Create Converge Events Report Period 6 to November 2019

Publications

Led by Filmby Aarhus and VIA

We are hugely proud to present our new Create Converge book:

Storytelling Beyond the Screen

Danish: https://filmbyaarhus.dk/ny-publikation-storytelling-beyond-the-screen/
English: https://filmbyaarhus.dk/new-publication-storytelling-beyond-the-screen/

Filmby Aarhus and VIA Film & Transmedia, with great contribution from University of Hertfordshire and lead partner Dundee City Council, have been working on a contribution to the review of opportunities with an anthology on XR. Now the book has landed, and it's called Storytelling Beyond the Screen. While working on the book, we have collaborated with two educational institutions (VIA and University of Hertfordshire) and several private companies who have contributed to the book's content.

Filmby Aarhus has also written an article about the book, linking to both an e-reader and a downloadable pdf, where we can track how many times, it's downloaded.

DK: https://filmbyaarhus.dk/ny-publikation-storytelling-beyond-the-screen/

ENG: https://filmbyaarhus.dk/new-publication-storytelling-beyond-the-screen/

We have also done an initial print-run of more than 1000 copies. Most have been distributed to students.

We are planning a book reception, which will take place on Wednesday, December 11 2019.

Led by subatomic

We expanded on an article originally published for the BASE conference, and this is scheduled to be published as the first of a series of 12, in January 2020.
https://baseconference.amsterdam/

https://medium.com/@melinda.jacobs/scale-up-step-back-move-forward-ed6458512832

Scale up. Step back. Move forward.

Melinda Jacobs [Follow]
Jan 27 · 6 min read

Based on initial observations made at the 2019 BASE conference on how to Build, Advance, Sustain and Elevate businesses. A contribution to the Create Converge project which is supported by the European Union North Sea Region Programme.

Scaleup   Startup   Vision   Company Culture   Growth Mindset

8 claps

WRITTEN BY

Melinda Jacobs   [Follow]

Geek interested in organization psychology, game theory, & the impact of technology. simplepenguin.co 🏳️‍🌈

The plan is to publish articles on topics including:

- Why understanding when creative companies are making assumptions about their users is important in design.
- Methodologies for testing assumptions, allowing creative companies to 'fake it til they make it'.
- Why games are a good role model when designing for human interaction with deep tech (designing for AI/ML/deep tech like a game environment (we are both the engine and the world)).
- The differences in building product teams and designing products for companies that use AI in their product.
- The challenges Gamification poses when trying to use it as a motivating factor in design, and how many approaches are actually limiting us in how we solve behavioral challenges and design experiences.
- The importance of ethical design in AI/ML and how creative companies are contributing to this growing knowledge pool.
- Exploring how to best design for humans to interact with, and understand what is going on, with AI as a creative company.

Led by University of Hertfordshire

Visualisation of inter-galactic wind in deep space

UoH worked with the team at the Keck Observatory and other collaborators to turn data into pictures using Visual Effects technology. So they helped to tell an important story in a way many more people can understand and provide insights even to the scientists. The story was published in prestigious academic journal, Nature.

Article | Published: 30 October 2019

A 100-kiloparsec wind feeding the circumgalactic medium of a massive compact galaxy
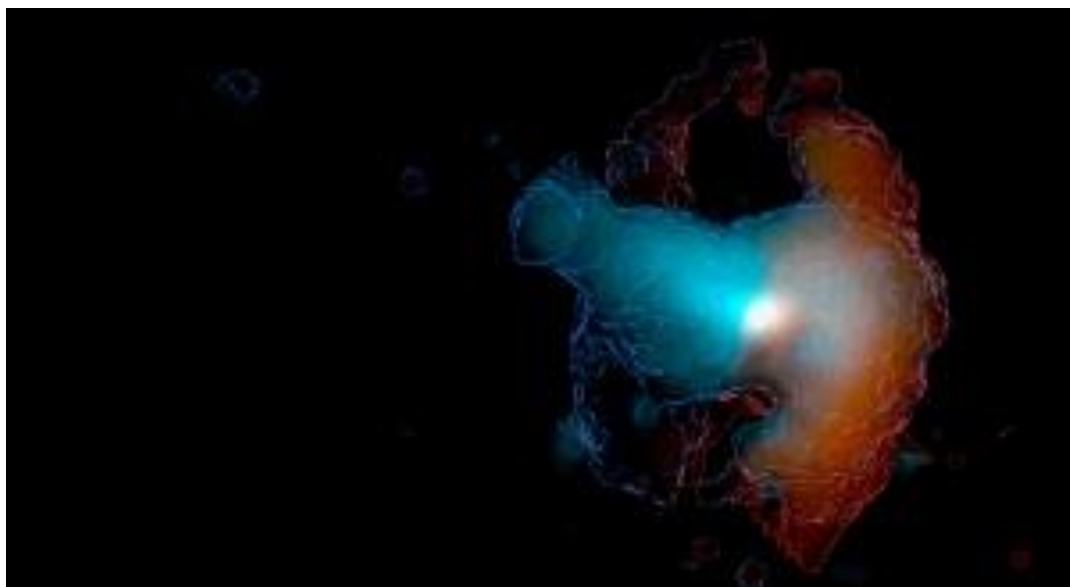
Filmfest Hamburg
Film Tourism: Filming Locations as Travel Destinations
Panel discussion and presentation
Hamburg, Germany
September 2019

Led by FFHSH

Media
[CC Website story](#)
https://www.facebook.com/createconverge/posts/2318019615082503

Summary
Since the release of Braveheart, Harry Potter and The Lord of the Rings, 'set jetting' has become an international tourism phenomenon. What inspires film viewers to travel to a place that they have seen on screen? What defines the drawing power of a filming location and how does it influence a film's commercial success and the travel experience? Focussing on urban film tourism, this panel addressed these and other questions regarding location choice, place branding, destination marketing, travel motivation and on-screen authenticity. The process of film tourism has been examined from a theoretical and practical standpoint by PhD candidate Juliette Irretier.

Guests:
Kai Hillmann, Entertain Tours
Andrea David, Set Jetter and Travel Blogger - Filmtourismus.de
Rosie Ellison, Film Edinburgh
Anna-Katharina Preuß, Film Commission, Filmförderung Hamburg Schleswig-Holstein
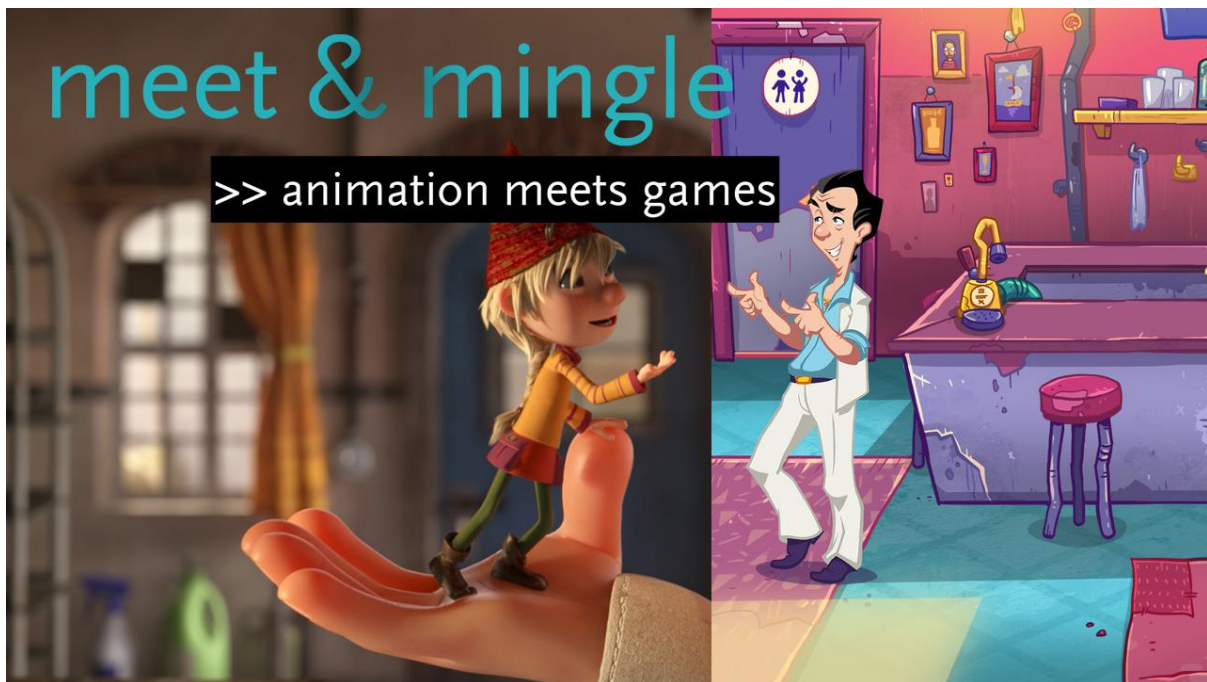**Host and keynote speaker:**
 Juliette Irretier, PhD Candidate in Film & TV Studies, University of Glasgow

Participants: 25 various Filmfest guests and 306 e-mail invitations were sent.

Create Converge helped Juliette to find the right speakers and did promotional work for the event. Here's a [great report by Juliette Irretier](#) herself.

Photo: Andrea David, Filmtourismus.de / Synke Nepolsky

Meet & Mingle Animation Meets Games
Hamburg, Germany
October 2019

Led by FFHSH

Media
https://createconverge.eu/news?url=meet%20%26%20mingle%20animation%20meets%20games%20in%20Hamburg
Create Converge:
FFHSH: https://www.ffhsh.de/de/termine/T/194522/animation+meets+games

The goal of the event was to connect people from the animated film sector with people from the games industry since they have overlapping activities but often don't know each other or do not know where to find each other. That is why we have chosen a speaker from each sector with a presentation relevant to both parties. The response was very positive, also in terms of partnership: Create Converge had teamed up with the newly assembled gamecity:hamburg. The new team started in summer 2019 and we immediately began discussing a joint event. The event was supported by the Hamburg Chamber of Commerce and the SAE Institute that provided us with the location.

https://www.sae.edu/deu/

Speakers:
Maurice Hagelstein, Tiny Roar
Dirk Beinhold, akkord
Host: Dr. Jan Asmus, Head of Administration at Filmförderung Hamburg Schleswig-Holstein.

The event was a Film Fireside chat with Maurice and Dirk, hosted by Dr. Jan Asmus, FFHSH.

Programme:
Maurice Hagelstein: "Was that really necessary? - How We Revived Leisure Suit Larry In Times Of #metoo"

Maurice Hagelstein is the Game Director of Indie Studios Tiny Roar and was involved in the reboot of the infamous point-and-click adventure Leisure Suit Larry. In his lecture, he spoke about the challenges he faced during the development and how he dealt with the expectations of the fan base that has grown over decades of the game series.

Dirk Beinhold: "THE HEINZELS - About the (not only nightly and secretive) work of creating a new brand from a dusty German legend"

After six years of work, amongst others in the Hamburg based studios of Akkord Film, THE ELFKINS - BAKING A DIFFERENCE will be finally released on January 30, 2020 accompanied by the appropriate merchandise on the shelves. Producer and managing director Dirk Beinhold, who had also the inspiration for THE ELFKINSl told us how this happened and what obstacles had to be overcome.

85 participants from 35 different companies have attended the event and networked till late after the two presentations and the fireside chat.

Invitations have been sent you via direct mailing to 340 people, via facebook and the newsletter of the Chamber of Commerce.

VRHAM!
CC Residencies
Hamburg, Germany
June 2019
https://www.vrham.de/en/

Led by FFHSH

Media
Facebook:
https://www.facebook.com/createconverge/posts/2258101004407698
https://www.facebook.com/createconverge/posts/2272120949672370

FFHSH: https://www.ffhsh.de/de/Magazin/News/2019/20190607-vrham-hamburg-residencies-create-converge.php

Create Converge: https://createconverge.eu/news?url=board-games

VHRAM! Was newly created in 2018.

FFHSH collaborated with VRHAM! and organised a CC Residency for VR/XR-Projects: one national and one international project has been chosen to come to Hamburg the week prior to the festival (3-7 June, 2019) to work with a mentor on their projects. The result was showcased during the first week end of VRHAM! (7-15 June, 2019).

The call for projects was published in January and re-posted in February 2019. In early April the two projects out of six national and 23 international entries were selected:

BE B:E:R:N:D
The game, whose name was randomly created in a chat, mixes virtual reality, augmented reality and text-based retro adventure for a new gaming experience. Developed by students from Ernst Busch University of Performing Arts, the story actually takes place in Berlin, however, the tale has been relocated to Hamburg especially for VRHAM!. The task: no less than saving the beautiful Hafencity from the effects of climate change. The playing field consists of a Hamburg map on which the game characters travel to different locations to complete tasks. The game is played with four people, with each participant receiving different information. One person plays the navigator, who communicates information from a screen to the group, while someone else wears VR glasses, dives into the augmented reality world and sees things that remain hidden from the other players. Team work is essential to master the game.

Cocotte-Minute
"Cocotte-Minute" is less a game and more of an interactive narrative from three promising artists, Gabrielle Roque, Louis Wade and Teddy Aymard from France. It is a Film Noir trip with VR glasses where you are drawn into the game as a character. Players take on the role of an illusionist, clairvoyant, hypnotist, journalist or pickpocket and explore six areas of a magical mansion. Players must decide whether to follow the main story or let themselves be guided by various secondary strands of the story. However, it

is impossible for one character to explore everything, so all participants have their own personal, immersive VR real-time narrative.

The residency took place from 3-7 June, 2019. The two teams were mentored by Michel Reilhac (Cocotte Minute) and Petr Legkov and Farina Hamann from Salt & Pepper VR (BE B:E:R:N:D).

Michel Reilhac has by chance already been familiar with Cocotte Minute which was very fruitful for the collaboration. Both teams were extremely thankful for the opportunity to work with specialists during five days on their projects and took a lot out of it. Thanks to the concentrated work with their mentors they were able to make a big step forward. They developed their projects into a first stage for exhibition and VRHAM! Visitors were able to play BE B:E:R:N:D and to explore Cocotte Minute during the first week end of VRHAM! Festival.

The residency was one of the biggest success stories of VRHAM! Festival and shall be continued in 2020 with slight modifications: if feasible, the projects shall be exposed throughout a longer period of the festival to give more visitors the chance to see what has been developed during the residency.

Baltic Dev Days 2019
Mobile Games Success Story

Kiel, Germany
September 2019
https://www.balticdevdays.com

Led by FFHSH

Media
https://www.ffhsh.de/de/termine/T/194528/Mobile+Success+Story+What+%28film%29+projects+can+learn+from+the+success+of+mobile+games

https://www.facebook.com/createconverge/posts/2314166742134457

https://createconverge.eu/news?url=mobile-success-story-workshop

"Von der Couch zurück in den Kinosaal"

Mobile Success Story What (film) projects can learn from the success of mobile games. A Workshop with Christian Fonnesbech during Baltic Dev Days 2019.

Creating a media career is not getting easier. New formats, new channels, new business models ... everything is constantly changing. Meanwhile, the mobile games business seems to have mastered what works in a networked and globalised world. What can other media learn from this?

The workshop, led by video game consultant Christian Fonnesbech, applied the basic lessons from the mobile and service-oriented games business to other media. Participants had the opportunity to pitch their own ideas in the context of the demands of new business models. They were also presented with case stories and experiences from the cutting edge of games and media business.

The workshop was kind of an eye-opener for the 12 participants. All of them had the opportunity to take part in the whole program of Baltic Dev Days after the workshop.

Participants: 12 participants from seven companies
Invitations were sent to 236 recipients.

After a first overview on Christian Fonnesbech's career from film producers to a well acknowledged mobile game developer and consultant,   all participants have been asked to build teams of two consistent of a participant with and a participant without a project. The teams were asked to work on the project on the following questions:

- Describe the project
- Ask yourself how it will earn money?
- How will it become valuable?

After the teamwork part, each project has been presented to the group and for some participants it turned out, that there will be a lot to do in terms of project development.

Business ideas included:

- A toolkit to build VR/AR apps for content provider to shift print into a VR/AR world
- The plague doctor: a supernatural horror feature that turns from film into game
- Turning the well known German crime format "Tatort" into a game structure using AR and VR
- Interactive experiences for documentary films

All teams received immediate feedback and questions from Christian pointing out that it is essential to know HOW the project will earn money and that the purpose is important!

Christian's Assumptions (Not):

If there is a market for this, there must be a market for that.

A small local audience = a huge global audience.

Innovation is always a good thing.

We can do the business development at the end.

Key to development:
As yourself: What works on the internet?

Google and Facebook have taken over the world, ad agencies may be struggling.

Mobile games: 25% of game business platforms (marketplaces) because you can play them EVERYWHERE.

What is a platform? Goal is to consummate matches among users. Because they don't own resources, they can grow faster.

You should finish with short exploitation windows and projects that only sell once. You need to find a viable product and test it. Check: is there an audience? And: interact with the audience.
Find out, what they want.

How?
Longest possible launch window - 'the show never ends'.
What interactions could happen around core games?
Is it scalable?
Between players and creators?
Between players/fans?
Between players and universe?
Is there an ongoing story to tell?

Goals:
Having fun, having fun together. If it is not meant to connect, it is not meant for the internet.
Players creating value for each other: the network effect.
A lasting network of returning users.
Real and USABLE data collection.
Multiple revenue sources.

HOBBY: has a lot of revenue sources so can be a long term thing.
For example:
WTF by Marc Maron: is a podcast for free and for 1$ / month users get access to exclusive stuff.

A company that grows in value even if the first game does not hit: you need a "franchise builder".
Q: Who is your franchise character?

Key tip:
A loyal audience: mailing list is GOLD.
For example: Malmö company for REDDIT: 1 million registered users.

Investor lessons for games

Red Light – pay attention:
Passion does not suspend the laws of business
NO: something that can be sold in a box
NO: No business development after the product is ready
Need: Long term goal, strategy and plan
Need: a balanced company (between artist and business)

Yellow – attention:
Survive your first-time hubris.
Separate creative from commercial.
Make something different – but not too different (eg: don't mix genres).
Founders build audience EVERY DAY.
Know the market NOW.
Don't reboot after each project! (but do build a franchise).
Make sure there is something to own.
Test for the audience and the market.

Only ONE GREEN Light:
Your product must keep people's attention.

21st HCI International Conference (Human Computer Interaction)

HCII 2019 (Human Computer Interaction International)

Human-Computer Interaction. Perspectives on Design
Author-Driven Approaches to Computational Narrative Design for Games
Presentation by David Tree, University of Hertforshire
Florida, USA
June 2019
http://2019.hci.international/index.html

Led by UoH

Paper on above by David Tree and Alessio Malizia, University of Hertfordshire
Proceedings published in Lecture Notes for Computer Science (Springer)
https://link.springer.com/chapter/10.1007%2F978-3-030-22646-6_43

HCII is an international forum for the dissemination and exchange of up-to- date scientific information on theoretical, generic and applied areas of human computer interaction. It is exceedingly prestigious that David Tree succeeded in having a paper accepted and was a significant opportunity to promote CC.

HCII 2019 was held under the auspices of 18 distinguished international boards, and attracted over 2,000 participants from more than 70 countries around the world.

International Symposium for End User Design 2019

Hatfield, UK
July 2019
https://sites.google.com/site/iseud2019/

Led by UoH

Held at University of Hertfordshire
Expertise was given by the CC Lab G+VERL team in the Peer Review of papers and the project was represented by Local Chairs.

https://link.springer.com/book/10.1007/978-3-030-24781-2

Software developers cannot easily anticipate idiosyncratic needs of end-users that are not always known at the time software is designed and developed, but rather emerge during use of systems and services, as this use is embedded in practice in a specific context. End-user development is a field that aims to empower end-users who are not necessarily experts in software development, to create their own software to address their specific needs. End-user development is an interdisciplinary field that traditionally relates to areas such as psychology of programming, empirical studies in software engineering, human computer interaction. Technological trends like ubiquitous computing, tangible and embodied interaction, and the internet of things, have renewed the interest in end-user development for diverse audiences looking into industrial design, online communities, open innovation and crowd sourcing.

IS-EUD is a bi-annual event, that gathers researchers interested to extend our knowledge about how to design end-user development technologies and to provide scientific accounts of phenomena surrounding end-user development practices. IS-EUD cuts across application areas such as ubiquitous and wearable computing, online communities, domotics, robotics, games, etc.

IS-EUD 2019 focuses on applications of EUD in Smart Environments. Indeed, end-users are called on to become end-user developers of systems that encompass a variety of software and hardware components, such as smart homes, smartphones, smartwatches, interactive displays, as well as any other interactive device available in an Internet of Things setting. One of the main application of such systems is Smart Environments that become modular systems in which humans are embedded. Also,

Cloud Computing and Artificial Intelligence (AI), are enabling smart environments and promise to make them increasingly common in many parts of our lives: smart homes, transports, healthcare, smart factories and consumer products are only a few of the most talked about outcomes. In this symposium, we propose to discuss progress in research around end-user development through, or towards, methods, socio-technical environments, intelligent agents, as well as the most effective end-user programming paradigms for smart environments.

this.2019

Aarhus, Denmark
October 2019
https://thisnordic.com/
https://thisnordic.com/speaker/mannd/
https://thisnordic.com/speaker/x-ray-fashion/

Led by FBA

The Ultimate VR Experience - Future of Storytelling & Audience Engagement

Create Converge was a partner in this., an annual conference and festival in Aarhus focusing on The Future of Digital Storytelling & Audience Engagement. It offers insights and experience through a line-up of renowned speakers giving their perspectives on new trends in relation to digital media, branding, gaming, series, tv, film, podcast, and innovative business.

The conference challenges the mindset that future storytellers must have – whether they are a content producer or a representative from digital media, an international company or a public organisation.

Create Converge was a co-creator of two events/masterclasses.
See more pictures at https://thisnordic.com/this-gallery/
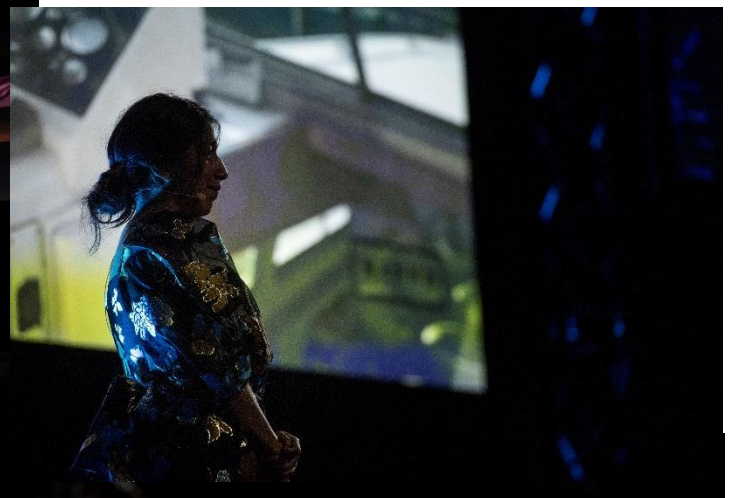
Masterclasses with MANND

Create Converge was the co-creator of a masterclass/talk during this.2019 with the Aarhus-based VR company MANND. In the evaluation report for this.2019, the masterclass with MANND turned out to be the third most popular and best rated (72,7 % rated the talk 5/5).

The award-winning VR production house MANND was founded by Maria Herholdt Engermann and Signe Ungermand who both have a background in filmmaking, specialized in sensorial hybrid VR installations.

MANND's mission is to develop and challenge the use and understanding of immersive media in order to create the next era of branded content, film and shared experiences.

Multiple of MANND's VR installations have been exhibited at some of the largest A-ranked film festivals across the world, including Cannes and Venice Film Festival, gaining both national and international recognition.

In their session, MANND talked about the future of storytelling with VR, and what others can learn from using new technologies.

https://thisnordic.com/speaker/mannd/

This. 2019 Audience Feedback - this. conference

Please mark your top three sessions at this. conference

Session	Percentage
'Branding the UN Goals to 7 Billion People' - Jakob Trollbäck, Founder and Executive Creative Director, The New Division	48,50%
'From Constructive News to Constructive Storytelling' - Ulrik Haagerup, Founder & CEO, Constructive Institute	47,10%
'The Ultimate VR Experience' - Maria Herholdt Engermann & Signe Ungermand, Founders, MANND	44,10%
'Developing and Scaling to Global Impact' - René Rechtman, CEO, Moonbug Entertainment	41,20%
'Trust as the Key to Success' - Gert Tinggaard Svendsen, Professor of Political Science, Aarhus University	35,30%
'Streaming Wars - What Does it Mean for The Industry?' - Keld Reinicke, Media Executive & Series Expert	30,90%
'10 Ways to Diversify & Inclusify Your Life' - Charlie Henniker, Head of Film Production, The LEGO Agency	30,90%

Premiere of X-Ray Fashion

https://thisnordic.com/speaker/x-ray-fashion/

During this.2019 Create Converge co-hosted the Danish premiere of the full award winning VR-hybrid-experience XR-Fashion. After the event, a video with the audience's very positive reaction and many new thoughts was produced:
https://www.facebook.com/manndk/videos/1492668554240036/

Filmby Aarhus wrote an article about the upcoming Create Converge partnered Danish premiere of "X-Ray Fashion" during this.2019:
Danish: https://filmbyaarhus.dk/x-ray-fashion-premieres-in-aarhus-at-this-2019/

'X-Ray Fashion' is a VR documentary that tells the darker story of garment production within the fast-fashion industry. As an audience, you are invited on a journey to see and feel every aspect of the fashion supply chain; from the glamorous catwalk shows in New York to the inside of a sweatshop in India, to the afterlife of clothing once we are finished with it.

This VR experience is implemented within a physical installation where physical effects compliment the visuals. The audience walks barefoot through the different stages of garment production, feeling shifting terrain, wind, heat and water. The goal is to put audiences in the shoes of the supply chain to make them experience a deep state of presence within the piece and take the message about sustainable fashion to heart. This experience hopes to be an eye-opener, a conversation starter and hopefully the beginning of a changed consumer mindset.
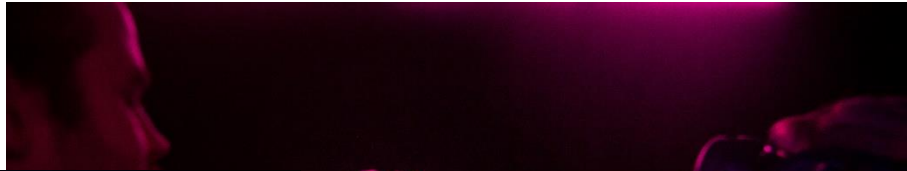
X-Ray Fashion was officially selected at the La Biennale Venice Film Festival VR competition in 2018. X-Ray Fashion has been nominated for two Webby Awards within VR: Interactive, Game or Realtime & Best Interaction Design. The experience is also nominated for the London VR Award for Best VR Social Impact Award.

SLUSH 2019

Helsinki, Finland
November 2019
https://www.slush.org/events/helsinki/

Led by FBA

Create Converge is hugely grateful to **Christian Nyhus Andreasen** for flying the flag on behalf of Create Converge courtesy of Filmby Aarhus. Christian is Head of the Ideas Lab Incubator at Filmby Aarhus.

SLUSH 2019 recap

Slush is a world leading start-up and tech event. Slush facilitates meetings between the founders of start-ups and investors such as venture capitalists, through matchmaking and pitching competitions. Slush aims to build a worldwide startup community.

Here's what Christian had to say:

The concept used for the outreach activities were personal meetings with various creative startups and creative-tech startups, as well as "being available" in general.

In advance of SLUSH, I created a personal profile in a meeting-tool, created by the SLUSH organization.

The outcomes of SLUSH were a total of 32 meetings falling into the following groups:

- Founders of creative- and tech startups from Finland, Poland, Ukraine, Denmari, Norway, Sweden, Germany, Luxembourg and France.
- Public and Corporate start-up ecosystems or facilitators
- VC's, investors and CVS's that have a history of investing into startups based on or significantly using creative competencies
- Random meetings,

In general, I evaluate the SLUSH event as having been very successful. While the concept of face2face meetings made the outreach in terms of numbers of individuals touch relatively small (½ hour meetings and a few breaks) compared to, if we had been giving a Talk.

However the quality of the meetings were much higher than any Talk would have yielded, and ***founders, ecosystem parties and investors often expressed what came over as genuine admiration for Create Converge.***

Christian also provided an incredibly helpful recap of meetings where Create Converge was explained and possible partners/contacts/knowledge-bearers and people of general interest met the project. So fantastic food for thought for follow up!

Slush 2019 in Pictures
https://www.flickr.com/photos/slushmedia/albums/72157711887382201
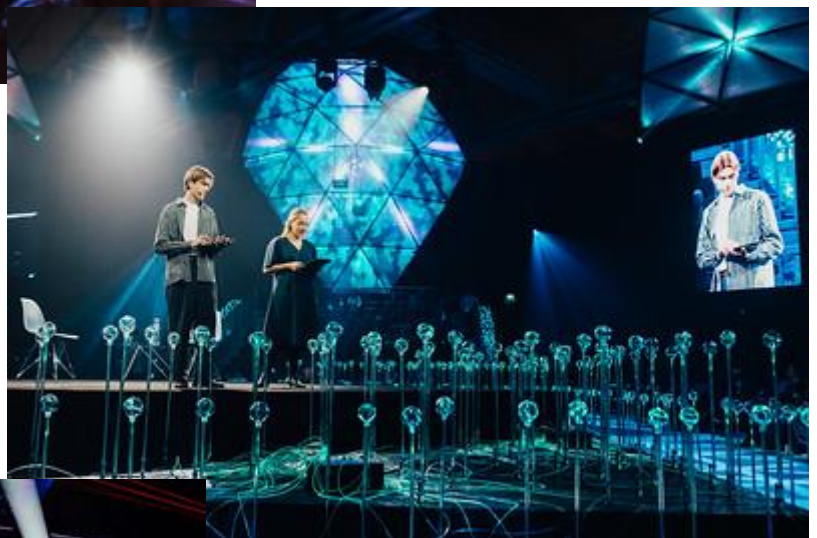
Copenhagen TV Festival 2019
Copenhagen, Denmark
August 2019
https://copenhagentvfestival.dk/

Led by VIA

VIA participated in the TV-Festival in Copenhagen, which is a conference with participants from all over the Danish and international tv-industry. At the conference there are presentations, talks and discussions from industry insiders, creatives and researchers.

In August, VIA's Rune Lunell, Louis Thonsgaard and Henrik Højer headed to Copenhagen for the 2019 edition of the TV-Festival. The festival is a conference for the Danish television industry and for media scholars and it revolves around the current state of affairs in television and what is to come.

Obviously the digital revolution and what that means to the industry has been a cornerstone of the program for the last few years. As always the sessions included guest from all over the world, among them David Ciaramella of K7, Pamela Adlon, creator of Showtimes Better Things, and sessions on cooperating with 'streaming giants' like Netflix and HBO.

The festival is great place to get a grasp of the potential and the challenges the television industry sees in new forms of digital distribution and producing, including the integration of new storytelling formats and new technologies.

At the 2019 festival we attended sessions and lectures on both how to create content in the age of digital television and also on distribution user behaviour and the facilitating interactive participation.

DR and TV2, the largest Danish broadcasters, talked about their future strategy and about how they will meet the many new technological possibilities and challenges they face. We also attended talks by the creatives behind HBO's Chernobyl and presentations on the future of branded content. Lego also did a very interesting session on how they use the concept of 'storyworld' when working creatively and how this change of focus has been facilitated by new technology and the potential for interactivity. The users are becoming co-creators and we have moved from 'push' to 'pull' in terms of distribution. An that might be the y great take-away from the 2019 festival; that all the big players of digital storytelling, including the 'old' tv-networks have come to terms with 'the new normal'. New technologies demand new ways of telling stories and new ways of connecting with your audience. If you do not adjust they will go elsewhere especially when it comes to millennials and the generations following.

Festival sessions can be watched here:
https://copenhagentvfestival.dk/video/

Led by FFHSH

Mind the progress
Hamburg, Germany
June 2019
https://kreativgesellschaft.org/en/calendar/mind-the-progress-2019/

Mind the Progress goes into the second round: This year the congress is once again devoting itself to the multifaceted relationship between creativity and digitalization - 2019 with the guiding principle of Facing Complexity.

Mind the progress is a very progressive conference where all kind of sectors are mixed - people working in a creative field, people from institutions and people from the industry interested in exchange with creatives.

Reeperbahn Festival Conference
Hamburg, Germany
Sept 2019
https://www.reeperbahnfestival.com/en/conference/about

Reeperbahn Festival is Germany's largest music platform for the music and digital industry. The Reeperbahn Festival Conference offers industry professionals a programme that includes more than 300 sessions, networking events, meetings, showcases, and awards shows. In 2019 about 5,900 professionals and media representatives from 55 countries attended Reeperbahn Festival.

Conference Day, dedicated to film & future in collaboration with EFM Horizon and the networking reception linked to this conference
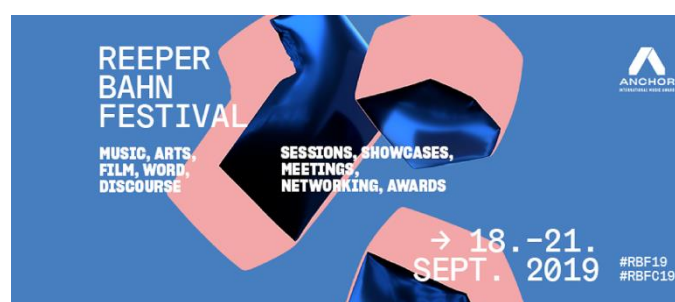
Now for special extra reports by:

subatomic

Screen South

Media Evolution

Abertay University

All powerhouses of activity and dedication!

Led by subatomic

Melinda Jacobs spoke on ethics and technology at the EMERCE Next! in June in Amsterdam, and the humanities/creative industries role in the data points collected for training this technology.
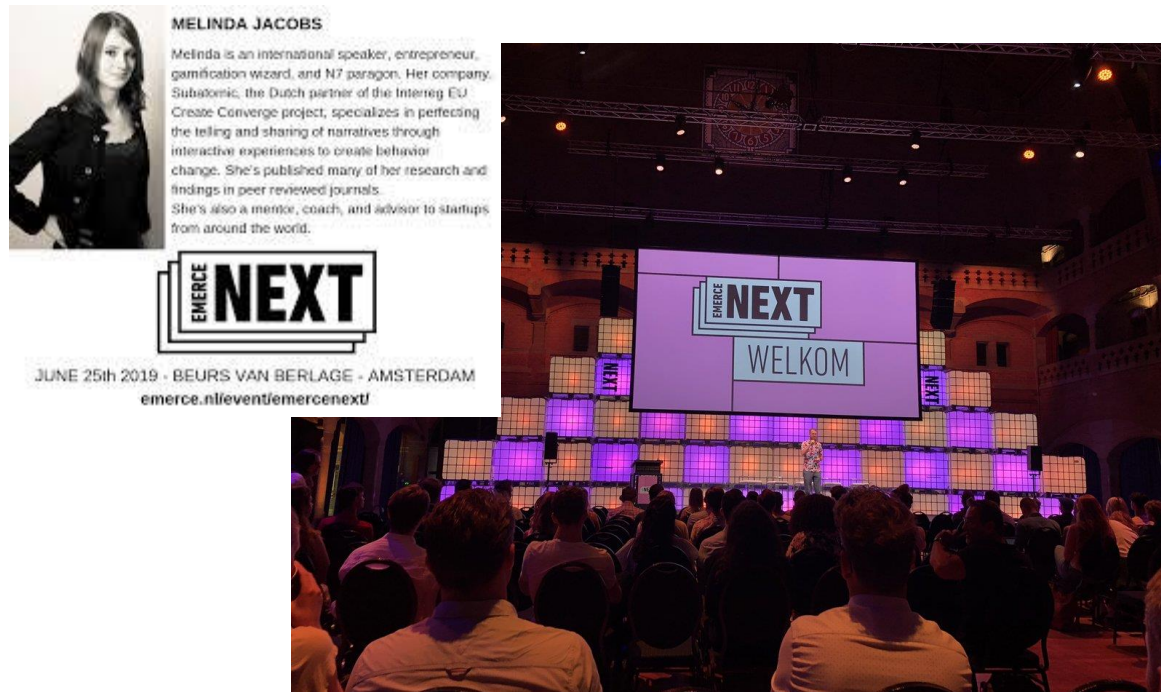
We attended The Lesbians Who Tech Summit, to represent the LGBTQ+ side of the creative industries, as well as being a co-founder of the LGBTQ STEM Berlin group, a group dedicated to promoting visibility in STEM fields for LGBTQ colleagues, of which Create Converge is, of course, a part of in our cross-disciplinary approach. There are plans to continue these events into 2020, including a cross-country collaboration between the Netherlands, the United Kingdom, and Germany at several Pride events around the world.
https://lesbianswhotech.org/london2019/

We also participated in attending industry events like **gamescom, Web Summit, and Tech Open Air Berlin,** reaching out to creative companies in side meetings and exploring startup exhibit floors to find out relevant trends and questions.

In addition, we spoke in Estonia, Tallinn on the differences in building product teams and designing products for companies that use AI in their product and how this affects the creative industries.

Coming up in the next quarter, we have been invited to give a talk at the Big-Data.AI Summit on how the creative sectors will impact the ethics of technology and how daily, non-technical design decisions are a greater impact on the future of technology (a project started last year).

More information is in Melinda's special report.

Led by Screen South

See our special report by Screen South.

Just one example of many – New Creatives:

Led by Media Evolution

Again just one example of many....

Superfredag

Superfredag: Seminar & Mingle: "Diversify your communication – The time is now".
Date: October 25, 2019.
Malmö, Sweden

Led by Abertay

Abertay showcased activities through an **invited talk at SINA, Macau** China (November 2019). SINA 2019 is a large technology company owning Weibo. This invited talk presented the ethos of Create Converge and showcased five WP4 demonstrators in healthcare and physics-related game innovations to an audience of ~50 representatives from Chinese games and technology industries, including Tencent, Perfect World and Alibaba, and Chinese HE institutions.

Abertay has now completed how-to guides and code repositories for custom controllers and will demonstrate these at the Association for Advancement of Sciences 2020 in Seattle.

Central to this work is upskilling of the AR/VR sector through demonstrators that make use of state of the art game engines and low-cost hardware. This was showcased to professionals and leaders in the games sector at the InGAME launch showcase (13th May 2019) and to the UK Parliament Digital Culture, Media and Sport Committee. Also highlighted was the Virtua Walker – another CC demonstrator challenging contemporary assumptions about VR Experiences – to the games sector (industry and academia) at the Wandering Games Conference, Bangor, UK (2019) and at the Im/material event on virtual encounters with material world.

http://wandering-games-conference.bangor.ac.uk/

https://www.gla.ac.uk/research/az/immaterial/

https://www.gla.ac.uk/research/az/immaterial/events/#im/material:designpracticeimmersiveexperiencesandmakingfutureplaces,im/material:vrimmersionandnarrative

Bio Dundee 2019

Dundee, Scotland, UK
May 2019
https://www.biodundee.co.uk/international-conference

Led by Dundee City Council/Digital Dundee/TayScreen

Video links - https://www.youtube.com/watch?v=03xiUyjt3lc

About

The title of the 2019 conference was 'Life Sciences and Healthcare: Transforming the Future'. The 19th BioDundee International Conference, accompanying exhibition and networking opportunity took place at the city's West Park Conference Centre. It was accompanied by a Networking Reception and Gala Dinner with keynote speaker, leading games and digital entrepreneur, Chris Van Der Kuyl.

The BioDundee International Conference is an excellent forum to showcase excellence, bringing together the key people and organisations involved in Life Sciences, Healthcare and associated sectors across Scotland and beyond.

Create Converge was a sponsor for the Digital Translation session and Gala Dinner with the logo featured on the programme, overhead screens, and table information. Permission was also obtained to interview certain speakers including Dr Ken Sutherland, President, Canon Medical Research Europe.
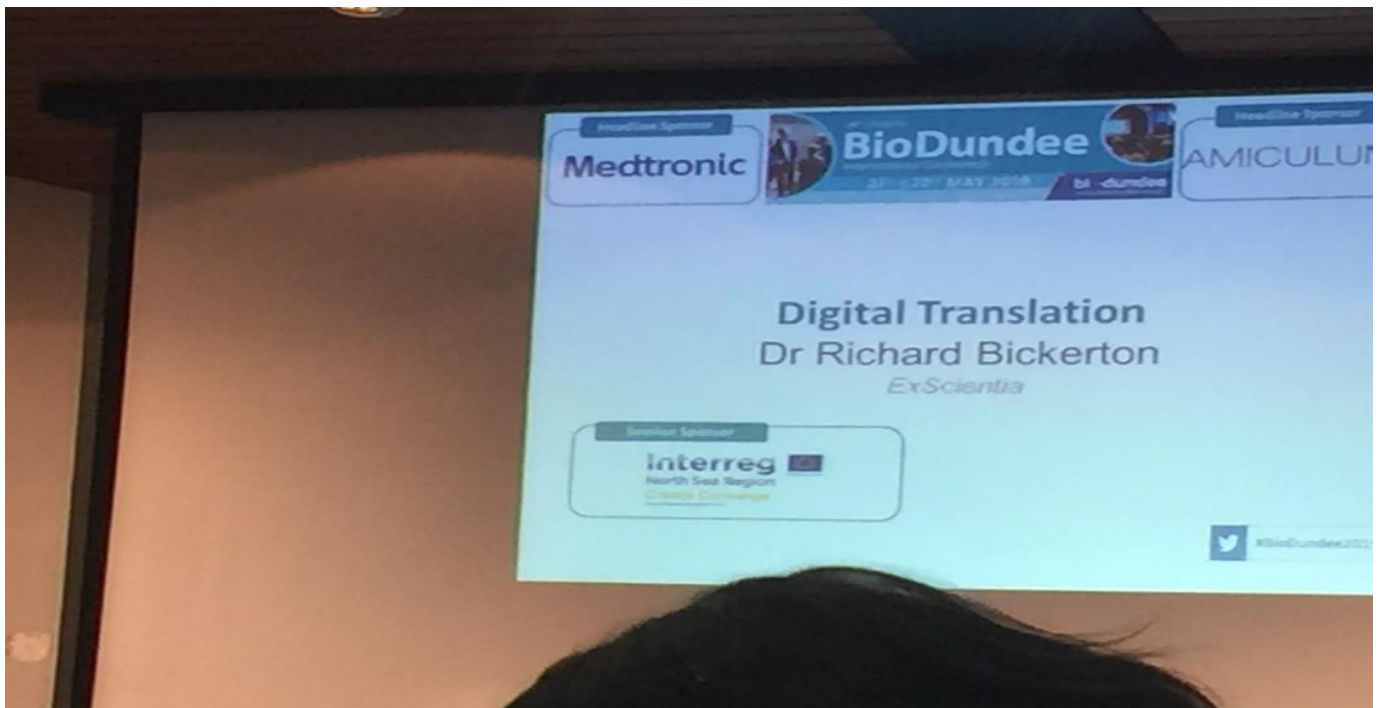
https://www.biodundee.co.uk/sites/default/files/sites/default/files/site-media/Bio2019_prog_May2.pdf

Established
This was the 19th conference with the event having started in 2001.

Exhibitions
Companies and universities participating in the conference had the opportunity to be part of an exhibition to highlight areas of research. Create Converge had an exhibition stand that offered an excellent platform to engage with delegates and promote the project and interaction between using creative/digital/tech and bio-medical for marketing, promotion, service delivery and to inform R&D.

Delegates

The 2019 Festival event attracted over 120 delegates from the UK and EU. The delegate list is restricted due to GDPR but a list of organisations attending was supplied.

Delegate Profile

The festival draws delegates from public, private and educational biomedical sectors.

Conference
Strands:
Digital Translation
What's Hot?
Precision Life Sciences
Pitch Perfect
Interdisciplinary Research

Key Takeaways – Session Examples

Event overviews:

The Digital Translation Session
https://www.sutherlandglobal.com/services/digital-transformation
https://research.eu.medical.canon/about/leadership/ken-sutherland

Dr Sutherland is a Director of the Board and is responsible for all aspects of the strategic development and operational control of Canon Medical Research Europe. He highlighted a multi-pronged digital approach towards diagnostics and healthcare including design services to enable a human-centric approach to digital transformation, Design Research to see the world through customers' eyes and understand their complex relationship with the world around them and Digital Design to translate ideas into concepts and solutions.

Session 2: DIGITAL TRANSLATION

SPONSORED BY: Interreg North Sea Region Create Converge

TIME	SPEAKERS / THEMES / EVENTS
13.15 - 13.20	Session Chair: Professor George Crooks, Chief Executive Officer, Digital Health & Care Institute
13.20 - 13.45	Speaker: Dr Richard Bickerton, Chief Informatics Officer and a co-founder of Exscientia
13.45 - 14.10	Speaker: Chaloner Chute, Chief Technology Officer, Digital Health & Care Institute
14.10 - 14.35	Speaker: Dr Ken Sutherland, President, Canon Medical Research Europe

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19TH ANNUAL
BioDundee
International Conference
21ST & 22ND MAY 2019
bio-dundee
www.biodundee.co.uk

Networking Reception
& Gala Dinner Sponsor
Interreg North Sea Region
Create Converge
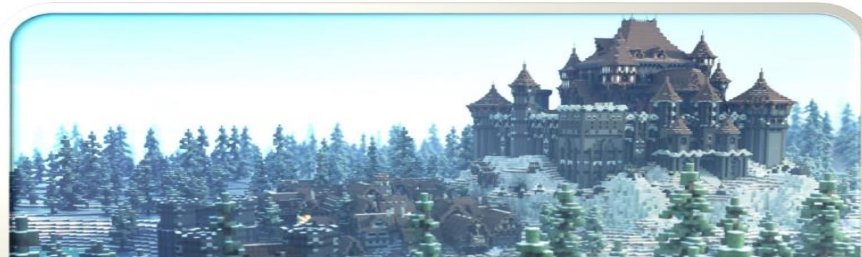
Minecraft

Edinburgh International TV Festival 2019

Edinburgh, Scotland, UK
August 2019
https://www.thetvfestival.com/
Video links - https://www.youtube.com/channel/UC_bbrKG3Jqj_zDxnkGNoNjQ

About

The Edinburgh TV festival is one of the most prestigious media events in the UK. The event brings together all parts of the television and digital world to highlight and debate major opportunities and challenges.

The Festival is famous for its provocative, informative and entertaining sessions, all created by seasoned TV producers ensuring they are of the highest quality and relevance. The event offers more than 70 keynotes, debates and masterclasses and extensive networking opportunities.

The Festival also run two talent schemes – "The Network" which gives brand new entrants a vital first step into the TV and digital industries and "Ones to Watch" that supports those at the early stages of their career.

Established

Starting in 1976, the Festival takes place every August at the Edinburgh International Conference Centre.

Exhibitions (if any)

There is an exhibition of new initiatives and technologies being adopted by sponsors such as Youtube and UK broadcaster BBC.

Delegates

As is usually the case, the 2019 Festival event attracted over 2000 delegates predominantly from the UK and EU.

Delegate list

The delegate list is only available through the event mobile app and cannot be downloaded or exported. It is known that the list is widely reviewed by most delegates for networking purposes. A delegate pass includes this listing and offers a promotional opportunity.

Delegate Profile

The festival draws around 2000 delegates from major networks and media and digital production companies internationally.

Conference

Strands:
Keynotes & interviews
Controller sessions - multiple sessions with major UK broadcasters
Masterclasses - such as The making of a mega doc, The capture masterclass: when seeing is deceiving (use of VFX and other tools), Top boy masterclass: from street to screen
Awards
Networking

Panels including:
What's new with youtube originals
Equal writes: how to get more women in the room
State of the tv nation
Breakout talk | commissioning in the age of digital: where art meets science
Lightning talk | winning wider audiences with immersive storytelling
Edtalks: changing the world one show at a time
Meet the US commissioners
Show me the money! – the new cash comes to Edinburgh
Lightning talk | using social video to grow your tv audience
Dancing with dragons: how to get a commission in China
Lightning talk i the critical problem you don't know you have: the power of people data
Breakout talk | casting partners, not brands
Lightning talk | empowering creative talent

What young audiences want – e4 live pitch

Getting the global greenlight: meet the international commissioners

Key Takeaways – Session Examples

Event overviews:

https://www.ibc.org/create-and-produce/edinburgh-tv-festival-roundup/4369.article

https://www.thedrum.com/news/2019/08/23/britbox-amazon-channel-4-and-quibi-set-out-their-unique-vision-the-future-tv

Session examples

Breakout talk | commissioning in the age of digital: where art meets science

D[...]
g[...]
and analysis to assess ideas before they go into production, and how they are identifying new, opportunities.

The session was chaired by Emily Morphy, senior sales director, Tubular Labs with panellists James Smart, group social media manager, Channel 4; David Wilding, director of planning, Twitter UK; Niki Page, head of factual & factual entertainment, acquisitions, Sky Vision.

Youtube - https://www.youtube.com/watch?v=NPGLsCYk5rE&list=PL0vfD77BRT94_D0UpYOo67_NVoOfUnL5p&index=35&t=0s

Lightning talk | winning wider audiences with immersive storytelling

VR is a powerful way to engage with audiences and use of immersive should absolutely be considered to convey information and persuade audiences to connect with it. But there are challenges in that there is still not widespread consumer use of VR headsets. However, access to headsets is being facilitated by the public and educational sectors so these are helpful routes for making practical connections with audiences.

BBC Virtual Reality toured over 150 libraries across the UK during 2019 with three VR experiences to widen engagement with immersive and research audience responses.

The session was presented by Zillah Watson, Commissioning Editor for Virtual Reality at the BBC, head of the BBC VR Hub and executive producer of critically acclaimed VR experiences for the BBC including Damming the Nile, Make Noise and Nothing to be Written. She led the development of 360 VR for BBC News and is the author of VR for News: The New Reality, published by the Reuters Institute for the Study of Journalism in 2017.

At libraries, people were able to try out VR experiences from the BBC, like Congo VR and 1943 Berlin Blitz. The BBC VRHub worked with Working with Libraries Connected and the Scottish Library and Information Council. www.bbc.co.uk/vrtour

Zillah Watson, head of BBC VR Hub, said "Virtual reality is an extraordinary way to experience a story, by immersing yourself in it completely you get a huge connection to it. The trouble is that headsets are expensive, and only a very small number of people have them at home. That's why we wanted to bring some of our favourite experiences out on the road, and by putting them into local libraries across the UK we're hoping to give everyone the chance to try out virtual reality."

Congo VR - a three-part news documentary series that takes viewers into the heart of the Democratic Republic of the Congo, one of Africa's most dangerous and beautiful countries. Viewers go on assignment with BBC Africa correspondent Alastair Leithead, and get up close and personal with rare lowland gorillas, journey with the UN in an

armoured vehicle to a refugee camp and visit the ruins of former President Mobutu's palace deep in the jungle.

1943 Berlin Blitz - a film in which viewers join the RAF on a bombing run during the Berlin Blitz. Placed in the footsteps of BBC war reporter Wynford Vaughan-Thomas and sound recordist Reg Pidsley, who genuinely went on this mission in 1943, viewers experience sitting in the belly of Lancaster bomber 'F for Freddie' as VR transports them high over Berlin in the midst of anti-aircraft fire. Wynford's commentary was one of the most ambitious and dangerous reports to be made during World War Two, and viewers can step into his shoes to experience war reporting as never before.

People Just Do Nothing VR - a short 360° version of a hit situation comedy.

Lightning talk | using social video to grow your tv audience

Young adults now spend over 25% of watch time on social video according to Thinkbox (2018), so broadcasters are looking to future-proof their business and are experimenting with new ways to distribute and monetize video on social. This was a workshop on what can work and actionable takeaways for using social to grow valuable audiences.

Presenters from Tubular Labs were Emily Morphy,, SENIOR SALES DIRECTOR and Lizzy D'Souza, ACCOUNT DIRECTOR. Tubular Labs is a leading global video measurement company that enables media companies to grow and monetize audiences online.

Festival of the Future 2019

https://www.dundee.ac.uk/festival-future/
Dundee, Scotland, UK
16th to 20th October 2019
Julie Craik, TayScreen/Create Converge
Video links –
https://www.youtube.com/watch?v=mqvco6kuhtc

About

Festival of the Future is a celebration of convergence across science, arts and culture. 2019 saw 60 events across 5 days in venues around Dundee. This was an excellent opportunity to sponsor events highly relevant to the Create Converge message across visual effects (VFX), AR, data and robotics. A key highlight was a session involving world-leading VFX company Industrial Light & Magic (Star Wars, Spiderman and many more).

Established

This was the third festival since 2017.

Exhibitions (if any)

The festival is for events rather than exhibitions.

Delegates

The 2019 Festival event attracted over 300 delegates from the UK and EU.

Delegate list

The delegate list is not available due to GDPR.

Delegate Profile

The festival draws delegates from academia and industry across a range of sectors.

Conference

Create Converge sponsored the following sessions. The logo was featured on the online programme and a pop-up stand was featured at each event.

HOW TO GET INTO THE VISUAL EFFECTS INDUSTRY

Start	Location	Tickets: Free, booking essential
18 Oct 3:00PM	Vision Building, Dundee Comics Creative Space, 20 Greenmarket, Dundee (entrance is off Perth Road across from the Tower building)	🛒 Book a Place
End		
18 Oct 5:00PM		

Industrial Light & Magic (ILM) VFX and animation studio staff Amy Backwell and Bimpe Alliu will talk about how to break into the VFX industry and showcase the work of ILM in blockbuster films and TV shows.

The talk will be followed by a concept design workshop where you can create your own characters and designs.

Age: 10 years+

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Creative/digital/tech to show, tell and sell.

For more info go to www.createconverge.eu

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North Sea Region
Create Converge
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Invest in DUNDEE
Bring your talent and shape our future

Share this article:

STORYBOARDING WORKSHOP
Try your hand at storyboarding a sequence for film or TV.

ANA MATRONIC DJ SET
We are delighted to welcome Ana Matronic to Dundee for this unique event. Taking place in V&A Dundee, with the spectacular backdrop of the River Tay, Ana will play a killer set of dance floor fillers. This featured use of VR.

HOW ROBOTS ARE SHAPING THE WORLD WE LIVE IN
Join us for a panel discussion on how robots are shaping the world we live in.

GREEN SCREEN WORKSHOP
A hands-on animation workshop in our green screen facility at DJCAD, where you can have a go at creating a scene and find out about the behind the scenes of production work.

HOW TO GET INTO THE VISUAL EFFECTS INDUSTRY
Industrial Light & Magic (ILM) is one of the leading global VFX and animation studios with credits from Star Wars to Spiderman.
https://www.ilm.com/
Amy Backwell and Bimpe Alliu talked about how to break into the VFX industry and showcased the work of ILM in blockbuster films and TV shows.

FRANKENPARTS! AN AUGMENTED REALITY WALKING TOUR
Join us on a short guided walking tour of Mary Shelley's Dundee.

InGAME SHOWCASE WOMEN IN GAMES
Members of the InGAME team will demonstrate how the innovation potential of the Dundee video games cluster can help effect real and lasting social change.

James Bruton: Bringing Engineering to the world of YouTube
YouTuber James Bruton brings his one man (and his robot) show to Dundee for two exclusive performances at the University of Dundee on Thursday 17 October.

Sessions also included:

MAJOR INCIDENT AND ESCAPE GAME - CAN YOU SAVE THE WORLD?
Take on two challenges that will test your skills of deduction, your resilience and your physical and emotional strength under pressure.

WORKSHOP - MAJOR INCIDENT DECLARED
Join our staff and students from the School of Nursing and Health Sciences to be given a series of tasks to test your physical and emotional resilience as you try to overcome the challenges faced during this fictional emergency.

EVIDENCE CHAMBER
A murder has been committed. There's a suspect but the evidence doesn't paint a clear picture. How will you, the jury, reach a decision?

DIAGNOSIS: KIDNAPPED! ESCAPE GAME
Can you solve our medicinal mystery? Join us in the School of Life Sciences where we need your help discovering the cure to a deadly disease.

CLEAR BRIGHT FUTURE, A RADICAL DEFENCE OF THE HUMAN BEING, WITH PAUL MASON
From economics to Big Data & from neuroscience to culture wars, Paul will show how the notion of humanity has become eroded as never before.

PANEL DISCUSSION - GIVE 'EM WHAT THEY WANT: DO EDITORS PANDER TO AUDIENCES MORE THAN THEY SHOULD?
Our panel of media experts will explore how news has changed in recent decades.

THREE ACT ROBBERY WORKSHOP

Join forensic science researchers from the University to help them work on a curious crime.

THE CONVERSATION ON THE FUTURE OF JOURNALISM POLLY CURTIS
This informative talk will examine the information divide between paid for news & free services.

THE WONDER OF NUMBERS WITH JOHNNY BALL
TV personality Johnny Ball presents a fun and captivating talk based on his book Wonders Beyond Numbers: A Brief History of All Things Mathematical.

PERFORMANCE - MARS ODYSSEY
Come along to Mars Odyssey to find out all about the great red planet and how we

ENTREPRENEURIAL MASTERCLASS WITH CAROLINE MCKENNA
Come and hear award-winning CEO and Community Woman of the Year Caroline McKenna talk about the highs and lows of doing work that really makes a difference.

UK Games Fund Awards 2019

https://www.dctevents.com/event/ukgfa/

Dundee, Scotland, UK

4th September 2019

Julie Craik, TayScreen/Create Converge

About

The UK Games Fund Awards 2019, in their second year, recognises talent across the UK games development sector, celebrating and rewarding the achievements of the UK's independent games development industry.

This was an opportunity to promote the message f convergence to delegates from the games industry. The event took place at the new V&A Museum in Dundee and marked the closing of a very successful Summer of Games across the city.
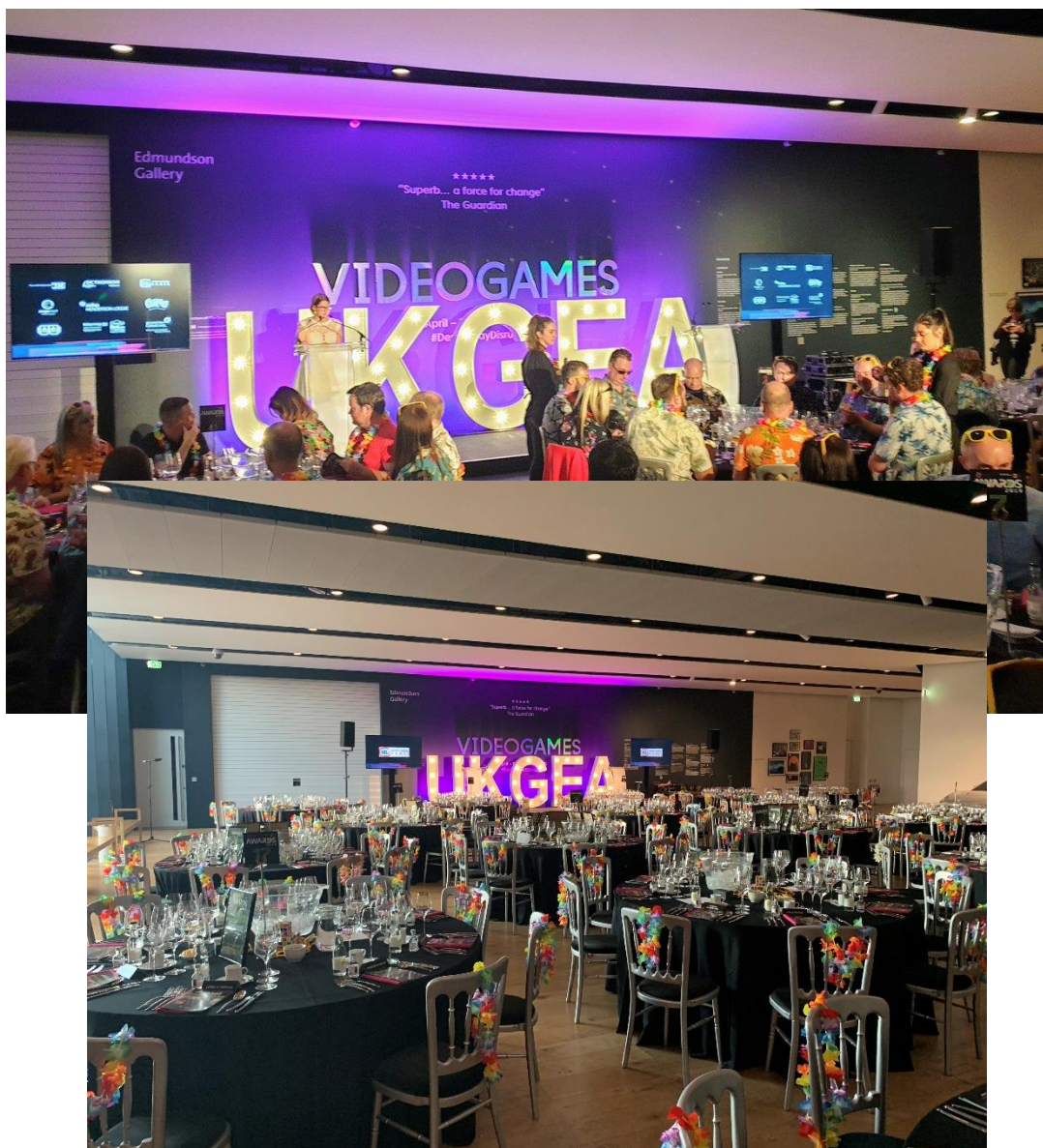
Established

2018.

Exhibitions (if any)

This is an awards event and there is no exhibition.

Delegates

The 2019 event attracted over 150 delegates predominantly from the UK.

Delegate list

The delegate list is not available due to GDPR.

Delegate Profile

Delegates were predominantly from the games industry.

The Event

Judging took place at Develop in Brighton in July 2019 and judges included, Dr Jo Twist (CEO of Ukie), Richard Leinfellner (lecturer at Goldsmiths University), Haydn Taylor (writer for Games Industry Biz), Andy Williams (DC Thomson Media) and Paddy Burns (co-founder of 4J Studios).

The volume and quality of nominees were extremely high, making judging a hard process for the panel. However, after much deliberation, the winners on the night were;

Create Converge sponsored the Community Spirit Award Winner, Caoimhe (pron. Keevah) Roddy. She is a Freelance Producer and is Director and Co-Founder of Girls' Game Lab.
https://www.keevahh.com/
http://www.girlsgamelab.com/

Girls Game Lab is a team of women working in games who were inspired by their own experiences of the challenges getting in to the games industry. Girls' Game Lab aims to show females how to make their own games using a series of free tools and assets. Teaching is by local volunteers who work in every corner of the games industry.