

Interreg

North Sea Region

Create Converge

European Regional Development Fund



CC / #3

Project Progress Report

Annexe February 2018

EVENT REPORTS

Create Converge



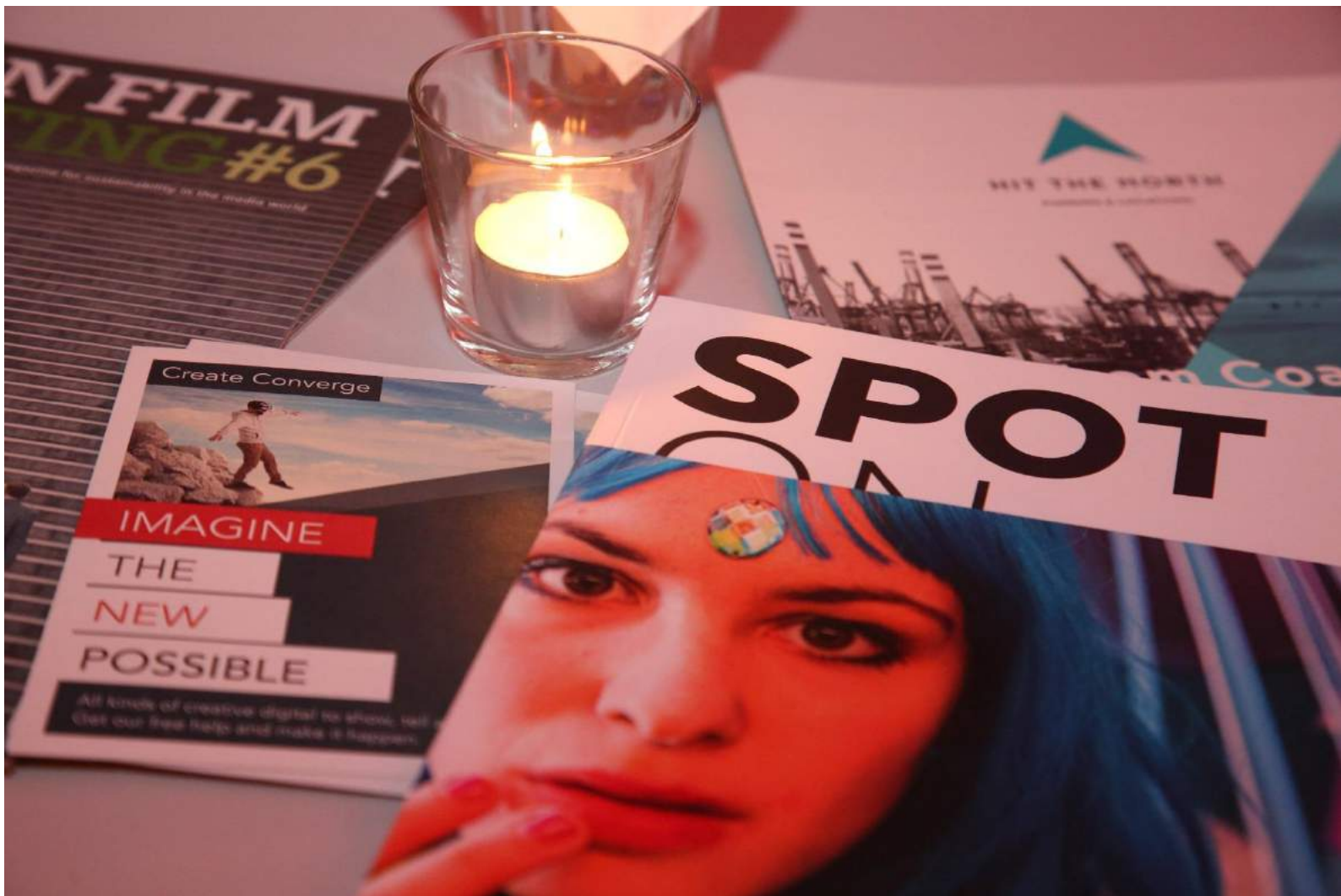
IMAGINE

THE

NEW

POSSIBLE

All kinds of creative digital to show, tell and sell.
Get our free help and make it happen.



Annexe

Events & Proof of Concept Showcases

Our approach

All events are discussed and agreed on a transnational basis between partners and all events are open to transnational participation and promoted on this basis.

Events are widely publicised and to guarantee attendance, promotion includes invitations to guest lists. However, all events are completely open to the public.

Create Converge takes into account and seeks to respond to the challenges of working with a sector consisting of a high proportion of SMEs of all sizes including many at the smaller end and freelancers. Demands of work and contracts, expense of travel and lost

income through time away can act as barriers to these groups being represented at events, even where there are clear and recognised opportunities for business and professional development.

Consequently as key priorities for all partners are to deliver on objectives and make a difference to the sector, it is helpful to distribute activities across the North Sea Region so far as can be accommodated by Create Converge partner capacity and budgets. As far as possible project events also use video recording and webcasting to reach the widest possible audience in addition to curating web resources through the CC website and Youtube channel.

It is also essential to share information on events internally and externally - for cross-promotion, exchange of knowledge on best practice and key takeaways to inform future events. Events are also an opportunity to promote other events and resources.

WP3 Connect and WP6 Converge/Reach Out

Berlinale/Berlin Film Festival

Berlin, Germany

February 2018

VR Track

Friday, 16 Feb. 5-6 p.m.:

Panel @Doc Lounge: **Docs and VR - An Interactive Case Study** in collaboration with Sheffield/DocFest Speakers: Frederic Dubois, Charlotte Mikkelsen, Liz Rosenthal Moderator: Dan Tucker (Sheffield Doc/Fest)

Frederic Dubois: Tried to produce VR experiences but it was a failure for him. Is now organiser of a VR Conference in Berlin.

Failure why? Examples "The Tunnel Experience" (real time travel through the Gottard Tunnel and an experience about a Stasi interrogation, based on true audio material.

The reach of audience is too low, only 6000 people could experience /see it.

However, VR is very interesting for doc film people from a technical and storytelling point of view. TV stations such as ARTE and BBC can be approached.

VR doc is not that different from interactive docs, however AUDIO is KEY.

What you should do: build partnerships with unconventional partners in analogue space, e.g. museums.

For Frederic there is a first trend of VR fatigue now. For him, web-VR is the most interesting things at the moment where he sees potential for the doc film scene.

Charlotte Mikkelsen, VR producer: example The Journey (through childhood). According to her, we don't know how 360° / VR will be like / develop, but for sure it will stay, unless 3D did.

Liz Rosenthal, programmer of Venice VR: she negates the prejudice that in VR would be no money – there are several financing sources for DOC VR – worldwide – such as public funding, headset manufacturers, TV stations, publisher.

Sunday, 18 Feb. 1-5:30 p.m. VR Now Summit

Intro: Matt Collado, Littlestar <https://littlestar.com/> about: <http://littlestar.info/brand> : Littlestar is the largest global platform dedicated to immersive virtual and augmented reality content. The platform allows consumers to discover, watch, and share content on all major virtual reality headsets, native mobile iOS and Android, Apple TV and Android TV, and the web. Littlestar's proprietary technology distributes immersive content from global brands such as Disney, Sony, ABC, NBC, Fox, Universal, Showtime, A+E Networks, Syfy, Sony, Discovery VR, National Geographic, and more.

- Immersive content will be a big market.

- Head mounted displays are all about gaming.

- Littlestar: 3000+ titles and experiences from over 350 creators

- o Felix & Paul

- o Atlas V

- o Carney Arena



- Content: length 3-5 ms in average, 20 ms is average headset session time
- Top categories: 360° is most popular in:
- USA: 44%
- JP: 14%
- UK: 11%
- GER: 8%
- FRA: 7%

Heatmap analytics

What's next?

- New content types and monetization, more than 360°

Stéphane Rituit, Felix & Paul: Digital Reality also needs Storytelling

<https://www.felixandpaul.com/?projects/intro>

Watch *The Confessional* on youtube: Trevor Noah - The Confessional | 360 Virtual Reality Series by Felix & Paul Studios, Just for Laughs

What's next? Will VR become the same size than the gaming market? AUDIO is KEY!

When it comes to content distribution:

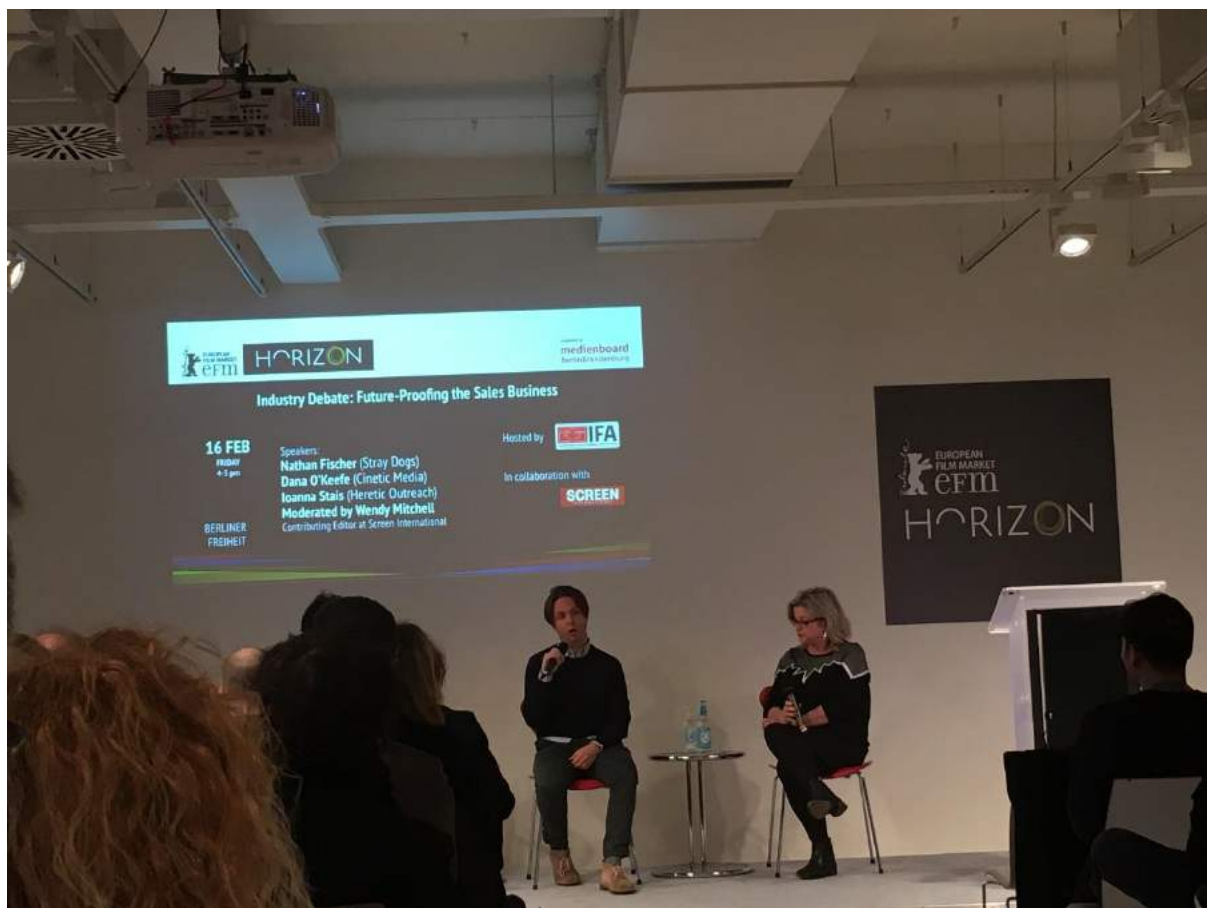
VR experiences via:

- Apps TVOD (Transactional-Video-on-Demand)
- LBE (location Based Entertainment) and VR Theatres
- Apps & App Store, SVOD (Subscription-Video-on-Demand)
- Consumer platforms

The Beatles of Love □ IP and Michael Jackson Show Vikings: Walhalla from TV Series (Christian Rau): exploring stock of existing IP

Tale of Sand – turning fiction into VR is challenging

The ISS experience □ next thing



Currently 40 projects in development, ready in two years from now.

Oculus is financing partner, sound cooperation with Fraunhofer

Wes Anderson Isle of Dogs Making of in VR

Ioulia Isserlis and Max Sacker, Anotherworld VR: Immersive Horror from Berlin: *Kobold* – blurs the line between film and gaming, cinematic realism. Interactivity: create feeling of total immersion. Your choice will have a consequence.

Ditti Bürgin-Brook, La Siala Entertainment: Schellen-Ursli, a very successful family entertainment movie became a very successful immersive rollercoaster VR-experience @ Europapark Rust where the filmset has been rebuilt. Ideal for a new media tourism platform for branded entertainment. It will be exploited for tourism purposes of the region. Big success also for licensing products and marketing. <http://www.dailymotion.com/video/x61mt7o>
C-Films Switzerland is co-pro partner.

Karen Nemeth, realities.io: photorealistic Environments in Explorable Virtual Reality <http://realities.io/> "Forget 360 Videos, Photogrammetric Virtual Reality Is Where It's At" Leif Johnson, Vice: MOTHERBOARD

Enables to represent spaces/rooms that are no longer existing, i.e. "The Haus".

Experience "Walk with me" – you walk through a house that gets blown down by a bomb. It is much more real than CGI or 360°.

Thomas Bedenk, Exozet .

Keynote and Panel: VR – Show me the monetization:

Keynote: Antoine Cayrol, Atlas 5: there are different ways of financing and distribution.

Financing:

- in France you can apply for funding from CNC and all the regional film funds!
- Brands that put money into VR like
 - o Audi

- o Fondazione Prade
- o Milano Venezia...

Distribution: B to B: broadcaster / pre-sale 6 months exclusively for 6-5 figures, later non-exclusive for 2 figures

B to C: direct to the client via stores such as Steam, Playstation, Daydream, Oculus, Microsoft ☐ this is a risky way for movie VR

LBE: Location based distribution like forum des images, imax, VR mk2, the VOID...

☐ Finding a distributor is key. Distributors are i.e. Wide VR or VR mk2

Examples of coprods:

Spheres: <https://www.wired.com/story/vr-film-spheres-huge-sundance-deal/>

Battlescar: BBC, Arte, youtube: <https://www.theverge.com/2018/1/26/16919236/sundance-2018-best-virtual-reality-augmented-vr-ar-new-frontier>

<https://www.vrfocus.com/2018/01/new-vr-entertainment-studio-atlas-v-have-big-plans-for-2018/>

Panel: Antoine Cayrol, Liz Rosenthal, Venice VR and Victoire Thevenin, MK2

MK2 has a VR cinema, you buy either 20ms or 50ms access for 24,-€, 13 experiences available, new programme every three weeks.

Venice VR: 3 sections:

1) 360°

2) VR

3) Installations (virtual and physical space is combined)

Installations are the most popular. National Theatre in London is showing installation in its foyer. Melita, animation piece: <https://www.nationaltheatre.org.uk/your-visit/exhibitions/ugly-lies-bone-vr-installation>

Antoine: gives rights to youtube for the first three months, he earns nothing, after three months right back to him, this is when he earns money from it. He hopes that there will be a good catalogue in 10 years' time.

MK2 finds content through travelling to VR events, scouting the best VR experiences. Tate Gallery: Mondigliani, financed by HTC Vive. Interesting partnerships possible.

Location based will be the main way to explore VR – but mobile is also important!

CED: VR funding available, single and slate, mbb: looking for good applicants, have money but no good applications.

Paul Bouchard, WIDE VR: from feature films to VR Sales: Wide is a traditional film sales company that now digs also into VR. Still, VR requires a lot of flexibility and experimentation. WIDE is focused on narrative contents, no games.

A festival premiere is important, i.e. Sergeant James

<https://www.widemanagement.com/virtualreality>

Screening fee per festival: 100-500 €.

Monday, 19 Feb.

EFM Startup Pitch see annexe

My own VR binge watching session @Berlinale:

Rhizomat VR, 12ms, ARTE: <https://sites.arte.tv/360/en/rhizomat-vr-360> - ok, little bit strange.

Isle of Dogs: Behind the scenes in VR, 6ms: <https://uploadvr.com/wes-andersons-isle-dogs-getting-vr-experience/> Sweet, shows which add-ons you can provide with your film. Maybe only interesting if you have seen / are planning to see ISLE OF DOGS

Space Explorers, 19 ms by Felix & Paul: genius. <https://www.youtube.com/watch?v=f5lnRllqBjs> – although the phone is over heated twice, had to change it. Great experience!!!

Micro Giants, 7ms, 360° Animation: <https://www.youtube.com/watch?v=a13wgYDLOQ4> – sweet but not really useful for VR Conference

Dolphin Man Part 1, 4ms: <http://www.anemon.gr/content/dolphin-man-arte>
<https://www.youtube.com/watch?v=-zEDGtYfW7Y> – documentary stuff.

VR experiences to check:

<https://www.widemanagement.com/virtualreality>

<http://mk2films.com/en/collections/vr/>

The Enemy, for 25 PAX in one room, by Karim Ben Khalifa:

https://www.youtube.com/watch?v=zG0w_l-o4ks engaging journalism with VR

Meeting @ Fraunhofer Institute re. Volumetric Scanning and TiME Lab:

Fraunhofer: https://www.youtube.com/watch?v=8h6i2_3xDcs

About Volumetric Video:

The “3D Human Body Reconstruction (3DHBR)” technology of the Fraunhofer Heinrich Hertz Institute HHI is being used for the first time a joint test production with UFA/UFA LAB. The result is the fully immersive film and volumetric virtual reality experience “GATEWAY TO INFINITY”.

This innovative reconstruction method makes it possible to generate dynamic 3D models of people, which appear natural, going far beyond the conventional animation of virtual characters. In this test production, the 3D models were created based on real actors so that gestures, facial expressions and textures (skin, hair and fabric) could be recorded in detail. This made the lifelike reconstruction of facial expressions and moving clothes possible. The 3D models of people were subsequently integrated into a virtual scene. Viewers with virtual reality glasses can therefore view these virtualised people at very close range and from various perspectives. Thus the viewer is immersed directly in the scene, experiencing the story close up and personally. This level of immersion and virtual experience is entirely new.

The Studio: <https://www.hhi.fraunhofer.de/en/press-media/news/2018/fraunhofer-hhi-put-into-operation-first-volumetric-video-studio-on-the-european-continent.html>

<http://www.vvow.eu/> Contact: Priv.-Doz. Dr.-Ing. Oliver Schreer, Head of Immersive Media &

Communication Group, <https://www.hhi.fraunhofer.de/index.php?id=1081&L=1>

TiME Lab is a 180°-7k-panorama with 3D audio technology for sound reproduction. It is both a spatial and musical experience.

<http://www.timelab-hhi.de/index.php/de/>

VR Connect (Planning RP3, Delivered early RP4)

Aarhus, Denmark; Hamburg, Germany, Malmo, Sweden

June 2018

Also as part of

VRHAM! Preview and Keynote

Hamburg, Germany

June 2018

www.createconverge.eu

<http://createconverge.eu/2018/05/17/vr-connect-3-locations-1-conference/>

www.ffhsh.de

https://www.ffhsh.de/de/termine/T/177817/2018_05_22_VR_Connect

FFHSH, Filmby Aarhus, VIA Film & Transmedia and Media Evolution developed the concept for, organised and delivered an innovative and technically challenging conference on virtual reality. This entailed extensive planning throughout Period 3 with delivery at the start of period 4.

The conference was under development for most of the project, and in the previous reporting period, during VR Days in Amsterdam, we met Showtime VR who had a tool to turn high ambition to reality.

See Showtime VR: <https://showtimevr.eu/>

The WP3 Steering Group had weekly meetings via Skype and met physically during the partner meeting in April in Malmö to plan this triangular VR Conference to be held simultaneously across all locations. The conference was planned to take place as part of [VRHAMI](#), the world's first Virtual Reality and Arts Festival held in Hamburg from June 7-17 2018.

Through VR and video streaming, the aim was to allow attendance at the same conference, whether you were physically located in Aarhus, Hamburg or Malmö. We not only talked about VR, but also used VR as a tool to make the audience experience the scope and opportunities of VR.

The idea of the conference is, that it takes place at the same time in three different cities, offering the participants from sectors beyond entertainment to explore what VR is and how it could be useful for their business, by listening to talks and by trying it out with live VR experiences. Since the technical requirements such as synchronized VR streaming and camera and sound live streaming between three cities are technically demanding, it took some time to find the right technical team/service that was able to deliver this event. Indeed there are very few companies in this type of events market and we were not able to get three offers per location per service. Showtime VR at the time of the conference being planned was the only company providing the required synchronized streaming of VR content. Also, in Hamburg only one company was found that could offer a live stream via a private server to two different cities.

Started in RP2, negotiations with Showtime VR were finalised by Filmby Aarhus during RP3 and all involved partners agreed to contract them. FFHSH checked other opportunities but these did not materialise. For example, an approach was made to Helhed that offers a VR player but without the ability to play synchronized content. They offered to program it but there would not have been the opportunity for a test run before VR Connect and the involved partners would have had to pay for the programming incurring higher costs.

Given the fact, that the conference took place in three cities, each "partner-city" was looking for an expert that could speak about the following topics (being live-streamed to the two other cities). There were three speakers – one at each venue. Participants at all locations watched a live video stream and were able to have VR experiences across the following three topics:



Experience 1: The Power of VR

Host: Filmby & VIA

Speaker: **Cedric Gamelin**, The Emblematic Group, Los Angeles, USA

Cedric was found through VIA's attendance at SWSX in March 2018.

Experience 2: Status Quo and Future of VR

Host: FFHSH

Speaker: **Mathieu Pradat**, La Prairie Productions, Paris, France.

Mathieu is at the same time architect, VR artist and film producer. This non-entertainment background made him so interesting for

our conference. He was found via the call for entries of VRHAM! Festival. Mathieu also had a VR experience in the expo.

Experience 3: VR as Your Tool

Host: Media Evolution

Speaker: **Jaana Nykänen**, Divine Robot, Malmö, Sweden.

Jaana is a local VR producer from Malmö and was found through Media Evolution's network.

More info about the conference, pictures etc. will be provided with Progress Report 4.

Several times during each talk, the speaker showed examples in VR. Participants in all three cities wore their own VR headset and when the speaker asked them to put on the VR headset, this was done simultaneously in all three cities so that they could have a simultaneous VR experience

After the VR-experience example, the speaker asked participants to take the VR headset off again, and the talk continued either on the stage or on screen, depending on location.

In addition to the conference itself, we also offered an exclusive opportunity to try the award-winning VR climate experience 'Greenland Melting' which attracted a lot of people at the world famous conference South by South-West (SXSW) earlier in 2018.

Emblematic Group is the company behind the experience 'Greenland Melting'.

The conference was held twice. Due to the format, there were 30 seats available in each city at the time – in total 60 seats in each city.

This means, that 180 people were invited, distributed across the three cities.

See the full program and signup page (for the Aarhus-part) here:

<http://createconverge.eu/2018/05/17/vr-connect-3-locations-1-conference/>

All partners shared and promoted the conference through various channels, having in mind that the target groups are sectors beyond entertainment, who should be inspired as to how they and their companies or organisations can benefit from using VR in their communication, training and other applications.

The Really Rad Reception At SXSW

#swesxsw

Austin, Texas, USA

March 2018

It is with the utmost gaiety we invite you, fellow earthling, to a night of great fun at House of

Scandinavia. On this fine Texan Friday, you'll have the chance to rub shoulders with people from all possible industries (while casually enjoying free bevs, tasty appetizers and ear-pleasing tunes from suave DJs).

If you don't already know, every year we learn from those who attend that these gatherings are quite the unique opportunity to meet new, exciting friends (Swedes as well as others) in a laidback environment. Come see for thyself what all the fuzz is about!

RSVP through the following link: <http://bit.ly/receptionsxsw>

Awesome DJ line up from Sweden, all creatives from different companies. We'll enjoy tunes from sweet swedish hip hop, funk to r&b and a lot more:

DJs:

Mattias Berg (Producer and partnership at The Conference by Media Evolution)

Paulina Modlitba Söderlund (freelancer consultant digital com, marketing & strategy)

Linda Portnoff (entrepreneur Riteband - a new way to invest in music)

Alex Picha - DJ Pichalicious (Digital Producer at Åkestam Holst BKRY)

Hanna Kastås (digital strategy at Bazooka)

Martin Nordlöf (account manager at Bazooka)

Peter Rosdahl (co founder of Adorable)

Johan Ejermark (co founder of Djäkne Startup Studio. Starts & invests in companies in media, sports & technology).

Anna Lundeborg (digital strategy at Åkestam Holst)

Sara Bellafesta (creative designer at Åkestam Holst)

Jesper Berg (photographer at jesperberg.se)

Venue: House of Scandinavia.

Also! Panel discussion by SACC at 5PM - more info to come.

The Swedish-American Chamber of Commerce in Austin presents a panel discussion with Scandinavians turned Austinites.

Lots of luv,

Your Media Evolution team in Austin

Pernilla, Magnus Thure, Fanny & Mattias.

The reception is brought to you by: Media Evolution through the Southern Sweden Creatives project - with financial support from the Swedish Agency for Economic and Regional Growth, the European Union Regional Development Fund and Create Converge Interreg North Sea. In great cooperation with The Swedish-American Chamber of Commerce and House of Scandinavia.

<https://www.eventbrite.co.uk/e/the-really-rad-reception-swesxsw-in-austin-tickets-43474655866#>

List of participants - managed by Media Evolution:

<https://docs.google.com/spreadsheets/d/1vU0HmNwexd381kL5bivhguHHBg9O-mcXbLrJEbmmQ/edit#gid=673914423>

Tourism Business Briefing Event - Screen Ready

Dunkeld, Scotland, UK
May 2018

<https://taycountrytourismbusinessbriefing-screenready.eventbrite.co.uk>

The event was arranged and managed by TayScreen/Create Converge in collaboration with Visit Scotland and Perth & Kinross Council. It attracted more than 60 delegates including those referred by CC partners and produced very favourable feedback with particular interest in engaging with VR/AR.

The event included focus on opportunities arising from VR/AR including location filming for these and use of these to promote tourism and destinations.

LS Productions is a key advertising and promotions production company in the UK serving diverse sectors and with high-end clients for premium brands including fashion such as Vogue and Chanel. The company has started to develop expertise in VR/AR to enhance engagement with clients.

Whitespace Creative Agency is a leading practitioner of AR in Scotland/the UK and at the time of the conference was about to launch a new AR tourism app for Visit Scotland, the national tourism agency.

The full list of speakers was:

Amy Morement, Location Manager, LS Productions (Stella McCartney, Vogue)
Derek Yeaman, Location Manager (Sunshine on Leith, Not Another Happy Ending, Miss Potter)
Julia Sim, Head of Sales and Marketing, Blair Castle (Locations - Victoria)
Linn Williamson, Chair, Filming Fife
Whitespace Creative Agency (VR and AR tourism experiences)
Jenni Steele, Film and Creative Industries Manager, VisitScotland

Creative Cities Convention

Leeds, England, UK
April 2018

www.creativecitiesconvention.com

This was an excellent opportunity to promote CC to a highly relevant audience.

Promotion was through the delegate listing (TayScreen/Create Converge) and taking the opportunity to meet speakers and ask questions prefaced as on behalf of CC.

As a smaller event with around 300 delegates, opportunities were taken for one-to-one conversations with key speakers such as Alex Mahon, CEO of UK broadcaster Channel 4 and

Matthew Gould, Director General, UK Department for Digital, Culture, Media and Sport.

Create Converge is a significant asset for all partners and provides a unique and appealing promotional subject and route to further engagement. For example it was suggested to Channel 4 that consideration should be given to VR apps connected to their coverage of the Paralympics to allow audiences to experience the challenges of competing with disabilities. To this end collaboration was offered with the expertise network of the project and is being further pursued.

"The Creative Cities Convention is a joint collaboration between the BBC, ITV, Channel 4, Channel 5 and Pact, a real statement of intent at a time of great change for anyone working in the business of digital content creation across the UK and included creatives, industry leaders and commentators. The convention celebrates the richness and diversity of talent and the growth of global production. Core to the event was the challenge of regional investors and local producers growing creative media production together."

Speakers included:

Sir Peter Bazalgette - Chairman, ITV - and review of UK Government's Industrial Strategy for Creative Industries 9and see also below - UK Industrial Strategy/AHRC Creative Clusters.

Alex Mahon - CEO of Channel 4

Ben Frow - Director of Programmes, Channel 5

Peter Salmon - Chief Creative Officer, Endemol Shine Group

Matthew Gould, Director General, UK Department for Digital, Culture, Media and Sport

Kirsty Wark - Journalist, Broadcaster and Writer

17th Annual International Bio Dundee Conference

Dundee, Scotland

May 2017

Bio Dundee also runs this major conference each year. They are now looking to raise awareness of creative digital opportunities. CC participated in the conference this year and is looking to increase the profile of the project further at the 2019 event.

<http://www.biodundee.co.uk/events/4655/17th+BioDundee+International+Conference+23rd+24th+May+2017/>

Entrepreneurship Week 2018

Dundee, Scotland, UK

February 2018

<https://www.dundee.ac.uk/entrepreneurship/entrepreneurshipweek2018/>

CC participated as an exhibitor at this event.

This was the second annual, public-facing Entrepreneurship Week led by the University of Dundee with events on social enterprise, women in business, investment and a variety of start-up support workshops.

Game market Nr. 04

Die gesamte Branche steht immer noch vor großen Herausforderungen. Trotzdem sind die Unternehmen vor Ort mit unterschiedlichsten Strategien erstaunlich gut durch den Sturm gekommen. Ein großes Kompliment geht daher



Hamburg Games Conference

Hamburg, Germany

April 2018

Create Converge collaborated with gamecity:hamburg and the law firm Graef in organizing the half-day conference. Create Converge has been delivering the focus and title of the conference as well as we have been looking into relevant topics and for the right speakers. CC partners have been consulted and been asked for input. This has guaranteed a good mix of participants from different sectors such as game developers/designers, film producers, story boarders, attendants with a law background, etc. The title of this year's Hamburg Games Conference was "Play it: The Future of Games & Films" and has taken place on 5th of April 2018. As an add-on to the conference, the pitching and networking initiative "12min.me" had organised a 12min.nextReality Games & Gamification Special pitching and networking session that took place following the conference.

One printed ad in Gamesweek - see attachment.

Programme of the conference:

1:00 pm: Welcome

Benedikt Landgrebe, Deputy Director of Bucerius Law School

Tim Angerer, Hamburg Head of the City of Hamburg Media Office

Oliver Redelfs, gamecity:Hamburg

Dr. Jan Asmus, Filmförderung Hamburg Schleswig-Holstein

Dr. Ralph Oliver Graef, LL.M. (NYU), GRAEF Rechtsanwälte

Moderator: **Dr. Christian Rauda**, GRAEF Rechtsanwälte

1:20 pm: **Less risk, more value: create your IP for ALL media: Christian Fonnesbech** (Head of Development, Nordisk Film Games)

2:00 pm: Case study: **From album to book, from film to game and from film to VR-game: Michael Geidel** (Film and Games Producer, MiriquidiFilm Leipzig)

2:40 pm: Case study: **The workflows of "Trüberbrook" – what can be learnt from film production for game development: Hans Böhme** (btf GmbH)

3:20 pm: **Refreshments/playground; Amazon Appstore and Exozet (Audi e-tron VR-Experience / Overall winners of nextReality.Contest)**

4:00 pm: Case study: **AR game of the graphic novel "Der nasse Fisch" from Carlsen Verlag: Bengt-Oliver Stellmann** (Creative Director, Garlic Games Media GmbH)

4:40 pm: Case study: **Motion Capturing in Games and Films: Petra Monheim** (Goodbye Kansas)

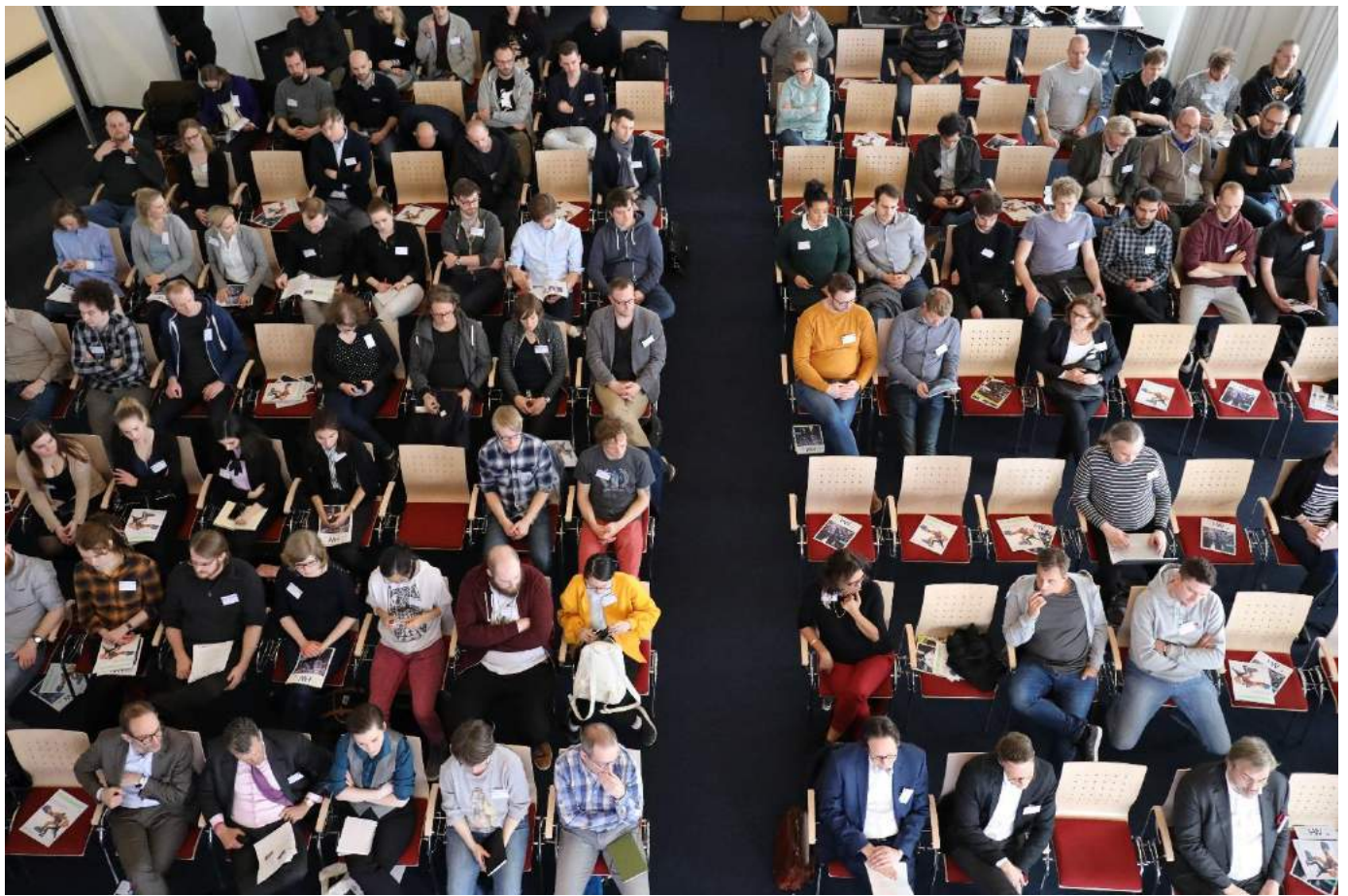
5:20 pm: **Market numbers and opportunities in cross-media products: Niklas Wilke** (Partner, PriceWaterhouseCoopers)

6:00 pm: **Networking and Buffet**

7:12 pm: **12min.NEXT Games and Gamification Special**

Programme:

Time: 7:12 pm until 10:12 pm, followed by networking until 11:00 pm



Entry: 6:30 pm

- 1) VR, tracking & gamification in rehab and prevention: Taher Pham (Founder, Medical Start-up)
- 2) The long road to useful AR: Nikolai Bockholt (Creative Services Engineer, Google)
- 3) Next step in mixed-reality gaming: Christian Journet (CTO, Garlic Games Media GmbH)

Those attending Hamburg Games Conference are automatically registered for the Gamecity meet-up with 12min.NEXT.

More than 114 participants attended the conference.

Invitations were sent direct mailing to 950 people.

www.createconverge.eu: <http://createconverge.eu/2018/03/23/event-9-hamburg-games-conference-play-it-the-future-of-games-films/>

www.ffhsh.de:

https://www.ffhsh.de/de/termine/T/176834/2018_04_05_9_Hamburg_Games_Conference

Facebook: <https://www.facebook.com/createconverge/posts/1995630387321429> and <https://www.facebook.com/createconverge/posts/1992065297677938>



Web Summit Lisbon

Lisbon, Portugal

November 2018

https://websummit.com/speakers?gclid=EAlaIQobChMloeqF28CU3QIVirXCh2V1w-TEAAYASAAEgLGnfD_BwE

Subatomic represented CC at this event that is one of the largest web/tech conferences in the world.

Multimedia Web Innovation Lab

Ukraine

<http://locals.md.tilda.ws/page1541672.html>

2018

Subatomic gave a lecture for Internews in Ukraine to help young journalists in countries where independent journalism is challenging design digital communication solutions.

Gamification Europe Masterclass

London

June 2018

<https://gamification-europe.com/melinda-jacobs/>

Subatomic gave a lecture on relevant up and coming industry knowledge.

Please see more further on!

WP4 Collaborate

XR Demonstrator event

Leavesden, England, UK

2nd March 2018

Work Package 4 held a one-day seminar outlining developments in the eXtended Reality, presenting work from both the Create Converge project and that of local content creators to the global legal executives at Warner Brothers, Leavesden Studios, demonstrating the high quality of creative work within the North Sea Region to a worldwide audience. This seminar will form a basis for a series to be held over the next two reporting periods.

ZPVR debrief and future planning

Oxford Clarendon Laboratory, UK

30th November 2017

Animation Expose

Hatfield, UK

23rd May 2018

WP5 Cohort/Learn

Digital Strategy Workshop

Kent, UK

We worked with wider cultural partners informing them of Create Converge opportunities and understanding the wider impact of good corporate digital frameworks was very successful. We will build on this in the future by inviting those wider cultural organisations to the Create Converge partnership opportunities.

VR & AR Workshops

Ignition Projects

Folkestone, Kent, UK

March 2018

LAUNCHING YOUR VIRTUAL REALITY FUTURE

In partnership with UCA

Over 2 days artists, trainers & technicians explored opportunities to get creative with virtual reality and augmented reality content using Unity games engine, led by Simon Wilkinson [CiRCA69]

CiRCA6, Simon Wilkinson is a Creative leader in Open source VR access and teaches UNITY for VR & AR applications for Creative projects and for wider industry applications.

The two days of workshops aimed to get participants making virtual reality and augmented reality content using Unity games engine led by Simon Wilkinson [CiRCA69], described by Cineuropa Magazine as "one of the most notable names in Europe to be dealing with VR."

Participants explored what Virtual and Augmented Reality offer for storytellers and artists. They gained an insight into the possibilities immersive tech can bring to Creatives and corporate communications across the audio visual spectrum - from animation to dance, from live action to creative visualisations to spoken word and developing new skills and training awareness. Pioneering companies like CiRCA69, are the forerunners - creating immersive, digital shared experiences for this new medium.

This Masterclass focused on using AR and VR as new storytelling medium, building worlds and creating journey. By the end of the two days participants had a good understanding of unity, sufficient enough to continue learning on their own via the development of their own ideas and projects. Feedback was very good and we had a range of practitioners from animators, filmmaker and corporate trainers for Logistics companies.

Day 1 VR production using Unity and looking at VR storytelling as part of a transmedia toolkit. Participants will learn how to create immersive interactive worlds.

Day 2 will continue this learning but shifting the focus onto creating augmented reality using Unity.

Creative Business Development Masterclass, Workshop & 121s

RADA

London, UK

October 2017

Jamie Wyld is Director of videoclub (videoclub.org.uk), an artists' film and video platform that delivers programmes across the UK and internationally, including exhibitions, screenings, commissions, residencies, professional development programmes,. He also set up This is Wyld, a creative agency working with the cultural sector and artists to help with production, fundraising and curating.

Funding

Commission Opportunities

New collaborations

How to position yourself for future opportunities

Wider industry and corporate opportunities

Working internationally

MASTERCLASS 2

Maximising earning opportunities as a artist

Emma Critchley - Artist and Underwater camera-woman

Balancing creative work with wider corporate/community work

Understanding how to maximise multi branding of what you have to offer

Thinking internationally Europe and US

Work was shared on VIMEO to ensure accessibility for partners, networks and the public. Link: <https://vimeopro.com/screensouth/ignition-random-acts-catalyst-films>

Password: CATALYST2018

Highlights will also be presented as part of a VR Masterclass at Hamburg in October 2018.

Ignition Random Acts Highlights Training Programme

Screen South led this talent development strand. The programme formally closed in April 2018. However we continue to promote work and talent from the cohort. Screen South Random Acts Network Centre completed 72 films commissioned through the scheme. Create Converge has supported the animation work and those Creatives based in Kent. All films have been delivered to C4 and ACE via our Vimeo site. We have created a Create Converge Vimeo site for our Partners to share transnationally in local settings

The Random Acts First acts scheme and Talent and Distribution Enhancement activities has been really exciting and productive. The Random Acts Network Centre initiative has been groundbreaking and a life changing experience for many involved. The Lead Creative's, Crew and Production Partners have genuinely upped their creative skills and acumen across so many areas. The films are being very well received and we continue to receive many requests for screening and talks about the work under undertaken. The range of themes and creative approaches and been wide and varied - definitely living up to the call for "bold, innovative expressions of creativity' across a range of art forms"

The Creatives benefited from further skills training, and investment to support next steps. Many are now working across a range of commercial and corporate roles or have set up their own companies as well as exploring their own creative opportunities including immersive technology work. For example Sian Fan made a short dance led animation - she then attended our creative business workshops and the VR training programme - she now works at a marketing agency as a producer for many corporate clients across various sectors on VR projects

We have had good @ 365,000 hits on line with C4 links to You Tube, Vimeo and Facebook.

We don't have figures yet for the Broadcast slots. The latest set of films is still going up online and broadcast slots are still being planned for the summer.

The full slate of delivered films can be seen at the link below:

Exec Producers & Production Team

Jo Nolan led the Exec team with Producers Kate Ogborn and Lisa Marie from Fly Film supporting each project. Nina Sommers was Screen South in-house Production Manager until November when she was replaced by Kate Jackson who took the role on freelance level. Barbra Welch was in-house Production assistant and has led on the Create Converge support. James Collie led on showcasing and distribution and co-ordinating show case packages for our CC partners.

Molinare Post Production

We continued to work Molinare Post Production. They advised on post production digital workflows and take part in training days and workshops. In some cases Molinare took a more active contribution with Sound design and managing re-edits for the harding test for broadcast opportunities. The team there continued to provide a supportive creative and technical contribution to the films and the filmmakers.

Film Data Manager

Chris Lightwing, Screen South Digital Workflow Manager continues to oversee the final delivery to Screen South of all film data and ensures correct formats are available for viewing and promotion in partnership with the Production Co-ordinator. All films delivered films are now on Vimeo in a downloadable portfolio in a password protected portfolio and data storage drives archived in the Screen South offices.

Distribution & Promotion

All films made through this are being made available to all Create Converge partners via Vimeo link - they will be able to share, showcase and distribute to their contacts and those seeking Transnational partnership opportunities.

Digital Outputs for D4D / VR workshops

The first of a series of VR workshops took place at Fusebox in Brighton on 26th April. The aim of the workshops is to develop a VR experience or Game that will be a playful immersive experience to explore some of the key ethical issues associated with genetic screening. Esther Fox and Dr Praminda Caleb-Solly (Bristol Robotics) met with Ixy and Root Interactive (VR and digital developers) to test various VR experiences and equipment with the different access needs of disabled people in mind. As a team we all started to scope out what key elements we wanted to include in the digital game. This list included:

Accessible (to a range of people and with different impairments)

Engaging (Fun/visually exciting but not trivialised)

Memorable (Players are left thinking about how they make value judgements/classify – An immersive experience that stays with you)

Raises Awareness

Measurable Impact

At the end of the workshop we came away with three different scenarios for digital game/VR experience. These were:

The System Decides: A Gattaca-like austere and bureaucratic near future of humans and AI. The fate of an individual at birth is determined by a system based on genetic screening. People play different roles. You may be the individual whose genetic profile has just been generated - You will then experience your life as it has been determined by the system. You may be a parent who is informed by the system of the fate of your child and watch as their fate is played out. You may be the decision-maker and bureaucrat who is informed by the system and sends the email to the parent. You won't ever see the person again or know how their life plays out. You may be the programmer of the system. You don't see anyone. Forms will be filled in...

Specimen Collector: A multiplayer puzzle game about collecting set in the Victorian era. Your role is to complete your collection of precious specimens by gathering, exchanging, discarding, buying or stealing. All actions have consequences but you may not be aware of them at all. Your 'success' in the game depends on your ability to categorise, name and tag your specimens. The real impact of your actions will be revealed after you finish.

Biomorphs – Seed or Weed? : A multiplayer VR experience where you have to spot the 'weeds' from the 'seeds' which both look very similar. You are given a blueprint as to how to recognise identifying features and you are also told about the unique properties of each plant. Some have high nutritional value whereas others are easier to grow. Which ones will you discard? Players make their selection of 'weeds' or 'seeds' and start the time machine which plays out the lives of the plants. Over several rounds they see who wins - but perhaps it's not as obvious as you think. When natural calamities strike are their 'seeds' able to survive? Also which seeds have the most value?

Esther Fox then met with Dr Diane Carr on 11th May to further explore these three ideas. Diane regularly writes about digital gaming and in particular the way disabled people interact with, inform and are portrayed within digital media. The next steps are to more fully develop the other two ideas with disabled and deaf people informing this process - we hope to work with our Create Converge partners to get a wider consultation and feedback for the next steps of the programme later in 2018.

Chiswick House Game Development Workshops

Chiswick House, UK

A range of workshops had previously been undertaken in partnership with Richmond Arts (from July 2017) and ideas from participants had been developed. It was felt that one of the key ideas from participants, of following a Bee around the gardens as a trail would be adopted by new developers. Paul Homer (History of Place Project Manager) met with digital developers Circa 69 at Chiswick House early in early May, to take extensive photographs of the grounds. These photographs were then processed in Unity to create a variety of settings over different seasons throughout the gardens. The lead character is a man who tells his story through a series of letters.

It is an emotional journey through the grounds and through his thoughts, where he questions his incarceration in the asylum, but ultimately comes to terms with it being a preferred place for him.

The story manages to compare the experience at an asylum for people of means, compared to the experience of people resident at Bedlam in South London.

This digital experience is still under development, due to be complete early July.

Maison Dieu Game Development Workshops

Canterbury, UK

After previously delivering one public engagement workshop in Canterbury, it was felt that the best approach was to go back to researching the history of Maison Dieu to be able to build an authentic narrative before conducting further consultation with disabled participants. Following consultation with Circa 69 and researchers highlighting access to source material, it was agreed that the story of Helen, a blind woman who was admitted to Maison Dieu as a serving sister to care for pilgrims on their way to Canterbury shortly after 1234 would be the central narrative of the game. The following quote records her admission into the hospital on appointment of the King: 'King granted Helen Andrews Koger of Faversham, who lost her vision is that of a guest Osspring ' reception serving as a sister to serve the same hospitahs".

This early idea along with different options for how the story could be explored through other characters Helen would interact with was then distributed to a range of deaf and disabled people for feedback. This feedback informed the next stage of development, with consultees selecting the story which focused on Helen interacting with the character of a wounded soldier. It was felt that this juxtaposition of characters made a stark contrast of the experiences of disabled people in Medieval England, and how dependant this was on their wealth. Consultees also fed back that they liked the fact that the player wouldn't find out that Helen was blind until the end of the game.

Further consultation workshop is planned for 11th June and it is expected this digital experience will be launched at the Canterbury Medieval Pageant on 7th July - all create converge partners will be invited to attend and the interactive game will be made available transnational online.

Exhibition Films and Audio

All three of our exhibitions have included a significant amount of audio visual and interactive assets in order to bring the content alive and ensure that the material is presented in a variety of accessible formats. Esther Fox (Head of Accentuate Programme) lead the exhibition design and delivery process across all three Museums, overseeing a range of specialist freelance contractors. Jo Nolan led most of the digital elements of all three exhibitions and had a significant role in creating many of the digital assets – including film, interactive and audio description.

The Blind School: Pioneering People and Places

The Museum of Liverpool, UK
26th Jan – 15th April 2018

Our exhibition at the Museum of Liverpool included an introductory film in BSL using a BSL speaking actor who described the main content of the exhibition. We also recorded two oral histories which were filmed in BSL. These told the first hand account of life at the school. We also commission a visually impaired writer to create a piece of audio description which was played at

various points throughout the exhibition on handheld devices, to bring to life the pictures, objects and text for those who were blind or visually impaired. As part of the exhibition we also showed the film “Visions” which had been created by blind and visually impaired young people and explored the differences between their own experiences of being a young person with a visual impairment in comparison to what it would have been like 200 years ago. We have filmed a 360 version of the exhibition which will be shared transnationally online.

Without Walls: Disability and Innovation in Building Design

The Victoria and Albert Museum

London, UK

10th Feb – 21st October 2018

In our display at the V&A Museum we were able to encourage the V & A to include more audio visual elements than they would usually in that particular gallery. Although we discussed a more interactive approach it was felt a simpler approach at this stage would be more suitable with a focus on Access. As in our other exhibitions we commissioned a deaf actor for a BSL film which introduced the content of the display. We also specially commissioned the audio description and contracted disabled actors to read the script – again bringing to life the objects, photographs and text within the display. There were a series of slides from a private collection which then had an oral history added to them, however, the audio would not have been accessible to deaf visitors – so we filmed the BSL interpretation to be overlaid onto the slides with the audio. There were also two specially created films for this display. The first was made by deaf participants and directed by a deaf filmmaker and told the story of St Saviours Deaf Church Acton – the first purpose built church designed by and for deaf people. The second was an interview with Dr David Bonnet, who is a well known architect and disabled person, and has helped to change the way building design is approached.

Brave Poor Things: Reclaiming Bristol's Disability History

M Shed Bristol

20th October 2017 – 15th April 2018

The production of the digital assets for this exhibition took place in the previous reporting period, but the exhibition continued to run until April 2018. The assets for this exhibition were the most complex and included BSL filmed introduction, Oral Histories with interactive photomontage with BSL interpretation, and audio description throughout. We also displayed on a large cinema screen within the gallery space a film we had made with disabled and non-disabled young people exploring the unique history of the Guild of the Brave Poor Things. We also have a 360 film of the exhibition which will be shared trans-nationally online.

360 Films

Using a Samsung Gear 360 camera, and the associated software, we captured the exhibitions in Bristol and Liverpool before exhibition de-installation as part of the legacy of the History of Place project. These ‘films’ are currently being edited and when complete will be available through the CC, Screen South and Partner websites.

The films give a complete view of the spaces, the exhibition panels and artefacts, showing how people moved through the spaces. We will be including these on the project's website and Esther Fox will be presenting the project at a future Create converge partnership meeting.

KvK BETA

OCTOBER 2017

summary:

We a panelist on judge board thing for startups. Met with the Chamber of Commerce and discussed how their database may be useful to the mission of Create Converge. Agreed to meet in February to continue talks.

impressions from the event:



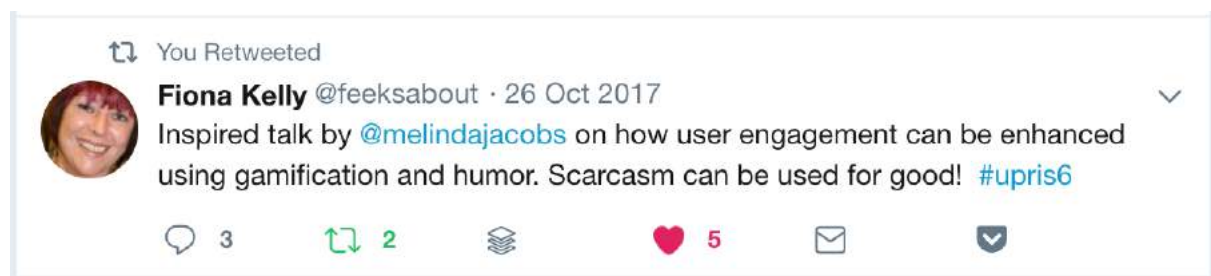
UPRISE

OCTOBER 2017

summary:

Did a workshop last minute on gamification and using humor in design, and hosted panel on diversity in the workplace. Talked about the mission of Create Converge and how different cultures and industries can work together and should collaborate on knowledge exchange in order to create the best products.

impressions from the event:



MULTIMEDIA WEB INNOVATION LAB

NOVEMBER 2017

summary:

This event, organized by [Internews](#), an international non-profit organization that helps empower independent press in challenging areas around the world, took place in Ukraine and had participants from Georgia, Moldova, & Ukraine. Subatomic's role was to act on a panel of judges to determine the winner of a "hack-a-thon" type competition, as well as give an 1-1.5 hour long lecture on gamification in the morning of the second day of the three day event and advise the teams during two consulting blocks, the end of the second day, and the beginning of the third. There was some [press for the event](#).

It was a useful opportunity to network, and get the word out about Create Converge in a region outside of the EU or US. There was interest in the project. Communication with Internews will continue next year. Create Converge could be an interesting pool of resources for Internews to use to find experts/advisors for events similar to the Multimedia Web Innovation Lab. The main contacts from the event were the organizers Angela Sirbu (Internews Moldova) and Maia Mikashavidze (Internews Georgia).

There were no expenses declared for this project as all was compensated, but the event felt relevant to include due to the nature of the topic and the discussion of Create Converge.

impressions from the event:



GAMIFICATION EUROPE

NOVEMBER 2017

summary:

Gamification Europe is a innovative event on gamification. Subatomic's role was to give a talk on "Game mechanics SUCK without narrative", discussing innovation on design methodologies to engage participants in digital experiences. Subatomic also participated in a panel on "Women in Gamification: Designing for Inclusion" where 4 industry professionals, including Melinda, discussed challenges of being a woman in the industry. This led to robust discussion on how better to collaborate and cooperate to create a better space for women in the industry. Links to the talks: https://www.youtube.com/watch?v=G_40S4t2P4s <https://www.youtube.com/watch?v=obfjo6yS-6M>

impressions from the event:



ZERO-IN

APRIL 2018

summary:

Moderated a panel The Consumer Story: AI and Narrative on the Personalization in Marketing stage (April 19 12:40-13:10). Format: 3 speakers, 1 moderator (Melinda) 20 mins discussion, 10 mins audience Q/A Broad Outline: The broad fields of machine learning and AI are experiencing a remarkable period of growth and innovation. The best Marketers are using AI and machine learning to understand, anticipate, and act on sales prospects faster and with more clarity. AI is being used to orchestrate every aspect of a customer's journey from attracting, selling, and predicting future outcomes. Join Co-Founder of Tictail, CEO of Lobstar, and Founder of CrossEngage to hear how they are building a greater understanding of the broad-reaching impacts of artificial intelligence and its application to the overall customer experience.

Melinda Interviewed 14 names in fintech, blockchain, cryptocurrency, AI, general technology: - Simon Besteman - Filipe Castro - Matt Wheeler - Els Meyvaert - Markus Lampinen - Lianne Byrne - Ross O'Connor - Christian Rauscher - Frank Schuil - Antti-Jussi Suominen - Menno van Leeuwen - Christof Jaritz - Maxine Penney - Karl McCarthy Available online at: <https://zeroin.tech/zero-in-live-channel/>

impressions from the event:





WP5 Events

VR WORKSHOP
March 2018







ANIMATION WORKSHOPS

New Romney

CATALYST SHWCASE RADA

























The Best of SXSW 2018

April 4



APR
04

The Best of SXSW 2018!

by Media Evolution

Free



Sales Ended

DETAILS

DESCRIPTION

The Best of SXSW 2018!

So, what is this mythical thing people keep referring to as **SXSW**, anyway?

Apart from **South by Southwest** being the world's biggest conference and festival of its kind, every year in March since 1987, hundreds of thousands of creative people from all over the world come together and make Austin, Texas into a veritable melting pot for 10 full days.

SXSW has three main sections (not counting food): a film festival (SXSW Film), a tech or "interactive" festival (SXSWi), and a music festival (SXSW Music).

DATE AND TIME

Wed 4 April 2018
08:00 – 09:30 CEST
[Add to Calendar](#)

LOCATION

Media Evolution City
Stora Varvsgatan 6A
211 19 Malmö
[View Map](#)

We've invited a bunch of members in the Media Evolution community to share their insights, experiences, biz opportunities and all the other fun stuff that happened in Austin.

From Media Evolution's perspective, we aim to gather even more friends for SXSW 2019 on site to be part of one of the most diverse, collaborative and inventive communities in the world. Our goal is to do even better meetups, matchmaking and guidance so that you can make the best out of SXSW.

SPEAKERS

Anna Sandahl, [Resultify](#)

Literally, how will we ever digest the impressions at SXSW? Anna went to a zillion sessions, including talks on humanizing quantum, space research, media control, crypto-currencies, storytelling and branding. And about doing interviews and meeting playful robot puppies and...

Sören Karlsson, [United Robots](#)

How did Sören and his team at United Robots manage to get all the way into the conference's official program with a session? Their session about "Humanoid Journalism" was awesome, and now Sören will share info on how to go about to get chosen for a featured session.

Kalle Berglund, [Happy Ears](#)

Official SXSW partner (second year in a row!), with soon world famous earplugs among the festival's merchandise. How did Happy Ears get to this point? And how did their cooperation with SXSW turn out in the end?

Anna Storåkers, [Malmö Live](#)

For Anna, it was all about the music, the art, the scenography, and how to practically and theoretically bring all of this back to Malmö.

and how to practically and theoretically bring all of this back to Malmö.

James Haliburton, Topp

James's contribution to this morning's seminar will be on how to use Austin as a backdrop for meetings, business opportunities and new collaborations.

WHAT: Best of SXSW 2018!

WHEN: Wednesday April 4 2018, 8.00-9.30 am (breakfast from 8am, seminar from 8.30)

WHERE: Media Evolution City

WITH: Resultify, United Robots, Topp, Malmö Live & Happy Ears

FOR: All members of Media Evolution

QUESTIONS? Holler at [Pernilla](#)

Most welcome! See you on Wednesday :)

The event is brought to you by Media Evolution, Southern Sweden Creative, Mobigoin - Action!, GCA and the project Create Converge, founded by Interreg North Sea.

<http://createconverge.eu/>

TAGS

Things To Do In Malm



The Best of SXSW 2018!

Wed 4 April 2018, 08:00 – 09:30 CEST

Sales Ended

[DETAILS](#)

91 PEOPLE GOING TO THE BEST OF SXSW 2018!

- | | |
|-----------------------------------|-------------------------------------|
| K Karin
Make It Clap AB | M Maja
Ikea |
| P Pablo
PinMeTo | H Hamed
Medialogist |
| F Fredrik
Ustwo | E Emelie
Balansbyrån |
| L Lisen
Zenit Design | C Catti
Bonnier News Next |
| J Julia
AF | E Emma
CGI |

< 1 2 3 4 5 6 7 ... 10 >



MEDIA EVOLUTION

Organiser of The Best of SXSW 2018!

South by Southwest March 9-18

DO'S AND
DON'TS



SXSW & MEDIA EVOLUTION

South By Southwest aims to help creative people achieve their goals. SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film and music industries. The event, an essential destination for global professionals, features sessions, showcases, screenings, exhibitions and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together.

Who are we then? Media Evolution is a community platform that fosters innovation and growth in the digital industries of Southern Sweden through collaborating, sharing ideas and knowledge. To navigate, innovate and, ultimately, do business in this landscape we need the frontrunners as well as the slower moving giants. We need the analysts and the fearless. And we need to work together, use each other's knowledge, collaborate and break out of our convenient silos.

Media Evolution brings together the innovative tech agencies, the creatives, the big corps, the makers, the academy, the strategists and the local municipalities and regions of southern Sweden. All of which share the reality of the digital transformation but have very different things to contribute in making sure it evolves in the way we want to.

During SXSW 2018 we'll arrange activities such as matchmaking events, parties, meetups and regular meetings. You're all welcome to join in on everything we do.

OUR EVENTS

March 8

Early Taco Fiesta Early Meetup – #swesxsw in Austin

What: Y'all already set on site in Austin? Early bird gets the worm (or well, in this case, taco). We've decided to gather all the likeminded early birds from our network and meet up over delectable drinks and toothsome tacos in Austin. We'll be bonding, giggling, sipping, munching and sharing war stories from our respective fields!

When: 6pm-9pm

Where: Guero's Taco Bar

Attend: <http://bit.ly/earlymeetup>

March 9

The Really Rad Reception – #swesxsw in Austin

What: We invite you to a night of great fun at House of Scandinavia. You'll have the chance to rub shoulders with people from all possible industries (while casually enjoying free bevs, tasty appetizers and ear-pleasing tunes from suave DJs). It's quite a unique opportunity to meet new, exciting friends (Swedes as well as others).

When: 5pm-8pm

Where: House of Scandinavia

Attend: <http://bit.ly/ReceptionSweSxsw>

OUR EVENTS

March 10

Saturday! – #swesxsw in Austin

What: So many impressions, hey? At times it feels almost like you'd need someplace to vent. In fact... let's do just that. Come join us over a bite and some bevs at The Grackle. There will be all kinds of people from the Swedish delegation there, solely cool cats with interesting things to say about their experience at SXSW.

When: 7pm-8pm

Where: The Grackle

Attend: <http://bit.ly/saturdaySwesxsw>

March 12

Panel at the German Haus – 2:30pm

What: Our project Global Content Alliance hosts; IRL? IRT! Live as an opportunity for media companies.

Panel: Johan Ejemark– Djäkne, Magnus Thure Nilsson– Media Evolution and Pierre Collin– TWIST

Host: Transmedia Bayern Network

Where: GERMAN HAUS @ BARRACUDA, 611 E 7TH STREET

More info: <http://www.german-haus.com>



DO'S AND DON'TS

We asked members from our community – both ones that are going SXSW and ones that aren't but still have awesome tips – to share their thoughts on what to do and what to avoid in Austin. Their tips include everything from which talks one should go see to where you can find the best taco and where to head if you want to meet interesting people. They also shared some advice on where not to go and what you shouldn't attend.

Take a look!



SAY HI TO CECILIA FRANKEL!

Cecilia Frankel, Program manager at The Conference by Media Evolution.

This is the one week where margaritas count as work so don't forget to sign up for a couple of parties beforehand - this is where you'll meet the people you didn't know you wanted to meet. And of course, a morning coffee at Jo's or eggs whatever at Magnolia is just as good for making new friends. If you're planning to actually see some of the talks, plan ahead. There's sooo much going on simultaneously - My tip is to avoid the panels to make the program a bit less overwhelming to browse.

Some do's

- How do we ethically manipulate 2b minds

/ Tristan Harris

When: Mar 9th, 11 am - 12 pm,

Where: Austin convention center, Ballroom EFG

- The Emotional life of your autonomous car

/ Pamela Pavliscak

When: Mar 9th, 12.30 pm - 1.30 pm

Where: Fairmont Manchester CD

- Reddit: Life After (Near) Death

/ Steve Huffman

When: Mar 12th, 12.30 pm - 1:30 pm

Where: Hilton Austin Downtown, Salon H

- The Experimentalists: Cities, Political imagination & social creativity

/ Gabriella Gomez-Mont

When: Mar 12th, 9:30 am - 9.50 am

Where: Four seasons, ballroom CD

Some more do's

- Why Machine Learning is the next frontier for Art

/ Hugo Liu

When: Mar 12th, 3.30 pm - 4.30 pm

Where: Fairmont Manchester CD

- Panel: A.I x Radical inclusion

When: Mar 10th, 3.30 pm - 4.30 pm

Where: JW Marriott, Salon E

- Celeb fix? Chelsea Manning!

When: Mar 13th, 9.30 am - 10.30 am

Where: Austin Convention Center

- The rant: Disrupting Dystopia

/ Bruce Sterling

When: Mar 13th, 5 pm - 6 pm

Where: Austin Convention Center, Ballroom EFG



SAY HI TO HENRIK JOHANSSON!

Henrik Johansson, CEO and co-founder at Boundless Network + chairman at Swedish American Chamber of Commerce (SACC) in Austin. If all you see of Austin is between the airport and the convention center, you are missing out on a lot. Here are some of my favorite spots away from 6th Street (where by the way our office was for over a decade).

Some do's

- The Townlake Hike & Bike Trail

Yes, they renamed it Ladybird Lake, but true Austinites still call it Town Lake. There are 3, 5, and 10 mile routes around it on a beautiful trail right by the water. Even if you don't appreciate the views you will enjoy the people watching!

- Zilker Park

Right by the trail on the south side of the lake you will find the large lush green Zilker Park. This is a favorite weekend destination for picnics, soccer and beach volleyball, dog lovers, kite flyers, and kids learning how to ride a bike. This is also the place that every fall is transformed into the Austin City Limits music festival where bands like every great band in the world have played.

- Barton Springs Pool

With fresh spring water constantly flowing out of the Barton Springs aquifer a dip in this pool will always be as refreshing as a one in the Baltic Sea! The same temperature year around make this a truly cool spot particularly popular when Texas temperatures reach three digits in the summer (100 Fahrenheit is roughly 40 Celsius, and that lasts for about 3 months.)

Some more do's

- Hula Hut

For a lakeside frozen margarita just head west on 6th Street until it turns into Lake Austin Blvd and then keep going until you know you're there. Right by the dam that separates Town Lake and Lake Austin, you will see boats out here, on a warm day lots of water skiing and wake surfing, and in the distance a lot of multi-million dollar mansions. On the way back, stop at Deep Eddy Cabaret, a hole-in-the-wall bar with absolutely no cabaret.

- County Line

For real Texas BBQ with a view catch a Lyft to one of two locations about 15-20 minutes west into the Hill Country. Both locations have talking cattle on the wall, and a "how to speak Texan" track playing in the bathrooms. The location on Bee Caves road has sweeping views of green lush hills, and at the location on 2222 you can feed turtles in Lake Austin. Both are pretty awesome.

Also – the Swedish Chamber of Commerce in Austin are arranging a few activities! Look here:

<http://bit.ly/HOSpanel>



SAY HI TO KARIN ZINGMARK!

Karin Zingmark, Advisor, author and speaker on Leadership & Communication in a connected world.

Some do's

- Take every opportunity to network and dwell in those unexpected moments.

Last year my highlight was a party in the home of one of the SxSW founders, the pool contained staff dressed up as mermaids and the garden was scattered with performers doing acrobatics. This year I look forward to a Brazilian party on one of Austin's rooftops. And all the other crazy opportunities that come my way. :)

- Plan your daytime schedule.

Sipping drinks in the sun can be tempting, but the speakers line-up is amazing so don't miss out. Have a look at the map before, and make a list of things you want to go to nearby. Popular sessions become full, so get there 30 mins before and have a back-up session nearby in case the room gets full.

Some more do's

- Rent a bike and enjoy cycling around town.
Bring a jacket / sweater as evenings and AC can be chilly.

- Breakfast at Magnolia Café

is a great start and Pete's Dueling Piano Bar is a great end to a fabulous day!



SAY HI TO ALEX PICHA!

Alex Picha, Executive Producer and Head of Digital at Åkestam Holst BKRY @ The North Alliance.

Most important; Be kind, relax, sleep at least a few hours every night, introduce people to each other and talk to people you don't know, drink water, dance all night, change your schedule all the time, have fun and enjoy.

Some do's

- Whatever you do – eat this for breakfast!

What: The Brazos Huevos Rancheros

Where: 1886 Café & Bakery @ The Driskill

Once every year, I need to close my eyes and dream away enjoying this.

Whatever your reasons for visiting SXSW are do not miss this session!

What: Guy Kawasaki + Symone Sanders

When: Mar 10, 9:30 am – 10:30 am

Where: Hilton Austin Downtown, Salon H, 500 E 4th St

- When you forget to see them, remember you still can listen to Lo Moon

When: Mar 16

Listen: <http://spoti.fi/2Cg5kXk>

It is not announced yet what dates this melancholic electronic pop band will play but since they have a cleared schedule between the 8th and the 19th on their ongoing tour, I'm hoping they will play at least one time during the Interactive Week.

Some more do's

- Be careful about

Whatever you do - be careful if they let you try The Pure Extract.

What: Tears of Joy Hot sauce Shop

Where: 618 E 6th Street

Some don'ts

Despite what everyone say

please skip this session and talk to new found friends instead.

What: Disrupting Dystopia - The Bruce Sterling Talk

When: Mar 13, 5:00 pm – 6:00 p,

Where: Austin Convention Center, Ballroom EFG



SAY HI TO SIW ANDERSEN!

Siw Andersen, Director International Relations and Oslo Innovation Week at Oslo Business Region. Brace yourself for a week of phenomenal talks, music and people. In addition to The Nordic Pitch we're hosting on 13 March at House of Scandinavia, I'm mostly looking forward to all the random quirky stuff. Enjoy Austin and see you there!

Some do's

- Art Attack: Data as the New Creative Director

When: 10 March, 5.00pm - 6.00 pm

Where: Fairmont Congressional C, 101 Red River

- 2018 SXSW Accelerator "Demo Day"

Connect with the 50 startups including Norwegian Diwala

When: 12 March 11am - 1.30pm

Where: Hilton Austin Downtown Salon C, 500 E 4th St

- Rethink VC: The Value of Women Investing in Women

When: 12 March, 3.30pm - 4.30pm

Where: Hilton Downtown Room 400-402, 500 E 4th St.

- Create the World You Want to Live In

Eric Liedtke (Adidas), Karlie Kloss (Klossie), Guy Raz (NPR)

When: 12 March, 5.00pm - 6.00pm

Where: Austin Convention Center Ballroom EFG, 55 E Cesar Chavez

- Skam: Powerful Digital Storytelling in Real Time

When: 13 March, 3.30pm - 4.30

Where: Westin Austin Downtown Continental 1-2, 310 E 5th St

Some more do's

MUSIC – Machina at Maggie Mae's

When: 15 March, 11pm-11.40pm

MUSIC – Men I Trust at The Sidewinder Inside

When: 14 March 10:50pm - 11:30

DO!

Bring everything you need. Most shops in Austin are in malls outside the city center.

For a low-key bite drive 15 min from the Downtown frenzy to Ruby's BBQ.

Drop by White Horse, an old fashioned dance hall in the East of Austin with live music.

Some don'ts

Be late for talks. Get in line at least 30 min before



SAY HI TO JOHAN EJERMARK!

Johan Ejermark, Co-founder Djäkne Startup Studio and Menmo.

Looking forward to the craziest days of the year. Full FOMO has me running around town trying to catch all of the programming and networking. If this is your first time at SXSW be sure to have a plan for your day. You really must otherwise you will be totally overwhelming. Out of everything you want to see, mark just a few "don't miss" in your schedule every day and be sure to catch them. Let everything else be open to sudden changes due to sessions being full, interesting people you meet, great food, weather or inspiration.

Some do's

- Beyond the Game: Data-Driven Fan Engagement

Since the intersection of sports and tech is what I work with this is a must. Interesting speakers from BBC and Manchester United.

When: Mar 9th, 11am-12am

Where: JW Marriot

- Watch Your Language

The Future of AI Depends on It

Richard Socher is the chief scientist of Salesforce. He is working with language processing and AI. One of our companies, United Robots is in this space so this is very relevant for me.

When: Mar 10th, 9:30am-10:30am

Where: Fairmont Manchester

- When Programmers are Asked to do the Unethical

Coders are the new soldiers. What should they do when asked to do unethical or illegal things. Look away or blow the whistle?

When: Mar 11th, 11am-12pm

Where: JW Marriot

Some more do's

- Extreme Bionics: The Future of Human Ability

How can we transcend human limitations and end disability as we know it? This could be the most inspiring session in this years program.

When: Mar 12th, 9:30am-10:30am

Where: Austin Convention Center

- The Humanoid Future of Journalism

Shameless self promotion! This is our session that we managed to get on the program! Hanna and Robin talking about how journalist and machine work together to bring smarter journalism.

When: Mar 13th, 11am-12am

Where: JW Marriot

- Artists to watch:

- Aisha Badru: With synths, effects and a great voice she creates a magic soundscape.

- David Ramirez: Genius songwriter and amazing singer living in Austin. Must see!

- Pussy Riot: Punk rock and art collective Pussy Riot is coming to SXSW. Make America great again



SAY HI TO KALLE BERGLUND!

Kalle Berglund, CEO and co-founder at Happy Ears.

Happy Ears is official partner for SXSW 2018 (just like previous year!). We're stoked to provide Happy Ears to the music and sound loving crowd together with SXSW! It's a milestone for us and totally in line with our quest to revolutionize the way people perceive earplugs.

Some do's

- When in Austin for South By...

When the sun is shining and you might wanna break from all the sessions and mingling - put on your swimming trunks and take a break at Barton Springs Pool.

- The Continental Club

It is a must to swing by the Lone Star bar The Continental Club on South Congress Avenue on your way home at night. It's unexpected and you'll meet lots of fun people in the bar and on the dance floor. (-:

Some don'ts

- Take the flight direct to Austin

instead of some other city in Texas. It's a bad idea to try to save some money to choose to fly into Houston, rent a car or take the bus. This might be one of my worst decision ever last year..



Happy Ears of Sweden are a patented earplug that protect ears from harmful noise, while preserving good sound quality and feeling. It's like turning down the volume on the sound system. Whether for music/clubbing, sleep or travel Happy Ears will help. Low tech and easy to use.



SAY HI TO ANNA SANDAHL!

Anna Sandahl, CMO and co-owner of Resultify.

At events like these it's hard to find the balance between planning ahead and just exploring. Make sure you plan one key session a day and one activity a night, and let the rest be energy-based. Ask new friend for their plans and join – they might have found gold nuggets you wouldn't stumble upon yourself. Wake up early even if you never actually went to sleep. And attend one thing each day that is completely out of your comfort zone. Summarize your key findings and insights at the end of your day, preferably in an analogue way to begin with.

Some do's

- Beyond Professionalism: Channeling Vulnerability

/ Kristen Przano

When: March 10, 9.30 am - 10.30 am

Where: Antone's Capital One House

- Tech & Humanity: Embedding Empathy in

Experience

/ Jon Wilkins

When: March 11, 12.30 pm - 1.30 pm

Where: Courtyard Marriott Rio Grande Ballroom

- Collective Tech Experiences & the Future of Teams /

Torkel Mellingen

When: March 12, 5 pm - 6 pm

Where: Fairmont Manchester B

- The Endless Impossibilities of Quantum Computing

/ William Hurley

When: March 13, 2 pm - 3 pm

Where: Austin Convention Center, Ballroom D

Some don'ts

- Sleep in

Get up! Don't party all night and sleep all day. Explore all day and explore all night – have a nap and repeat.

- Stick to schedule

A plan is just a guideline (your plan B). Be open to piggyback on others' nerdy plans (your plan A).

- Stay safe

Avoid staying within your fields of interest. Discover unleashed fairy dust by attending at least three sessions within that are completely unknown. Cars? Food? Computing? Yes.



SAY HI TO THOMAS PAYETTE!

Thomas Payette, Co-Founder and Creative director of HUB Studio (Multimedia design studio based in Montreal, Canada). Thomas is a hundred percent Canadian, but with a slight scandinavian touch (maybe it's the winter ??). At least, he loves to hang out with Swedish friends. First time at SXSW. HUB Studio will set up pop up studio in Malmö in the Summer. Watch out!

Some do's

- Canadian Creativity

Discover the Canadian creativity at the RDV CANADA Bungalow.

Why: Tons of meetups, music shows, and creative sessions.

And of course share a drink or two with a cool northern cousin in the backyard. Maybe it's our french origins, but we're very good at l'apéro!

Where: Bungalow, 92 Rainey Street Austin, TX 78701

More info: <http://bit.ly/CanadaBungalowSXSW>

- See Ai Weiwei Forever Bicycles installation

Where: <http://bit.ly/WeiweiSXSW>

- Visit the Espace Quebec (Booth 1009)

at the Convention Center to discover super cool creative stuff.

Be careful, that might really want you to go to Montreal!

Good occasion to practice (or learn) french!

- Go to one of the super amazing Swedish events

I guaranty they know how to have fun! And make sure you find one of them that will make you try the snooze...

- Miss a few events

to join me in the quest for the best food truck in Austin.

**Note: Chances are that it might not be a super vegetarian activity...

Some don'ts

- Book an hotel for the wrong month

(It was surprisingly so easy to find accommodation in Austin...)

JOIN US + BRING FRIENDS!



March 8

House of Scandinavia Opening Party – 7:00pm

What: Kick off SXSW with an opening party featuring none other than Norwegi an star producers STARGATE.

Host: SAS

Where: House of Scandinavia, 340 E 2nd St, Austin, TX 78701-4012

More info: <http://bit.ly/HOSopening>



March 9

Panel discussion – 5:00pm

What: Come hear from some of the most prominent Scandinavian entrepreneurs, professionals, and companies in Austin as they discuss why they chose the Live Music Capital of the World for their headquarters, place to build a technology center or further their career.

Host: Swedish-American Chambers of Commerce in Austin

Where: House of Scandinavia, 340 E 2nd St, Austin, TX 78701-4012

More info: <http://bit.ly/HOSpanel>



March 10

Intercourse – 2.45pm–4:14pm

What: Filmscreening

Country: Sweden

Director: Jonatan Etzler

More info: <https://schedule.sxsw.com/2018/films/119684>



= Talks, panel



= Meetups



= Party



= Film

JOIN US + BRING FRIENDS!



March 10

Wildling – 11.15am-12.47pm

What: Filmscreening, World Premiere

Country: Germany, Sweden, Ukraine, United States

Director: Fritz Bohm

More info: <https://schedule.sxsw.com/2018/films/116002>



March 12

Mentor session Malmöfestivalen – 11:00am–12:15pm

What: Malmö is the third largest city in Sweden, with inhabitants from around 170 countries. Meet Andreas Larsson (PR and Communications Manager at the City of Malmö 's Streets and Parks department.) if you want to discuss inclusion in a diverse city from a communication perspective.

Where: Four Seasons, San Jacinto West, 98 San Jacinto Blvd.

More info: <http://bit.ly/mentormalmo>



March 12

Webbklubben #24 – 4:00pm-7pm

What: Webbklubben goes to Austin. If you wanna get drunk with Internet savvy + music loving Swedes, come by Liberty on East 6th for some free drinks. Superb food from East Side Kings (not free, but cheap).

Host: Earth People, a very classy digital agency based in Stockholm.

More info: <https://www.facebook.com/events/1989831551279023/>

JOIN US + BRING FRIENDS!



March 13

In collaboration – The Nordic Pitch at SXSW 2018

What: Every year 90 000 innovation players and 1500 from the Nordic countries meet at the world's leading tech conference SXSW. Oslo Business Region invites people who are curious about what is happening in the Nordic startup scene for a social mixer and a pitch showcase.

When: 4:00pm-6:30pm

Where: House of Scandinavia

Invitation only, request invite: <http://bit.ly/invitationnordicpitch>



March 13

The Humanoid Future of Journalism – 11:00am–12:00pm

What: Learn how modern newsrooms in Sweden and Finland use automated content as an editorial platform, with algorithms analyzing the facts, writing the news and pointing the journalists to the most interesting stories.

Host: United Robots (members of Media Evolution, yay!)

Where: JW Marriott, Salong H

More info: <http://bit.ly/FutureofJournalismsxsw>



March 10-15

The German Haus – 11:00am–12:00pm

What: German Haus is the main venue for a wide variety of networking events, concerts, meet-ups, start-up pitches, interactive presentations, and official showcases.

When: from March 10-15, 2018.

More info: <http://german-haus.com>

FLATTR FROM SWEDEN



March 13

Flattr unleashes creativity at The Drum's Speakeasy in Austin - 5:pm-8pm

What: Swedish-based Flattr, a platform for artists and creators, offers an automatic and effortless way for creators to make money from their online content and for fans to give back to the creators they love.

Host: Flattr will host and create an exhibition at The Drum Speakeasy and also include a night of music and mixology.

Linus Olsson, co-founder and product manager at Flattr: "At Flattr, we believe in a better internet, and in supporting the people who make the internet awesome. We think direct contributions are the way forward, with the Swedish idea of "many small streams form a large river" guiding our philosophy. Join us for our part in Austin to learn more how you as a creator can use Flattr to earn money without any extra-effort. Oh, and also join us for drinks and icecream!"

Session: Flattr yourself @ The Drum's Speakeasy

When: Tuesday 13th March 5pm-8pm

Where: The Prohibition Creamery, 1407 E 7th St, Austin, TX 78702, USA

RSVP: <http://beat.thedrum.com/thedrumspeakeasy-flattr>

LISTEN TO SOME SWEDISH MUSIC



Summer Heart at Cheer Up Charlie's [from Malmö]

Mar 13, 2018

11:00pm – 11:40pm

<https://schedule.sxsw.com/2018/artists/21476>

Flora Cash at Javelina

Mar 13, 2018

12:00am – 12:40am

<http://bit.ly/2FiUZzo>

ShitKid at BD Riley's

Mar 14, 2018

1:00am – 1:50am

<https://schedule.sxsw.com/2018/artists/20871>

Hater at Valhalla [from Malmö]

Mar 15, 2018

12:00am – 12:40am

<https://schedule.sxsw.com/2018/artists/18342>

Rome Is Not A Town at BD Riley's

Mar 15, 2018

12:00am – 12:40am

<https://schedule.sxsw.com/2018/artists/20045>

Dennis Kalla at Stephen F's Bar

Mar 15, 2018

9:00pm – 9:40pm

<https://schedule.sxsw.com/2018/artists/20691>

Violet Days at The Iron Bear

Mar 15, 2018

12:00am – 12:40am

<https://schedule.sxsw.com/2018/artists/22109>

Dimpker Brothers at Victorian Room at The Driskill

Mar 15, 2018

8:00pm – 8:40pm

<https://schedule.sxsw.com/2018/artists/19467>

ShitKid at Cheer Up Charlie's Inside

Mar 16, 2018

8:30pm – 8:55pm

<https://schedule.sxsw.com/2018/artists/20871>

The Marnettes at Friends

Mar 17, 2018

12:00am – 12:40am

<https://schedule.sxsw.com/2018/artists/17673>

Sarah Klang at Cooper's BBQ

Mar 17, 2018

9:00pm – 9:40pm

<https://schedule.sxsw.com/2018/artists/19139>

WANT TO LISTEN TO MORE SWEIDSH BANDS? LOOK HERE:

<https://schedule.sxsw.com/2018/search?q=sweden>



= Music



THE CONFERENCE BY MEDIA EVOLUTION

Diverse perspectives and the opportunities in between, with wonderful humans from all over the world. The Conference is a two-day exploration of human behavior, new technology and how to make things happen. September 4-5, 2018 - Malmö, Sweden.



During two days (Sep 4-5) we explore complexity and trends in the digital world. We invite speakers from all over the world representing a wide range of disciplines. The sessions are carefully curated to help you connect the dots between the widespread topics. Always a warm and friendly experience. Always gender equal speaker line-ups. A place to make friends rather than LinkedIn contacts.

The Conference is organized by Media Evolution, a community of 400 companies thriving in the sharing is caring culture of Malmö and southern Sweden. It's a non-profit event, where every single dime goes into making it an even better experience for you the next time. Just as it should be.

Read more about The Conference on www.theconference.se

Where The Conference is two days of super curated talks in an opera setting, the side events are an intense smörgåsbord of in-depth workshops, seminars, masterclasses and festivities from which you can customize your own experience. All signed, sealed and delivered by speakers from The Conference and brilliant minds from the Malmö community.

"Doing nothing teaches us how to listen.
It means holding us long enough to
perceive what's in front of us" – Jenny Odell



GET IN TOUCH!

A crew from Media Evolution will be here at SXSW between March 8-14. If you would like to get in hold of us, just send a text, give a call or email us - so we can meet. It would be lovely.

Pernilla Lavesson, Community manager
pernilla@mediaevolution.se,
+46 706 372 847

Magnus Thure Nilsson, CEO
magnus.thure@mediaevolution.se,
+46 708 110 765

Fanny Ericsson, Project- & Business Coordinator
fanny@mediaevolution.se,
+46 702 347 768

Mattias Berg, Producer- & Partnership
mattias@mediaevolution.se,
+46 705 105 952

In collaboration with:



with financing from:



SOUTHERN SWEDEN CREATIVES



HOUSE OF SCANDINAVIA

