



Digital Shoreditch Festival 2011



Sponsors and Supporters

LONDON
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PLAYGEN less rain*

ALBION
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Studio 5
Motion capture made easy...

**TECH
meetups**

SPECS
ERY-LONDON



C21Media

Starting something special

Welcome to the very first Digital Shoreditch festival, bringing together the best of our fantastic creative community. Welcome to the start of something very special indeed.

Imagine for a moment that you want to cook a truly amazing meal that looks and tastes out of this world. You've heard there is a fantastic market which not only sells the very best ingredients but has knowledgeable stallholders who help you with your recipe. But you don't know where it is and you don't know the names of these stalls. So you just buy a ready meal from the nearest shop instead because its better than going hungry.

Sound like a bad dream? Well this is the confusing reality for thousands of organisations and talented individuals who want to work with our digital community. They just don't know where to start. And who can blame them. Most of us don't even know the names of the amazing creatives working 5 minutes round the corner from us, let alone recognise them in the street.

This is where Digital Shoreditch comes in. It is more than a one-off festival. It is a collective approach built on transparency and sharing that is designed to propel Shoreditch to the forefront of the global stage. Together we can make it easier for prospective clients to find the services that they need. Together we can leverage our collective PR. Together we can partner up to better utilise the talents of the smart people on our doorstep. Together we can propel our cluster's outstanding capability to the forefront of the global stage.

These things can only happen if we take the time to get together in real life and get to know what amazing talent, ideas and capabilities are on our doorstep. So we hope you enjoy the events we have on this year, meet interesting people and spark off new projects.

But this week-long festival is only the start. Imagine a future where Shoreditch is known as the world's number one destination for digital creativity. Imagine a future where people come to our collective as the first and best place to commission amazing projects. Imagine a future where where we are is the top destination for the best creative talent. A future where our community has access to an infinite pool of the smartest programmers, the most visionary strategists and the most daring creatives.

This is our vision to transform the future of the Shoreditch digital economy and to achieve it we need you to be part of the Digital Shoreditch Collective. Join us at <http://digitalshoreditch.com>

Kam Star



Tuesday**Wednesday****Thursday****Friday****Saturday**

Time

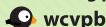
Event information

Location

9:00 to 17:00**Walk-in CV & profile Booth**

Candidates from the London Met Student Placement Programme can digitally film their CV in our Digital Booth.

Also taking place **Wednesday, Thursday & Friday**

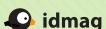


This event requires a RSVP placements@londonmet.ac.uk

Accelerator,
35 Kingsland
Road, E2 8AA

10:00 to 16:30**Introduction to Digital Media & Apps for Good**

Intro to Digital Media courses at London Met for schools, followed by an interactive workshop where young people learn to create mobile apps that change their world.



This event requires a RSVP digitalshoreditch@londonmet.ac.uk

Accelerator,
35 Kingsland
Road, E2 8AA

13:00 to 15:00**Silicon Roundabout @TechHub**

An open-invite to the Tech community in London to check out TechHub, find out what it's all about and network with each other.



This event requires a ticket which can be purchased here <http://bit.ly/ds-techhub>

TechHub,
76-80 City Rd,
EC1Y 2BJ

18:00 to 19:30**Tech City and the University: What Firms Want, a panel debate**

This debate explores the roles of Universities in the Tech City initiative, as outlined in the Prime Ministers speech in Shoreditch on 4th November 2010.



This event requires a RSVP digitalshoreditch@londonmet.ac.uk

Accelerator,
35 Kingsland
Road, E2 8AA

16:00 to 18:00**Making Social Games and Adding Play**

Open session on how to make social games and gamify your products and services.



This event requires a ticket which can be purchased here <http://makegames.eventbrite.com/>

PlayGen,
35 Kingsland
Road, E2 8AA

18:00 to 20:00**Mummu Open Studio**

Drinks, a darts competition and projecting and screening current work of all those who work and play in the Mummu studio.



This event requires a RSVP mummu@mummu.co.uk

Hoxton Works,
128 Hoxton
Street, N1 6SH

9:00 to 14:00**Precious Plastics**

Exhibition of jewellery by up and coming digital artists including Mo Ebrahim and Emily Maw (London Met) on a theme of Tessellations and Repetitions.

Also taking place **Wednesday & Thursday, and Friday & Saturday till 17:00**



This event requires a RSVP digitalshoreditch@londonmet.ac.uk

Accelerator,
35 Kingsland
Road, E2 8AA

20:00 to 23:00**Musicborn Live Gigs**

Two nights of live gigs at Cafe 1001. MusicBorn is a music industry social network and gig listings site providing a place to discover new music, organise events and network.

Also taking place on **Wednesday**



This event requires a RSVP chris@musicborn.com

Cafe 1001,
91 Brick Lane,
City of London,
E1 6QL

Tuesday**Wednesday****Thursday****Friday****Saturday**

Time

Event information

Location

8:30 to 10:00

**Albion Society 'Hacking Advertising'**

The Albion Society Breakfast returns with an exciting panel of speakers on how brands can break the 4th wall of advertising and redefine the media landscape.

Patisserie Valerie, 37 Brushfield Street, E1 6AA

asha This event requires a ticket which can be purchased here <http://albionlondon.com/society/>

9:00 to 17:00

**Gamification Workshop**

A workshop exploring how public and commercial brands can leverage the power of play to increase customer activity, build loyalty, broaden reach and monetise assets.

Accelerator, 35 Kingsland Road, E2 8AA

gawo This event requires a ticket which can be purchased here <http://digitalshoreditch.com/gamification/>

09:00 to 18:00

**SCAMP Conference 2011**

Ideas, inspiration and mashup, SCAMP 2011 is an eclectic creative conference which looks at how digital is influencing other creative industries and vice versa.

LBi, 146 Brick Lane, E1 6RU

scamp This event requires a ticket which can be purchased here <http://shesaysscamp2011.eventbrite.com/>

14:00 to 17:00

**From Digital to Analogue, and Back Again**

An opportunity to drop in and play with 3D scanners, 3D manipulation software and 3D printers and then to use these to make your own stop-frame animation.

Accelerator, 35 Kingsland Road, E2 8AA

daba This event requires a RSVP p.stgeorge@londonmet.ac.uk

15:00 to 19:00

**Inition's Open Studio**

Inition opens its studio for the public to experience some of their ground-breaking 3D interactive and film work and to have a play with the cutting edge of 3D technology.

23 Curtain Road, EC2A 3LT

Also taking place on Thursday & Friday

ios This event requires a RSVP events@inition.co.uk

17:00 to 20:00

**Total Digital (or how Social Media has evolved)**

From 5-6pm Brass Agency's finest will present their Total Digital approach, then at 6 everyone will head up to the roof terrace for a BBQ and drinks.

Brass Agency, 81 Rivington Street, EC2A 3AY

tdsme This event requires a RSVP c.robinson@brassagency.com

18:30 to 21:30

**Geek Off: Tech Pub Quiz**

Join Albion and Latitude in association with Interxion for The 'Geek-Off'. 50 questions covering the galaxy of all things digital.

Bar Music Hall, 134 Curtain Road EC2A 3AR

gotpq This event requires a ticket which can be purchased here <http://latitudegroup.com/geekoff/>

19:00 to 23:00

**What does digital mean for me?**

This engaged panel will discuss the changing nature of promotion in a digital world and what that means for the key players in the industry.

Shoreditch Church, Shoreditch High Street, E1 6JN

wddm This event requires a ticket which can be purchased here <http://bit.ly/ds-musicmetric>

Tuesday**Wednesday****Thursday****Friday****Saturday**

Time

Event information

Location

15:00 to 19:00

Holition's Open Studio

Drop by for an interactive afternoon sessions, meet the team and enjoy a local beer with jellied eels in true east end fashion.

Also taking place on Wednesday & Friday



This event requires a RSVP lynne.murray@holition.com

23 Curtain Road,
EC2A 3LT

HOLITION

Atticus Finch Open Studio

Star in an animated music video, and let the world see your shapes, as delivered by an Avatar!

Also taking place on Thursday & Friday



This event requires a RSVP emma@studio7london.com

Unit 7,
7A Plough Yard,
EC2A 3LP

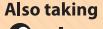
14:00 to 18:00

Atticus Finch

We Love Mobile Open Studio & 'Lost treasures' Mobile Experience

Discover mobile campaigns, apps and company culture. A once in a lifetime chance to discover the WLM phone museum, chat with the team & play a game of baby foot!

Also taking place on Thursday & Friday



This event requires a RSVP izabela@welovemobile.co.uk

4th floor, TEA Building, 56 Shoreditch High Street, E1 6JJ

14:00 to 19:00

We Love Mobile

Effective Digital Marketing for Brands Workshop

Looking at the way brands, specifically clothing brands, can now build and support their own direct marketing channels locally & globally using Search & Social Media.



This event requires a ticket which can be purchased here <http://bit.ly/ds-sitelynx>

Rivington Bar & Grill, 28-30 Rivington Street, EC2A 3DZ

15:00 to 17:00

sitelynx

Digital Shoreditch at StartHub

London Silicon Roundabout May Meetup during the Digital Shoreditch being held at StartHub.



This event requires a RSVP shawn@techmeetups.com

StartHub, 64 Great Eastern Street, EC2A 3QR

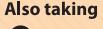
18:00 to 21:30

TECH meetups

MEMO

Specs Gallery presents MEMO - a pop-up group show featuring emerging young visual artists from London.

Also taking place on Saturday 12:00-17:00



This event requires a RSVP info@specsgallery.co.uk

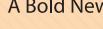
Specs Gallery, 211 Old Street, EC1V 9NR

18:30 to 20:30

SPECS

TechHub Taptu Evening: Mobile and iPad/Tablet News Apps

A Bold New World For Publishers or More Platform Competition?



This event requires a ticket which can be purchased here <http://bit.ly/ds-techhub2>

TechHub, 76-80 City Rd, EC1Y 2BJ

18:30 to 21:00

techhub

Wanna Be A Rockstar

Pre-transmission screening of 30 minute film and reception at GameLab, London Met University's 5 time Bafta nominated 360 digital media company.



This event requires a RSVP m.wright@gamelablondon.com

GameLab, 35 Kingsland Road, E2 8AA

19:00 to late

GameLab



Tuesday**Wednesday****Thursday****Friday****Saturday**

Time

Event info

8:30 to 17:30

**Main Event
Digital
Shoreditch
Summit 2011****Digital Shoreditch Summit 2011****Headline Event:**

Come and join the most creative and celebrated companies in Shoreditch and explore the entire digital eco system.

This summit brings together the key Brains, Creatives and the Visionaries behind the vibrant Digital Shoreditch economy.

This unique gathering of talent will explore the key issues facing our UK digital market, bring new perspectives to our old business problems and drive the manifesto for our Digital Shoreditch community going forwards.

America Square Conference Centre, One America Square, 17 Crosswall, EC3N 2LB

This event requires a ticket for entry

This event is now sold out!

11:00 to 17:00

qMedia Open Studio

Come to the qMedia Open Studio at Queen Mary, University of London to experience a variety of interactive exhibits, installations and participative activities.

Also taking place on Saturday



This event requires a RSVP

enquiries@qmedia.qmul.ac.uk

12:00 to 17:00

Behind the scenes of the Usability and Creativity Lab

Experience a host of cutting edge technologies that can evaluate how people interact with digital content including eye tracking, mobile testing & multitouch interaction!



This event requires a ticket which can be purchased here

<http://bit.ly/ds-cityuni>

**The Electronic
Engineering BLD,
327 Mile End
Road, E1 4NS**

**City University,
10 Northampton
Square,
EC1V 0HB**

19:00 to 02:00

Digital Shoreditch Party

A roomful of creatives, awesome music, and a celebration of the first ever Digital Shoreditch festival!



This event requires a ticket which can be purchased here

<http://ds-party.eventbrite.com/>

**Hoxton Square
Bar, 2-4 Hoxton
Square, N1 6NU**

Tuesday**Wednesday****Thursday****Friday****Saturday**

9:00 to 14:00

**Main Event
Digital
Shoreditch
Family Day****Digital Shoreditch Family Day**

The family day provides an opportunity for local creatives, companies and studios to exhibit outstanding digital interactives, installations and artworks. The aim is to celebrate the outstanding creative work in Shoreditch, and give something back to the wider community.

Shoreditch Studios, 37 Batemans Row, London, EC2A 3HH

This event requires a ticket for entry

<http://ds-familyday.eventbrite.com/>

19:00 to late

Di Mainstone and Bigdog Interactive Open Studio

Di mainstone joins forces with Bigdog Interactive for an open studio event at the 'Village underground'.



This event requires a RSVP

miss@dimainstone.com

**Village
Underground, 54
Holywell Lane,
EC2A 3PQ**

don't take our word for it.

“

nma is my **first port of call** in order to keep abreast of what's happening in the digital market.

Despite media convergence accelerating there is still the need to have intelligent debate, perspectives and news focussed on how **technology is affecting the advertising market** to help advertisers keep up with the pace of change in an increasingly digital world.

Alex Tait
Head of Digital Marketing Post Office
Chair ISBA's Digital Action Group

The Voice of British Advertisers 

newmediaage



three easy ways to subscribe...

- 1 online www.nma.co.uk/NM1683 or scan the QR code
- 2 call 020 7292 3717 (quote ref: NM1683)
- 3 email nmcirc@centaur.co.uk (quote ref: NM1683)

THE ANNUAL 2011

Creative Review
presents over 100
pages of the year's
very best advertising
and design



CreativeReview
Annual 2011

Over 100 pages
of the year's very
best advertising
and design

On sale now

H Hackney

Hackney Council's Growth Centres Regeneration team supports and enables businesses and educational, creative, and leisure industries to operate more easily in the borough.

The team acts as a conduit between your organisation and the Council, providing practical help with finding premises, planning, mean time use, and linking up with key partners. For more information, please contact:

Andrew Sissons, Head of Growth Centres Regeneration, on 020 8356 2310 and andrew.sissons@hackney.gov.uk

Duncan Ray, Shoreditch Town Centre Co-ordinator, on 020 8356 4687 and duncan.ray@hackney.gov.uk

Ian Freshwater, Hackney Wick Town Centre Co-ordinator, on 020 8356 3898 and ian.freshwater@hackney.gov.uk

Hannah Dalgleish, Hackney Central Town Centre Co., on 020 8356 7748 and hannah.dalgleish@hackney.gov.uk

Daniel Moore, Inward Investment Officer, on 020 8356 5167 and daniel.moore@hackney.gov.uk

Tech City Launchpad 1

Technology Strategy Board is investing up to £1m in innovative digital projects with a focus on the 'tech city' around Old Street and Shoreditch in East London.

Competition opens **Friday 6th May 2011**, closes **26th May 2011**

For more information see www.innovateuk.org or visit <http://bit.ly/LaunchPad1>

Start

addingplay

Use our Gamification building blocks
for your brand, products and services



Reward



Virtual goods



Feedback



Leaderboards



Mastery



Race



Collecting



Exchange



Status



Power



Gifting



Ownership



Capture



Levels



Social influence



Territory Control



Social Points



Achievement



Identity



Checkpoint



Killer



Winning



Time



Socialiser



Social status



Variable



Free



Achiever



Luck



Random

1 Increase Engagement 2 Build Loyalty 3 Improve Conversion

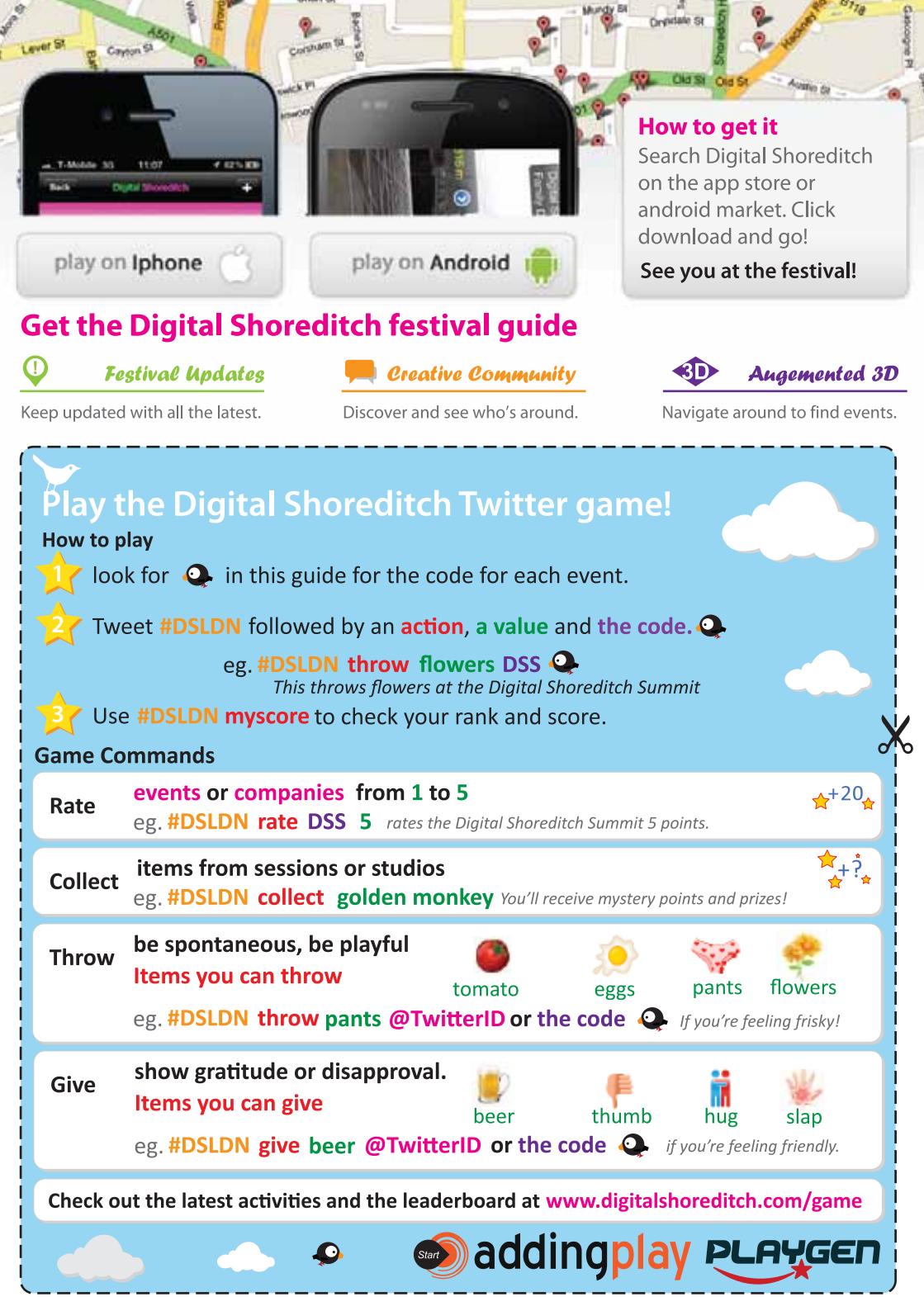
Connect with us and start adding play

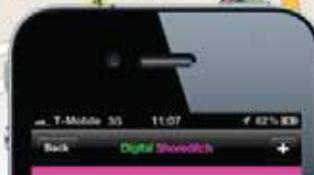
@ contact@playgen.com
www.playgen.com



Tel: 0800 530 0136
Alt: 020 7749 3783

PLAYGEN







[play on Iphone](#) 

[play on Android](#) 

How to get it

Search Digital Shoreditch on the app store or android market. Click download and go!

See you at the festival!

Get the Digital Shoreditch festival guide



Festival Updates

Keep updated with all the latest.



Creative Community

Discover and see who's around.



Augmented 3D

Navigate around to find events.



Play the Digital Shoreditch Twitter game!



How to play

- 1 look for  in this guide for the code for each event.
- 2 Tweet **#DSLDN** followed by an **action**, **a value** and **the code**. 
eg. **#DSLDN throw flowers DSS** 
This throws flowers at the Digital Shoreditch Summit
- 3 Use **#DSLDN myscore** to check your rank and score.





Game Commands

Rate	events or companies from 1 to 5	 +20 
	eg. #DSLDN rate DSS 5 <i>rates the Digital Shoreditch Summit 5 points.</i>	
Collect	items from sessions or studios	 +? 
	eg. #DSLDN collect golden monkey <i>You'll receive mystery points and prizes!</i>	
Throw	be spontaneous, be playful	
	Items you can throw	   
	eg. #DSLDN throw pants <i>@TwitterID or the code</i>  <i>If you're feeling frisky!</i>	
Give	show gratitude or disapproval.	
	Items you can give	   
	eg. #DSLDN give beer <i>@TwitterID or the code</i>  <i>if you're feeling friendly.</i>	

Check out the latest activities and the leaderboard at www.digitalshoreditch.com/game







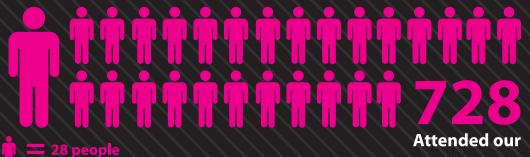


addingplay **PLAYGEN**

In Shoreditch 2011



During to the run up to the festival



Beers were drunk

That's enough to fill a small pool



21,000 Flyer's printed

You could decorate 4 big houses with that amount!



The phone rang on average

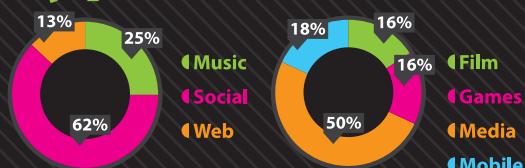


Cupcakes Delivered

To studios around Shoreditch



Types of events



We have support from

179
Companies & Studios

17
Media & Press

6
Government Institutes

Our website has seen an increase in visitors

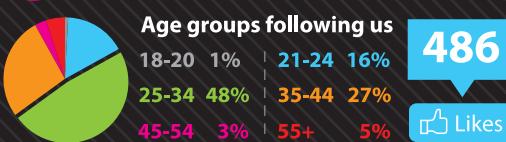


Our social status is currently



1,231
followers

58% male followers
42% female followers



Contact us

Tel: 0800 530 0136

Alt: 020 7749 3742

@ hello@digitalshoreditch.com
www.digitalshoreditch.com

See you at our monthly meetings!