



## Creative and Digital Economy: A New Fusion

30 March 2012

13:00 - 17:00pm

National Endowment for Science Technology and the Arts (NESTA)

1 Plough Place

London EC4A 1DE

**Places limited. Advance registration required. Contact [gillian.youngs@newport.ac.uk](mailto:gillian.youngs@newport.ac.uk)**

This workshop brings together researchers and practitioners, entrepreneurs and businesses from creative and ICT backgrounds to explore new approaches to innovation in the emerging digital ecology that might lead to new forms of economic dynamism.

It will look at different paths towards innovation pursued in domains with different academic, professional and industrial cultures, and take up key questions about how and why creative and ICT skill sets and approaches to research and development might be brought together. It will consider whether by combining the theory and practice of innovation from different disciplines, there is greater potential for disruptive innovation.

The next stage in the development of the digital economy will arise from new collaborations between the creative industries and the ICT sector. It will inevitably require some fresh groundwork to identify the most effective and efficient ways to make this happen. Long traditions of contrasts in thinking and approach across these two areas, in academia and in business alike, have created barriers to harnessing their full potential. This will only be realised from them fully informing and reinforcing each other, which is yet to happen.

The recently announced **Catapult for the Connected Digital Economy** highlights the urgency of these challenges. It will connect the infrastructure capability of the network builders to the content, service and applications delivery of the creative and digital economy. This includes focus on areas as diverse as entertainment and broadcasting, telemedicine, distance learning, e-commerce, location-based consumer services, and urban planning among many others.

The workshop will address this central question:

***How can creative and ICT sectors produce new fusions of expertise  
and innovation to harness all these opportunities?***

A joint initiative of the TSB ICT and Creative Industries KTNs and the ESRC Research Seminar Series on Digital Policy based at the Institute of Advanced Broadcasting, University of Wales, Newport, this event will identify a range of issues that will be developed further at future related events.

**Reasons to attend the workshop:**

- To meet others working to connect creative and digital innovation
- For the opportunity to learn more about business opportunities in this area
- To network with researchers, practitioners and entrepreneurs
- To understand more about the Connected Digital Economy Catapult
- To contribute to new TSB agendas on creative and digital economy

**Agenda**

13.00 Arrival and light lunch

13.45 Welcome and introduction Frank Boyd (Creative Industries KTN) and Prof. Gillian Youngs (University of Wales, Newport)

14.00 Hasan Bakshi, NESTA/Creative Industries KTN

14.20 Prof. David Gauntlett (University of Westminster)  
<http://www.westminster.ac.uk/about-us/directory/gauntlett,-david>

14.40 Discussion and identification of key issues

15.10 Coffee

15.30 Creative and Digital Ideas Panel chaired by Gillian Youngs

16.00 Creative and Digital Practice Panel chaired by Frank Boyd

16.30 Closing plenary discussion

17.00 Close