and Drama), London Sinfonietta Co-Curate (London Sinfonietta and Kingston University London).

Digital tools of innovation
Selected projects showcase the potential for digital innovations to overturn old systems of production and consumption, redefining the attribution of value, distribution of resources and our relationship to the natural world.

Featuring:
BeatWoven (BeatWoven and QMUL), Money No Object (Heidi Hinder and The V&A), Seemove: Building Networks of Interactive Experiences (Seeper and City University London), The Flying Skirt Prototyping (Patrick Laing and Camberwell College of Arts), Creating a ‘Superpiano’ (Kate Ryder and Kingston University London), PlanEt – Can data from plants help us to increase our city resilience? (World Wilder Lab and Chelsea College of Arts), Integrated Buttons (Anti-Alias Labs and QMUL), Dynamic Drawing, Empowering Performance (Evewright Studio and RHUL).

Curator and Art Director: Dr Alda Terracciano
Design: Cyril Shing and Alda Terracciano
Producer and Editor: Jana Riedel
Assistants: Elliot Burns and Mariza Dima
Construction: Mari Reijnders
Thanks to Chelsea College of Arts, UAL.
Creativeworks London made 143 collaborative awards. These resulted in more than 49 different types of outputs including publications, visual outputs and events. Projects recorded innovations including methodologies, design approaches, prototypes and research and business practices. Sixty-five percent of collaborators believe their work has the capacity to impact policy.

The research strands produced more than 40 publications including working papers, journal articles, consultation reports and essay collections, as well as hosting and attending a large number of events to build a national and international profile.

Through engagement activities including a blog, ‘Widening the Register’, over 130 events (hosted or supported by CWL or our partners) and a monthly newsletter, CWL has built a network of more than 4,000 people engaged in knowledge exchange.