

Email Bulletin No. 5

Welcome to issue 5 of the Creative Edge email bulletin updating you on the activities of the Creative Edge project. The Creative Edge email bulletin is brought to you by the Creative Edge team and compiled by the Whitaker Institute, National University of Ireland, Galway.

About Creative Edge

The Creative Edge project brings together universities, development agencies and industry bodies from Ireland, Northern Ireland, Finland and Sweden to identify the current breadth and future scope of the creative economy in peripheral regions. The project seeks to put in place a number of measures that will promote creative industries in peripheral regions. This €1.1 million project is funded by the Northern Periphery Programme under Interreg 4B.

For more information on the project see: www.creative-edge.eu

News and events

MyCreativeEdge is now live!

[Mycreativeedge.eu](http://mycreativeedge.eu) showcases the work of businesses, freelancers and jobseekers working in the creative industries sector in the West of Ireland, Northern Ireland, Västerbotten (Sweden) and Northern Finland. The website is now live and businesses, freelancers and jobseekers can create their own profile on the site.

Four creative companies from the West of Ireland attended creative events in northern Sweden

Following a competitive call for applications, the Western Development Commission (WDC), selected four creative companies from the West of Ireland to attend creative events in Skellefteå, northern Sweden. The businesses were: Spirit Films based in Galway, Bandit Films based in Leitrim and LG Productions based in Donegal, who attended the [FilmArc Master Class](#) and the [Creative Summit](#). Donegal based Lone Star State also attended the Creative Summit.

Creative Edge Operational Committee and Industry Advisory Group meetings held in Skellefteå, northern Sweden on June 14th and 15th

In the days following the FilmArc Master Class and the Creative Summit, the project partners and industry advisory group members met in Skellefteå. Progress on each work package was discussed and assessed. Items for action and areas where information could be shared were identified so as to effectively and efficiently progress the Creative Edge project objectives.

Project activities – Craigavon Borough Council, South East Economic Development, Northern Ireland

Craigavon Borough Council Creative Edge Seminar Series

The Creative Edge seminar series was run by Craigavon Borough Council in Northern Ireland between January and May 2013. It brought the experience of creative talents to the general public and was of interest to a wide range of groups such as entrepreneurs, innovators and students from traditional, creative and technology sectors. The seminar series addressed a wide range of topics, such as creativity and innovation, sustainability in the creative sector, video and film and the art of presenting craft.

Focusing on some more specific aspects of the seminar series, the ‘Video, Film and Imaging’ seminar at the Millennium Arts Centre in Portadown opened with a talk by artist and lecturer in photography Dr Anthony Haughey. As they were guided through his work, participants gained an insight into Dr Haughey’s artistic process. Also in this seminar, Ben Jones, an experienced film maker, showed examples of his work shot in both the Middle East and Belfast. Ben went on to instruct the group on the functioning of high end video cameras. Participants also got some hands on experience and could use the equipment. Ben also spoke to the group about sound recording ideas and techniques, and how best to light a subject or scene.

The final seminar ‘Revisiting Modern Architecture’ was held in the F. E. McWilliam gallery, Banbridge, Co. Down, Northern Ireland on May 23rd. The evening was facilitated by the gallery’s curator Riann Coulter and after a short introduction by the Chairperson of Banbridge, attendees listened to talks by Ciarán Mackel (architect and board member of PLACE), and Mark Hackett, (Principal Architect of Belfast’s MAC Building and Director of Forum for a Better Belfast). The seminar focused on some of the central issues surrounding the history and legacy of modernist architecture. The role of architecture and the built environment in Ireland and Northern Ireland was also the focus of discussion.

Project activities – Film i Västerbotten

Creative Summit

The Creative Summit involves a number of partners in the Creative Summit network. Through Film i Västerbotten, Creative Edge was a partner in the summer Creative Summit 2013. This year’s Creative Summit (or #CRESUM13) took place on June 12th and 13th, at the Nordanå theatre in Skellefteå, northern Sweden. Technology now plays a central part in our lives, and this societal shift is reflected in the work of the Creative Summit speakers.

Amber Case, a cyborg anthropologist spoke of her inspiration and the interaction between humans and technology, focusing on the benefits this can bring to our lives, allowing analysis of data that we would not otherwise capture.

Christine Sun Kim, an artist, composer and social practitioner explored her work on the medium of sound and communication, displaying examples of her art in various mediums, from performances to drawings.

Ellen Sundh, a creative technologist, with focus on interactive media, spoke of her work, including the Sound of Football and the Depressed Shoe Shelf. The Sound of Football project aims to give visually impaired people a better football experience and hopes to in future create aids to enable seeing with sound.

Sofia Svanteson, entrepreneur and design strategist, began with an animated personal tale of her genetic vascular disorder, and linked this with her work on the human dashboard. This project is based on the idea that we know so little about what happens inside our bodies from minute to minute, whereas we have information on our car's state of health on its dashboard. The human dashboard, the human equivalent of a car's dashboard, can tell us about key aspects of our internal state of health, such as our level of hydration.

Bitsy Knox, a Berlin based artist and writer, and Communications Director at EyeQuant, a company that predicts the attention of users of websites, spoke of the link between design, attention and observation. Bitsy tested the audience's observation through displaying different websites and examples of her art.

Susan Stone, founder of the creative music agency Tonic spoke of how music can be used as a layer of communication, playing examples of Tonic's work for the audience. For example Tonic Music released the choral version of Air's 'Sexy Boy' sung by an all female choir in 2010.

Denise Wilton, Creative Director at BERG raised a question of debate at the beginning of her talk - what is the best interface? This approach was used by Denise to highlight how different interfaces have their advantages and why BERG's work is based around symbiotic relationships, developing devices that collect and distribute data. For example among BERG's work is the 'Little Printer' that brings you news, puzzles and gossip from friends, printed on miniature newspaper.

Apart from the novel insights and inspiration to be gained from the Creative Summit, the event is also a great networking opportunity for creatives, with people from across Sweden, Finland and further afield in attendance. Plans are already underway for #CRESUM14. At the closing session of the conference, speakers and audience members gave suggestions on themes and perspectives to focus on in future, including who they'd like to see at next year's Summit.

Sign up for the Creative Summit newsletter and for more information see: <http://www.creativesummit.org/>

Spotlight on a Creative Edge Partner

Film i Västerbotten

A regional resource centre for film and video, Film i Västerbotten's mission is to support and broaden film culture in the County of Västerbotten, Sweden.

Film i Västerbotten's vision is to work for a thriving, modern audio-visual industry in the county and the region. It works to maintain high artistic standards, an international reputation and operates in line with both the current and the future market. Film i Västerbotten aims to achieve this through developing skills in the long term and maintaining a creative climate in parallel with a basic programme that, with its focus on film culture, constitutes a natural bridge between different initiatives in the industry.

Film i Västerbotten co-produces shorts and documentaries and has an annual production budget of around €100,000. It also generally supports film culture by arranging events, seminars and further education. In particular, Film i Västerbotten aims to ensure that children's and young people's needs are met. The organisation also works to improve the position of the motion picture in Västerbotten's cultural and business life, and thus increase its significance in the development of the region.

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