



Creative UK

# Creative Coalition Festival 2022 Cornwall

The Eden Project  
1st February



# The Creative Coalition

## 1st – 3rd February 2022

A diverse three-day programme of virtual events hosted by Creative UK (the newly merged Creative England and Creative Industries Federation). The festival combines inspiring speakers, interviews and discussions, with live performances, immersive experiences, and engaging workshops. By harnessing the power of digital technology, the festival also provides important opportunities for participants and attendees to network and collaborate. With a mission to RE-IMAGINE, REDEFINE and REIGNITE our creative future, Creative Coalition 2022 seeks to address the most important questions facing the UK's Creative Industries, convening and connecting industry leaders and home-grown talent for the conversations needed to shape the sector's future.

# Welcome to the Eden Project for a unique programme of in person events and networking for Cornwall's screen based creative businesses.

Produced by Creative UK: Cornwall. We offer tailored business support for screen based creative and cultural practitioners, freelancers and SMEs based in Cornwall. The programme is delivered by Creative UK and is funded by ERDF (European Regional Development Fund) and administrated by MHCLG (Ministry of housing, Communities and Local Government). For More information about events, mentoring and business support contact [charlotte@wearecreative.uk](mailto:charlotte@wearecreative.uk)

## Agenda

### **Culture and the Climate Emergency**

Panel discussion  
Rainforest Biome

### **Place and Purpose**

with Paul Durrant OBE  
UK Games Fund  
Core Classroom

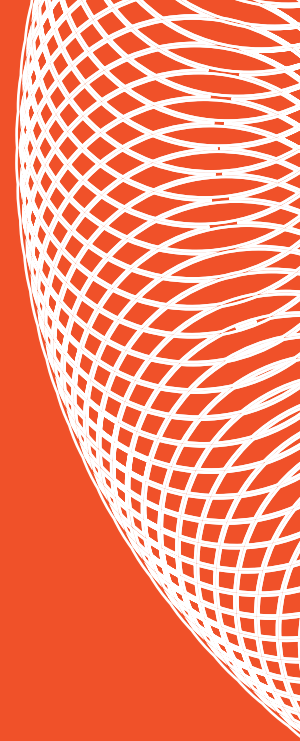
### **Promoting Sustainability On Screen**

with Gaby Hornsby, BBC  
Core Classroom

### **Virtual and Immersive Futures**

with Falmouth and Exeter Universities  
Core Classroom

**End**



# Culture and the Climate Emergency

This morning we are delighted to welcome leading Creative Practitioners who are making work about the Climate Emergency. The panel will be discussing how they use their work to influence us to care more and do more for the Climate crisis. Listen to different stories and thoughts and processes that ultimately combine to a united message which is that we need to act now and that we can all do something.

**Sir Nicholas Serota** — Chair  
**Fehinti Balogun** — Actor, Writer, Activist  
**Dr Alexandra Daisy Ginsberg** — Artist  
**Vanessa Kisuule** — Writer, Performer  
**Matt Hocking** — Founder, CSO, Leap  
**Emily Brown** — Lead Designer, ustwo  
**Mark Jenkin** — Filmmaker

We also invite  
you to watch  
Fehinti Balogun's film.  
'Can I Live?'



A filmed performance  
produced by Complicité  
in association with  
the Barbican, London,  
supported by Oxford  
Playhouse.

# Sector Sessions The Core

After a networking lunch, the sector specific sessions are taking place in the Core classrooms. Again we welcome leaders in their field who will be sharing their insights.

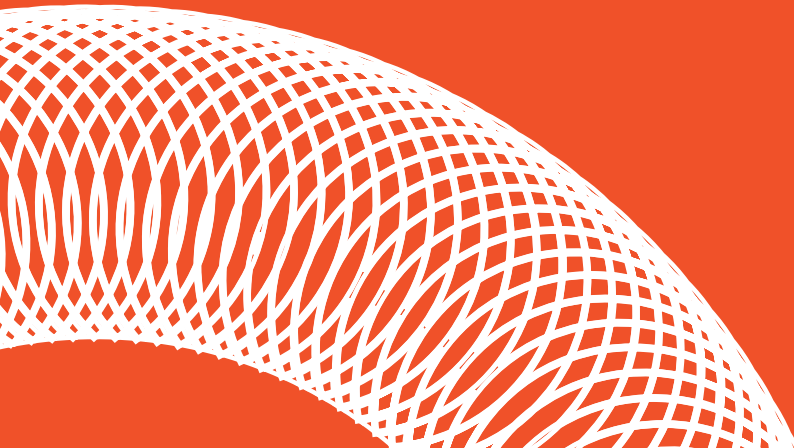
The final session will be an interactive session on the future of Immersive Tech demonstrating how it can help your business or practice.

## Place and Purpose

with Paul Durrant OBE of the UK Games Fund. Creating games with social and commercial impacts and what that means for the UK Games Fund and Cornwall Games.

## Promoting Sustainability On Screen:

An exploration of how the BBC and other broadcasters are working with production companies to promote sustainability across fact and fiction. Led by Gaby Hornsby with members of the Cornish TV and Film industry.





# Virtual and Immersive Futures

what are the opportunities for Cornwall and other rurally dispersed communities? Join Immersive Business Cornwall, for demonstrations and a round table discussion from the Eden Project. Web 1.0 gave us the Internet. Web 2.0 gave us mobile and social connectivity. The next phase (Web 3.0?) is giving us the Metaverse, a 3D digital copy of our physical world where we can connect and interact with others inside virtual spaces while removing time and place constraints. Join Immersive Business Cornwall, for demonstrations and a round table discussion.

Led by Falmouth University and Exeter University

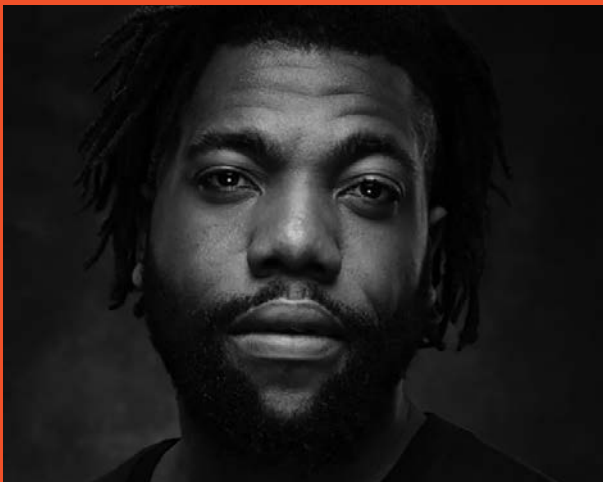


**Sir Nicholas Serota**

Chair of Panel

Nicholas Serota has been Chair of Arts Council England since February 2017 and is a member of the Board of the BBC. He is currently Chair of the Durham Commission on Creativity and Education.

He was Director of Tate between 1988 and 2017. During this period Tate opened Tate St Ives (1993) and Tate Modern (2000 & 2016), redefining the Millbank building as Tate Britain (2000). Tate also developed its national role by creating partnerships with regional galleries across the UK in the Plus Tate network. Between 2008 and 2017 he led the work on 'Greening Museums' for the Bizot Group of international museums.



## **Fehinti Balogun**

Actor, Writer, Activist

Fehinti Balogun is an actor, theatre-maker, and activist. As an actor he has worked in theatre, film and television, with recent performances in BBC's award-winning drama *I May Destroy You*, ITV's *Viewpoint* and the original West End production of *Walden*. Other projects include *The Blue Door* at Bath Theatre Royal; BBC Radio 4's *Oliver Twist* and the West End production of *The Importance of Being Earnest*. Alongside his acting career, Fehinti delivers talks on climate change aimed at creating more rounded inclusion in the conversation. With these talks, Fehinti has toured south England discussing climate change, taken part in international climate discussions, discovering and highlighting the wider climate movement and its erased work.



## **Dr Alexandra Daisy Ginsberg**

Artist

Dr Alexandra Daisy Ginsberg is an artist examining our fraught relationships with nature and technology. Through artworks, writing, and curatorial projects, Daisy's work explores subjects as diverse as artificial intelligence, synthetic biology, conservation, biodiversity, and evolution, as she investigates the human impulse to "better" the world.

Daisy has spent over ten years experimentally engaging with the field of synthetic biology, developing new roles for artists and designers. She exhibits internationally, including at MoMA New York, the Museum of Contemporary Art, Tokyo, the National Museum of China, the Centre Pompidou, and the Royal Academy.



## **Vanessa Kisuule**

Writer, Performer

Vanessa Kisuule is a writer and performer based in Bristol. She has won over ten slam titles and performed nationally and internationally. She has been featured on BBC iPlayer, Radio 1, Radio 4's Woman's Hour, Blue Peter and TEDx in Vienna. She was the Bristol City Poet for 2018 - 2020 and her poem on the toppling of Edward Colston's statue 'Hollow' went viral in June 2020. She has two poetry collections with Burning Eye Books and was Highly Commended in the Forward Poetry Prize Anthology 2019. She is the co-tutor for the Southbank New Poets Collective 2021/2022 and is currently working on an essay collection and her debut novel.



## **Matt Hocking**

Designer, Creative Sustainability Officer, Leap

Matt Hocking is the Founder and Creative Sustainability Officer for B Corporation, Leap - the creative agency for the planet founded in 2004 with the mission to 'design for a better world for all. Pathfinder, creative activist and enabler, a B Corp Ambassador for the UK and Co-chair of B Local Cornwall+, Co-founder of Goodfest - a 'creatives on the beach' festival and co-creator of the Sustainable Creative Charter.

He believes in the catalytic power of creativity for all society, the planet and the future.

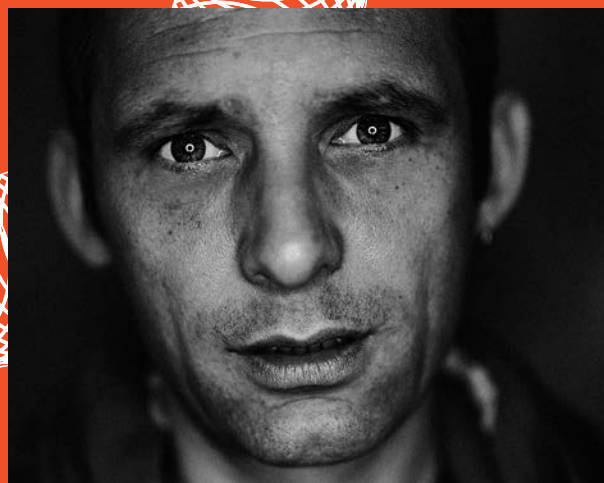




## **Emily Brown**

Lead Designer - ustwo

Emily is a designer with over 15 year experience in the games industry. She has worked on augmented reality titles for Playstation, Interactive Sesame Street TV on Xbox and more recently Alba: A wildlife adventure with ustwo games. She loves the collaborative nature of making games in a team of different creative skills sets.



## **Mark Jenkin**

Filmmaker

He won a BAFTA for his feature film BAIT which was the significant breakout UK cinematic hit of 2019 achieving critical and box office success. "Bait is a genuine modern masterpiece, which establishes Jenkin as one of the most arresting and intriguing British film-makers of his generation" Mark Kermode.

His new feature, Film 4 backed ENYS MEN, is due for release in late summer 2022.



## **Gaby Hornsby**

TV Lead for Sustainability at the BBC

Gaby project managed the BBC's editorial and corporate engagement at COP26, the UN Climate Change Conference in November, and is driving the BBC's implementation of the pan-broadcaster Climate Content Pledge that was signed there.

She also leads on pan-BBC season and campaigns, such as around mental health, disability and the BBC's environmental brand, Our Planet Now, commissioning digital content to accompany them. Her credits include Blurred Lines: The New Battle of the Sexes, Seven Ages of Starlight (Banff Rockie nominated), Secret Life of the National Grid (RTS winner) and Earth – The Climate Wars (Europaws winner), all for the BBC.



## **Paul Durrant OBE**

Founder, CEO UK Games Fund

Paul is a creative business development specialist with a focus on creating win/win impacts arising from public and private sector collaborations in the digital economy. He's worked extensively across the skills, talent and research agendas and at the interface of universities and business and contributed to policy and best practice. Paul was awarded an OBE for services to the games industry and to education in the 2022 New Year Honours.

## Johnny Pope

Creative Technologist.

Johnny is a creative visualisation specialist working with high-quality digital models for immersive technologies.

## George Finch

Immersive Specialist

George had a background in TV/FILM and animation production.

## Tanya Krzywinska:

Professor of Digital Games  
(attending as an avatar)

Professor Tanya Krywinska has a particular interest in developing the use of games technologies and design in heritage contexts. Her additional practice as a visual artist provides a unique perspective on what is next for immersive content development.

## Rose Goodship

Creative Business Engagement

Rose is a creative producer and business advisor, with a background in music and performing arts.

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**#CreativeCoalitions**



## eden project

Thank you to Nub for the technical services they have provided today as well as for all the filming and editing to stream the sessions. "Nub provide full service creative technical solutions for events, installations and performance"

Thank you to Charlie Gray, Matt Hocking, Emma Halliday and the Eden Team.



LEAP

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