

Programme

10th – 11th July 2018

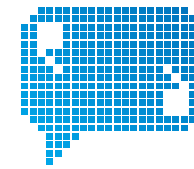


Creative

FUSE

Conference 2018

Welcome to the Creative Fuse Conference



At the Creative Fuse Conference, we hope to share the knowledge gained during the Creative Fuse project and learn from others focusing on creative innovation. Over two days, we will celebrate and explore the fusion of ideas, skills and expertise across disciplines and between universities and businesses.

Creative Fuse North East is an action-research project coordinated by the region's five universities: Newcastle, Durham, Northumbria, Sunderland and Teesside. We work alongside SMEs, freelancers, artists and makers, cultural organisations and large businesses to develop new collaborations and innovative ways of working.

So far, we have mapped the North East creative economy; delivered a range of business innovation workshops; and funded 31 Innovation Pilot partnerships, with themes spanning digital heritage, smart data, health, energy and more.

We hope you enjoy the conference – please share your thoughts via **#FuseCon18** and **@CreativeFuseNE**

Let's explore possibility!

Programme at a glance

Tuesday 10th July

13:00

Registration,
Refreshments,
Interactions Gallery

14:00

Welcome Address

14:30

Keynote Speaker
Zoe Laughlin

Institute of Making,
“Performing Matter:
Objecting Stuff”

15:30

Break, Refreshments,
Interactions Gallery

16:00

Parallel Sessions
Choose between:

Option A

Innovation and
the CDIT sector

Option B

Digital Tools and
Participation in
Cultural Organisations

Option C

The Workshop Game: Just
When You Thought It Was
Safe to Run a Workshop
Advance booking

Option D

Invent and Innovate!
Enhancing Your Creativity
with Little Inventors
Advance booking

17:30

Drinks Reception
and Performances:

Symbiosis Manoli Moriaty
Lucie Lee

Hi-Hack Ian Horn

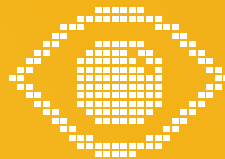
The Often Herd

Bridge Anthonia Carter

19:30

Conference Dinner

Simla, 39 Side,
Newcastle, NE1 3JE
Advance booking



Wednesday 11th July

9:00

Registration,
Refreshments,
Interactions Gallery

9:30

Parallel Sessions
Choose between:

Option A

Fusing Business,
Art and Academia

Option B

Designing with Data:
Creative Approaches
to User Experience

Option C

Pricing, Costs and
Business Plan: How Do
I Finance My Creative
Business?
Advance booking

11:00

Break, Refreshments,
Interactions Gallery

11:30

Parallel Sessions
Choose between:

Option A

Culture is Digital: Discuss

Option B

Fusing Research and
Creative Practice

Option C

Going Off-Grid: Comics
and the Communication
of Information
Advance booking

Option D

What Does the Future
Look Like? Introducing
Design Methods to
Think about the World
Advance booking

13:00

Lunch, Networking
and Interactions
Gallery

14:00

Parallel Sessions
Choose between:

Option A

Creating a
Collaborative Culture:
From Communities
to Countries

Option B

Innovation in Craft

Option C

Generating Memoryscapes
Advance booking

16:00

Keynote Speaker
Jo Lansdowne

REACT Watershed

17:30

Top North Gaming
Showcase: Great
Exhibition of the
North

Tuesday Keynote



Zoe Laughlin Institute of Making

Zoe is the co-founder of the Institute of Making and the Materials Library project. She holds an MA from Central Saint Martins and a PhD in Materials within the Division of Engineering, Kings College London. Working at the interface of science, art, craft and design of materials, Zoe's work ranges from formal experiments with matter to large scale public exhibitions. Her particular areas of interest are currently the Sound of Materials, The Taste of Materials, and the Performativity of Matter with outputs ranging from theatrical demonstration lectures to the making of instruments. Zoe's work features on both radio and television, and has partnered with Tate Modern, the V&A and the Wellcome Trust. [@zoelaughlin](#)

Wednesday Keynote



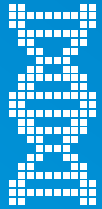
Jo Lansdowne Watershed

Jo is the Creative Programme Manager at Watershed, a leading film, culture and digital media centre in the South West. Jo joined Watershed as a Producer on REACT, a four year project which connected creative companies and academic researchers. Jo led the design and delivery of Sandbox, an R&D programme that supports people to experiment and produce new prototypes. She leads many of Watershed's partnership projects, currently working on Creative Producers International, Network for Creative Enterprise and the South West Creative Technology Network. [@JoannaLansdowne](#)

Interactions Gallery

Take the time to explore the information stands in the interactions gallery, located throughout the conference in the Great Hall. Here you will be able to find out more about a selection of Creative Fuse Innovation Pilot projects, chat with the project teams, and see the progress made so far.

Many of these projects are in the prototyping phase. Don't miss this unique opportunity for a first look at some potentially ground-breaking innovations:



AR Application for the Sight Impaired

NEone Creative: Generating Freelancer Fusion

Tees Valley Cultural Alumni

Skillsmatch for Asylum Seekers and Refugees

iCoda Health

Bowes North Digital Creativity

Gearbuddy: The Sharing Economy in Construction

Full Blown: Passive Management of Building Environment Systems

Mymo (Shoes2Run)

Wordnerds

Also featured in the Interactions Gallery:

Animmersion

The Department for International Trade

Tuesday 10th July

13:00
Great Hall

**Registration,
Refreshments,
Interactions Gallery**

14:00
Great Hall

Welcome Address

The Creative Fuse Conference will open with a welcome address from Professor Eric Cross, Principal Investigator of the Creative Fuse North East Project.

14:30
Great Hall



**Keynote Speaker
Zoe Laughlin**

**Institute of Making,
“Performing Matter:
Objecting Stuff”**

Zoe's interests include the Sound of Materials, The Taste of Materials, and the Performativity of Matter with outputs ranging from theatrical demonstration lectures to the making of instruments.

15:30
Great Hall

**Break, Refreshments,
Interactions Gallery**



16.00 Parallel Sessions

16:00 Option A Great Hall

Innovation and the CDIT Sector, a session featuring:

Lightning talks on Creative Fuse North East: A Unique Cross-University Partnership. Rebecca Prescott, Newcastle University; Mark Bailey and Nick Spencer, Northumbria University; Alistair Brown, Durham University; Suzy O'Hara, Sunderland University; Sam Murray and Paul Stewart, Teesside University.

Born Out of Rebellion: Fusing Performance and Innovation.
Fireside Chat. Catherine Johns, Innovation and Business Growth Director, Business Durham & Southpaw Dance Company, in conversation with Alan Welby, Innovation Director, North East Local Enterprise Partnership.

16:00 Option B Turbinia Room

Digital Tools and Participation in Cultural Organisations

Creativity and Culture. Museums and Their Partners in Civic Life and Civil Society. Iain Watson, Director, Tyne & Wear Archives & Museums.

Seeding a Culture of Collaboration. Sarah Younas, Digital Programmes Officer, Tyne & Wear Archives & Museums.

Maryport Camp Farm. AR and Digital Archiving—Fresh Approaches to Storytelling. Megan Doherty, Cultural Heritage Programmes Officer, North of England Civic Trust.

Playing at Reality. Digital Frames and Stages. Rachel Briscoe and Dan Barnard, Directors, FanSHEN.

16:00 Option C Mauretania Room

The Workshop Game: Just When You Thought It Was Safe to Run a Workshop

Advance booking

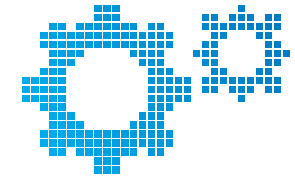
A meta-workshop on workshop facilitation, led by Dr Ladan Cockshut, Dr Alistair Brown and Rebecca Appleby, Durham University.

16:00 Option D Play & Invent Space

Invent and Innovate! Enhancing Your Professional Creativity with Little Inventors

Advance booking

Workshop facilitated by Dr Suzy O'Hara, Innovation Development Executive, University of Sunderland and Will Evans, Chief Strategist, Little Inventors.



17:30 Great Hall

Networking, Drinks Reception and Performances

Join us for drinks, canapes, and a range of performances.

See **Page 12** for details.

19:30

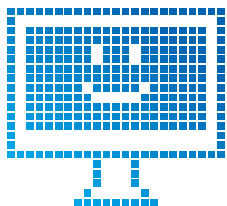
End of Day One

19:30 Quayside, Simla

Conference Dinner

Advance booking

See **Page 13** for details.



17:30 Evening Performances



Join us from 17:30 on Tuesday 10th July for a glass of fizz and an evening of performance.

Symbiosis

By Manoli Moriaty and Lucie Lee

Symbiosis is an interactive performance realised through collaboration between the expressive mediums of sound and physical movement. Exploiting a range of emerging and traditional technologies, performers improvise within a feedback loop where sound and motion are continuously influencing one another. The performance highlights the emergent properties of interdisciplinary interaction in reference to the biological phenomenon of symbiosis.

Hi-Hack

By Ian Horn

A digital presentation using poetry and images. The software interacts with the voice of the poet at a live reading, randomly selecting images on screen that correspond with the piece of work being presented.

The Often Herd

The Often Herd are a progressive bluegrass band based in Newcastle. Since the group's formation in August 2017 they have developed and refined a set which includes original material and contemporary interpretations of bluegrass/old time standards. In March they released their debut EP with a successful UK tour. Expect a showcase of intricately arranged material, spontaneous improvisation, deft instrumental skills and good fun!

Bridge

By Anthonia Carter (Turbinia Room)

Artist and mathematician Anthonia Carter welcomes you to Bridge, a performance in creation. Enter the Creative Lab space, view existing pieces, and help shape the formation of a new artwork.

19:30 Tuesday Evening

Conference Dinner

An informal dinner with other conference delegates has been organised at Simla. Located on the Quayside, Simla is a restaurant specialising in modern Indian cuisine.

The dinner is a set menu, priced at **£21.50 per person**. Places are limited and will be allocated on a first-come-first-served basis.

Booking essential at
bit.ly/CreativeFuseDinner

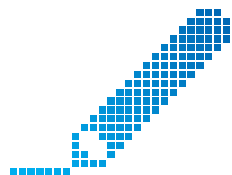


Wednesday 11th July

9.30 Parallel Sessions

9:00
Great Hall

**Registration,
Refreshments,
Interactions Gallery**



9:30
Option A
Great Hall

Fusing Business and Academia

A series of presentations, case studies and a fireside chat on the challenges and benefits of working across sectors.

Academic Engagement with SMES: Challenges for Fusion. Prof Lynne Hall, Professor of Computer Science, University of Sunderland.

Innovation Pilot: Youseum and its Value to Wellbeing. Andy Frith, Senior Lecturer in Advertising and Graphic Design, Northumbria University.

Innovation Pilot: Augmented Reality for the Sight Impaired. Dan Riley, Spearhead Interactive; Peter Reid, Teesside University.

Fireside Chat: In Conversation with Darren Henley. Professor Eric Cross and Darren Henley, Chief Executive, Arts Council England.

9:30
Option B
Turbinia Room

Designing with Data: Creative Approaches to User Experience

Design is Science. Wait... What? Sara Weinand, UX Designer, Booking.com

Delivering Exceptional User Experiences: What We Can Learn from the Worlds of Architecture and Design. Helena Hill, Director, 49Digital and Helena Hill Consulting.

The First Rule of Knight Lab. Lee Hall, Head of School of Media and Communications, University of Sunderland, and Neil Macfarlane, Senior Lecturer in Online Journalism, University of Sunderland.

9:30
Option C
Northumbria Room

Pricing, Costs and Business Plan: How Do I Finance My Creative Business?

Advance booking

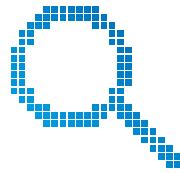
Workshop facilitated by Ellie Clewlow, Talent Development Manager, Crafts Council. Find out about ways to manage your finances for your creative practice, explore funding options for your business, and get top tips from experienced makers on costing and pricing your work and managing sales and cash flows. This 90 minute session will be shaped around the needs of participants, who will be asked to complete a pre-session questionnaire.

11:00
Great Hall



**Break, Refreshments
and Interactions Gallery**

11.30 Parallel Sessions



11:30 Option A Great Hall

Culture is Digital: Discuss

Making Culture Digital

A conversation between Annie Rigby, Director, Unfolding Theatre; Matthew Read, Director, The Bowes Centre for Art, Craft and Design; Sara Pepper, Director of Creative Economy, Cardiff University; and Sharon Paterson, Associate Director of Culture and Engagement, Middlesbrough Institute of Modern Art. Chaired by Sam Murray, Research Associate at Teesside University.

Is Culture Digital? An interactive discussion with Ladan Cockshut and Alistair Brown, Durham University; with Miki Rogers, Tees Valley Arts and Prof Claire O'Malley, Pro-Vice Chancellor (Global), Durham University.

11:30 Option B Turbinia Room

Fusing Research & Creative Practice

Adaptation and Mutual Exploitation in Interdisciplinary Collaborative Practice. Manoli Moriarty, Doctoral Candidate and Associate Lecturer, University of Salford.

Capturing the Blockchain Zeitgeist. Andrew Fletcher, Research Associate at Durham University, and Vesa Kivinen, Independent Blockchain Artist.

Nurturing Creativity: The Benefits of Collaboration Between Artist-Led Galleries and Universities. Daniel Goodman, Director and Senior Curator, System Art Gallery.

Participatory and Artistic Strategies Emerging from Creative Innovation Labs and Art Hacks. Suzy O'Hara, Innovation Development Executive, University of Sunderland, and Dominic Smith, Artist, Curator and Researcher.

11.30 Option C Northumbria Room

Going off Grid: Comics and the Communication of Information

Advance booking

Workshop facilitated by Lydia Wysocki, Research Assistant, Newcastle University, and founder of Applied Comics Etc.

11:30 Option D Mauretania Room

What Does the Future Look Like? Introducing Design Methods to Think About the World

Advance booking

Workshop facilitated by Masters in Design Innovation Students at Northumbria University: Jisun Lee, Leila Hogarth, Cameron Marshall, Anthonia Carter, and Chloe Maclellan.



13:00 Great Hall

Lunch, Networking and Interactions Gallery

14.00 Parallel Sessions

14:00 Option A Great Hall

Creating a Collaborative Culture: From Communities to Countries

Panel Discussion: Thinking Nationally: Learnings, Insights and Challenges in Innovation.

Prof Eric Cross in conversation with Caroline Norbury, Creative England and Paul Lancaster, Plan Digital UK.

Panel Discussion: Is the Business Community in the North East Truly Collaborative?

Vicki Stone, Owner, Stone Collective; Catherine Coulter, Director, BeaconHouse Events; Charlotte Windebank, Managing Director, FIRST Face to Face; Catherine Boland, Business and Community Engagement Lead, Baltic Training; Phil Jackman, Director, Guerrilla Working.

14:00 Option B Turbinia Room

Innovation in Craft

Making a Difference: Understanding the Long-Term Impact of Creative Organisations on a Craft Maker's Career and the Creative Economy.

Lauren Baker, PhD Researcher, University of Dundee.

North East Craft: Who Cares?

Helen Bramhall, MA Student and Creative Enterprise Specialist, CCT for Enterprise

Innovation Through Craft.

Julia Bennett, Head of Research and Policy, Crafts Council.

14:00 Option C Northumbria Room

Generating Memoriscapes

Advance booking

A workshop exploring ways to get heritage assets out of museums, galleries and archives and into public spaces through the creation of immersive experiences.

Workshop facilitated by Jon Swords, Senior Lecturer in Economic Geography; James Charton, Lecturer in Architecture; Kay Rogage, Vice-Chancellor's Research Fellow in Digital Living; Richard Watson, Senior Research Fellow; Claire Nally, Senior Lecturer in Twentieth Century English Literature; David Kirk, Professor of Digital Living. All Northumbria University.

15.30 Great Hall

Break, Refreshments and Interactions Gallery



16:00 Great Hall

Keynote Speaker Jo Lansdowne

Watershed

Jo is the Creative Programme Manager at Watershed, a leading film, culture and digital media centre in the South West.

17:00

The Creative Fuse Conference Ends

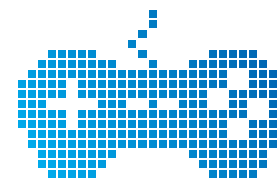
17:00

Visit to Great Exhibition of the North's Top Gaming Showcase

Advance booking



Creative Fuse Conference 2018



Thanks and Acknowledgements

Social media support by **Cambie + Co**

Programme design and branding by **Altogether**

Live stream and filming by **GetFilm**

Special thanks to The Creative Fuse Conference Student Volunteers without whom we couldn't have run the conference.

And finally, thanks to the creative, cultural and digital individuals who came together for this event and throughout Creative Fuse North East.

You're all amazing.

Inspired by
GREAT
EXHIBITION
OF THE NORTH

Creative Fuse is funded by:



Arts & Humanities
Research Council



European Union
European Regional
Development Fund



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



In a collaboration between:



**Newcastle
University**



**University of
Sunderland**



**Northumbria
University**
NEWCASTLE



**Teesside
University**



**Durham
University**