



Digital Shoreditch
Festival 2011



Sponsors and Supporters



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 it's 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 we are 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  wcvpb <i>This event requires a RSVP</i> 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.  idmag <i>This event requires a RSVP</i> 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.  srth <i>This event requires a ticket which can be purchased here</i> 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.  tcu <i>This event requires a RSVP</i> 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.  msgap <i>This event requires a ticket which can be purchased here</i> 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.  mos <i>This event requires a RSVP</i> 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  prpl <i>This event requires a RSVP</i> 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  mblg <i>This event requires a RSVP</i> 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.  asha This event requires a ticket which can be purchased here http://albionlondon.com/society/	Patisserie Valerie, 37 Brushfield Street, E1 6AA
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.  gawo This event requires a ticket which can be purchased here http://digitalshoreditch.com/gamification/	Accelerator, 35 Kingsland Road, E2 8AA
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.  scamp This event requires a ticket which can be purchased here http://shesaysscamp2011.eventbrite.com/	LBi, 146 Brick Lane, E1 6RU
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.  daba This event requires a RSVP p.stgeorge@londonmet.ac.uk	Accelerator, 35 Kingsland Road, E2 8AA
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. Also taking place on Thursday & Friday  ios This event requires a RSVP events@inition.co.uk	23 Curtain Road, EC2A 3LT
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.  tdsme This event requires a RSVP c.robinson@brassagency.com	Brass Agency, 81 Rivington Street, EC2A 3AY
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.  gotpq This event requires a ticket which can be purchased here http://latitudegroup.com/geekoff/	Bar Music Hall, 134 Curtain Road EC2A 3AR
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.  wddm This event requires a ticket which can be purchased here http://bit.ly/ds-musicmetric	Shoreditch Church, Shoreditch High Street, E1 6JN

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  hos <i>This event requires a RSVP</i> lynnemurray@holition.com	23 Curtain Road, EC2A 3LT
14:00 to 18:00 	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  afos <i>This event requires a RSVP</i> emma@studio7london.com	Unit 7, 7A Plough Yard, EC2A 3LP
14:00 to 19:00 	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  wmos <i>This event requires a RSVP</i> izabela@welovemobile.co.uk	4th floor, TEA Building, 56 Shoreditch High Street, E1 6JJ
15:00 to 17:00 	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.  edmb <i>This event requires a ticket which can be purchased here</i> http://bit.ly/ds-sitelynx	Rivington Bar & Grill, 28-30 Rivington Street, EC2A 3DZ
18:00 to 21:30 	Digital Shoreditch at StartHub London Silicon Roundabout May Meetup during the Digital Shoreditch being held at StartHub.  dssh <i>This event requires a RSVP</i> shawn@techmeetups.com	StartHub, 64 Great Eastern Street, EC2A 3QR
18:30 to 20:30 	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  memo <i>This event requires a RSVP</i> info@specsgallery.co.uk	Specs Gallery, 211 Old Street, EC1V 9NR
18:30 to 21:00 	TechHub Taptu Evening: Mobile and iPad/Tablet News Apps A Bold New World For Publishers or More Platform Competition?  thte <i>This event requires a ticket which can be purchased here</i> http://bit.ly/ds-techhub2	TechHub, 76-80 City Rd, EC1Y 2BJ
19:00 to late 	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.  wbar <i>This event requires a RSVP</i> m.wright@gamelablondon.com	GameLab, 35 Kingsland Road, E2 8AA

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.

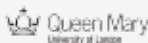
This unique gathering of talent will explore the key issues facing our UK digital market, bring new perspectives to our old business problems and drive the manifesto for our Digital Shoreditch community going forwards.

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

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

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>

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 **ISBA**

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



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>



addingplay

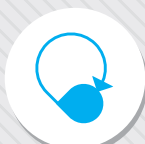
Use our Gamification building blocks for your brand, products and services



Reward



Virtual goods



Feedback



Leaderboards



Mastery



Race



Collecting



Exchange



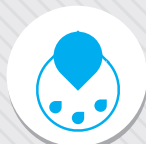
Status



Power



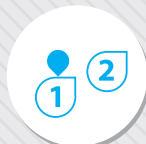
Gifting



Ownership



Capture



Levels



Social influence



Territory Control



Social Points



Achievement



Identity



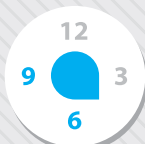
Checkpoint



Killer



Winning



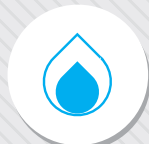
Time



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 **#DSLND** followed by an **action**, a **value** and **the code**.
eg. **#DSLND throw flowers DSS**
This throws flowers at the Digital Shoreditch Summit
- 3 Use **#DSLND myscore** to check your rank and score.

Game Commands

Rate **events or companies** from **1 to 5** +20
eg. **#DSLND rate DSS 5** *rates the Digital Shoreditch Summit 5 points.*

Collect **items from sessions or studios** +?
eg. **#DSLND collect golden monkey** *You'll receive mystery points and prizes!*

Throw **be spontaneous, be playful**
Items you can throw
 tomato eggs pants flowers
 eg. **#DSLND throw pants @TwitterID or the code** *If you're feeling frisky!*

Give **show gratitude or disapproval.**
Items you can give
 beer thumb hug slap
 eg. **#DSLND give beer @TwitterID or the code** *if you're feeling friendly.*

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



addingplay **PLAYGEN**

In Shoreditch 2011



We found 267 companies

During 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



20
times
a day

If one phone call is equal to a mile. You would be able to travel from London to Paris.



Cupcakes Delivered
To studios around Shoreditch



= 10
Cup
cakes



We have support from

179

Companies
& Studios

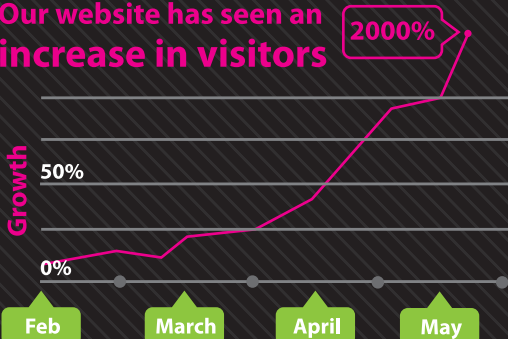
17

Media &
Press

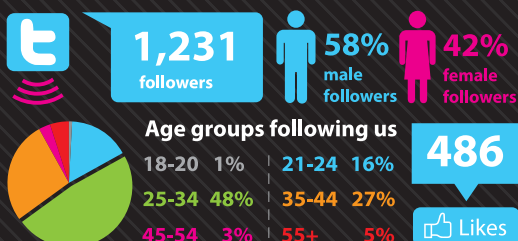
6

Government
Institutes

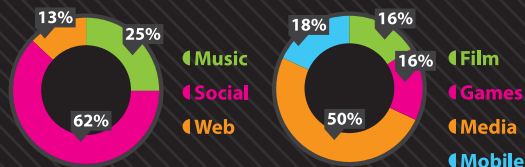
Our website has seen an increase in visitors



Our social status is currently



Types of events



Contact

Tel: 0800 530 0136
Alt: 020 7749 3742

us

@

hello@digitalshoreditch.com
www.digitalshoreditch.com

See you at our monthly meetings!