



# YORK UNESCO CITY OF MEDIA ARTS

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CANDIDATE CITY

For two  
millennia  
York has  
been the  
meeting  
point for the  
ideas and  
creativity of  
the world



A letter from

## City of York Council's Chief Executive

Throughout York's history, a strong sense of creativity and artistic appreciation has both characterised and driven forward our development. Our city's reputation is built upon social and industrial innovation, fairness and artistic flair – a city that constantly innovates, provokes, stimulates and informs.

Today, these vibrant exchanges and experiences are integrated into the fabric of everyday life in the city, acting as an inspiring canvas for creative pioneers.

York's creative offer fully recognises how lucky we are to have the cultural assets that we do. This is not down to chance, however. We have nurtured our creative sectors and are committed to doing so for the future – not as a tactic, as a strategy or a means to an end, but because it's part of what makes our city great.

The creative offer of York already provides a keystone to our visitor economy. We have seen an increase from 2.1 million visitors in 1987 to 7.2 million today and we intend to double their value to £1 billion over the next ten years, primarily through our cultural offering. Supporting and supported by this, creative industries represent York's fastest growing sector and add a new balance to our unrivalled heritage assets and identity. It is also an important means of creating new connections, with our highest profile exports, including Stage One, KMA, Pilot Theatre, and Revolution Games, commanding audiences on the world stage. Increasingly, therefore, York and its creative products are known worldwide.

York's cultural offer does not, however, exist just for visitors. York has the highest rate of participation in the arts in Yorkshire with extensive youth programmes and open access media arts skills development. This provides further evidence that our media arts sector is fully integrated into the life of the city.

Our achievements to date are founded on strong cultural leadership, and this continues. Our universities and colleges have invested more than £100m in media arts facilities and resources in the last decade. The creation of York@Large, the city's cultural partnership, in 2003 has embedded our creative industries earlier into conversations about York's future and moves us towards our vision of being an internationally-renowned centre for cultural production and consumption.

As we look ahead, York's vision over the next 30 years, in our Local Plan, champions the creative industries throughout and we are investing significantly in media arts facilities and education, libraries and archives, and universal digital connectivity. As a UNESCO designated City of Media Arts we would raise our ambitions further to attract investment for new and existing businesses in the sector. Their growth, and the creation of new jobs, would offer new opportunities to our graduates and capture the imagination of a generation.

In achieving these ambitions, the impetus of creativity within the city would be enhanced and shared across the Creative Cities network. York's recent experience of sharing learning across worldwide networks through our involvement in Living Labs Global Awards and URBACT III (both focussed on our Genius! social innovation platform) has embedded these principles within the Council's approach. The opportunity to work in a similar way in our creative sectors is something which we can see significant benefit in and we are very excited about.

In 2011, I accepted the UNESCO invitation to attend the Creative Cities conference in Seoul with Chair of Creative York, Marcus Romer. As a candidate city, York made a presentation at that conference and had fruitful discussions with other cities in the UNESCO Creative Cities network. Unfortunately, applications were put on hold by UNESCO for reasons outside our control but our enthusiasm to join the network has never wavered.

The Lord Mayor, Cllr Alexander, Cllr Crisp and I, as well as partners across the city, recognise the huge opportunity the Creative Cities network offers in making York's future as compelling and internationally recognised as its past. We commend this bid to you strongly, with optimism and anticipation of what it would mean for York and its people.

Yours faithfully,

**Kersten England**  
Chief Executive  
City of York Council

**Cllr. Ian Gillies**  
The Rt Hon  
the Lord Mayor of York

**Cllr. James Alexander**  
Leader  
City of York Council

**Cllr. Sonja Crisp**  
Cabinet Member for Leisure  
Culture and Tourism

# A definition of media arts

Media Arts involves the integration of new media technologies into creative practice and social exchange.

This includes disciplines such as video games, computer animation, digital and interactive art, sound art, film, television and theatre.

In York, it is activity partaken in by professional artists, designers, academics, researchers, enthusiasts, the general public and voluntary sector.

York's Stage One created the show infrastructure and all stage engineering and automation for the global production of Zarkana by Cirque du Soleil.

Photo Credit: Matt Beard © Cirque du Soleil



## Executive summary



As a city, we are united in our ambition to become a UNESCO City of Media Arts and to join the Creative Cities Network as active partners

Photo courtesy of Pilot Theatre

The legacy of York's standing as the social capital of the north is all around us: iconic architecture, renowned bookshops, galleries and theatres, world-class museums and archives, and the contemporary interpretation of this heritage for a thriving tourism industry.

This melting pot of assets has always cultivated an appetite for education, culture, and self-expression that has allowed the people of York to make a highly distinctive contribution to culture in the UK.

The city today is a hub of innovation, exporting the liquid crystal and display technologies that form the basis of our flat-screen televisions, computers and mobile

phone displays, the technology behind online video services for the likes of BBC iPlayer and China United Television, and cutting-edge innovations in chocolate at Nestlé's Product Technology Centre.

Constantly evolving in its history, York's latest chapter is gathering real pace, with creative industries becoming the fastest growing area of its economy. These evident strengths in media arts and supporting technologies allow York to play a part as a centre for new ideas and artforms in the 21st Century, both reaching into the world and drawing the world towards us. UNESCO designation will act as a tipping point in this endeavour.

This bid recognises the driving contribution of media arts to the city's quality of life, the competitiveness of the local economy, high levels of public participation, and the investment in the human capital in our academic institutions.

York's creative community is increasingly making its mark abroad through best-selling computer games, new music technology, immersive digital playgrounds, cutting-edge museum interpretation, and by making its cultural and creative output available across boundaries.

Creative activity and economic prosperity in York has always followed a dedication to social equality and to nurture human talent, side by side with the values of openness and collaboration empowered by the digital age and the values of UNESCO.

York is excited about the prospect of sharing these experiences and exploring new ideas with the Creative Cities Network. It would also prompt greater collaboration with our regional neighbours such as Hull, Leeds, Sheffield and Bradford.

We believe UNESCO City of Media Arts designation would act as a catalyst for new investment, connections, ideas and exchanges. And, as a gateway to international markets for the region, it would create significant beneficiaries beyond York.

Partners in the bid include organisations and bodies in the fields of culture, arts, innovation, tourism, government, media and education.

This submission is supported by Arts Council England, NESTA (National Endowment for Science, Technology and the Arts), and the UK National Commission for UNESCO (UKNC) Secretariat with endorsements from Lyon, Enghien-les-Bains and Sapporo.

## 1

## York: An overview of the place, people, past & present

York's rich heritage is the backbone of its reputation as a cultural city and the prologue to its media arts explosion.

Founded by the Romans in 71AD as a major strategic fortress, York developed into the capital of the northern province of Britain and has been an important city, both politically and economically since. The Vikings, who occupied the city in 866AD, created a great trading centre with links right across Europe.

During the medieval period York was England's second city and by the eighteenth century it was a social centre. In the nineteenth century York's economic fortunes again rose with the railways and it became a key base for the chocolate industry, with Terry's Chocolate Factory being established in 1767 and Rowntrees in 1862.

This blend of new cultures and triumphs brought with it an explosion of new ideas and artistry that fill our museums today. As master storytellers, York has built leading industries recounting its colourful 2,000-year history.

Present day York is equally shaped by the dark episodes of its past such as the massacre of the entire Jewish community of York in 1190, which defines our ongoing commitment to tolerance and togetherness.

York's past is also visible as a mosaic of buildings and streets unique in character, which have inspired painters such as L.S. Lowry, Frances Place, Thomas Girtin, William Marlow and Samuel Prout.

The city's legacy of important structures include York Minster, the largest Gothic Cathedral in Northern Europe; over 2,000 listed buildings; and 22 scheduled ancient monuments including the City Walls, Clifford's Tower and St Mary's Abbey. Its more recent history also catalogues modern developments in architecture, monumental arts, engineering and town planning. From the integration of new technologies and cutting-edge experiences into its attractions such as The Orb at York Minster, to digital light and sound displays at its festivals, media arts is breathing new life into York's heritage and advancing the art of digital storytelling.

York's quality of life extends beyond its aesthetic beauty. Crime rates are low, income levels are relatively high and there is a good general level of health.

Despite appealing to well-educated workers, with 41% of the population having degree-level qualifications, York also has pockets of severe deprivation. However, it is not a city in its comfort zone, and this bid is evidence of its ambition to unite around its 21st Century strengths.

# The history of York is the history of England

## King George VI

### Geographical area

York occupies a strategically important position on the map – sitting at the centre of Great Britain. An area of significant natural beauty, Yorkshire's landscapes have inspired literary and art greats including the Brontës, Henry Moore, David Hockney and JMW Turner.

York is able to draw on the cultural strengths of its urban neighbours: Leeds (dance, literature and sculpture), Bradford (film), Sheffield (music and film), and Hull as UK Capital of Culture 2017 and its role in migration, past and present.

Less than two hours from London by rail and a similar travel time from Edinburgh, and under one hour 15 minutes from airports in Leeds, Manchester, East Midlands and Doncaster, the city has excellent national and international transport links.

York falls within the Leeds City Region, the UK's largest economy and population centre outside London, representing a £55 billion economy and employing 1.3 million people. It is also the UK city region with the greatest Digital & Creative business growth.

## City layout

A place of intense creative energy, York has always used its size to its advantage. Characterised by a compact urban area, it provides regular contact with the city's creative output.

The city's 4.8 square kilometres of parks and open spaces are places to discover new experiences and enjoy life, to stumble upon informal performances and to take in the city's unique sights and sounds.

In 2010 a team of Urbanists led by Alan Simpson Jackson published York New City Beautiful. It created a roadmap for a better connected city, reimagining its streets, public spaces and parks as places that could enhance how people experience its culture. It also advocated raising the profile of York's digital and creative industries to reflect a new 'cutting edge' York.

Inspired by the report, the £3.3 million Reinvigorate York programme of urban regeneration is further infusing media arts experiences into the city's public realm.

## Infrastructures

### Energy

York has always had a close relationship with nature and aims to develop and thrive as a sustainable city.

The pace of change towards a low-carbon economy has sped up with the creative and service industries at its core. The University of York is a founding member of the Centre for Low Carbon Futures, delivering high-impact research on themes of food, energy and water and supporting game-changing technologies in use in Europe, Asia and Latin America.

York's Low Emission Strategy has led to investment in transport and technology-based solutions. York's award-winning Local Transport Plan promotes walking, cycling and using public transport.

York aims to reduce its carbon-footprint by 40% by 2020 and 80% by 2050.

### Mobility

York has systematically worked towards being a city of movement.

This includes the pedestrianisation of the city centre 25 years ago, an extensive network of scenic cycle routes, frequent and accessible public transport services and the promotion of sustainable modes of transport. York was designated a Cycling City from 2008.

## Communications

York's Creative Cities aspirations are underpinned with a blend of next generation wired, WiFi and mobile networks.

York aims to be one of the most digitally-connected cities in Europe by 2015. It is already one of the UK's first Super-Connected Cities, with £3m being invested in digital infrastructure on top of its superfast broadband coverage across 97% of the city. Free WiFi internet can be accessed in public realm hotspots, city centre streets, community centres, libraries and on public transport.

## Multicultural profile of the city

York is a welcoming city and aims to be a beacon of tolerance and inclusivity. Minority ethnic groups represent 9.1% of the population, an increase of 85% in ten years. Today 100 different nationalities call York home, introducing a cosmopolitan outlook and diversity. The relatively recent influx of immigrants has been accelerated by European enlargement, the rise of the Universities up international ranking tables, and refugees and those seeking asylum, in particular from Kenya, Uganda, Poland and Turkey.

York's proximity to diverse cities, such as Leeds and Bradford, has also been integral to its celebration of multiculturalism. Multicultural activities are embedded at all school levels and festivals regularly invite participation in York's inter-faith and inter-cultural networks. The annual York Human Rights Festival has grown into a global forum for ideas from researchers, politicians, writers, historians and activists.

## Government structure

York is structured to enable participatory democracy from youth onwards. Local democracy is ensured through voting at local elections, participation at Resident Forums and council meetings, the plurality of local media, and the transparency embedded into the new council website. This relationship between city, citizens and businesses has become even closer in recent years, with digital democracy enabling daily contact through social media, the live screening of Cabinet meetings by local arts organisation Pilot Theatre, and the city's first Digital Inclusion Strategy.

City of York Council operates on a Leader and Cabinet model of governance, formed by the majority party. Local elections are held every four years.

York Youth Council is made up of a diverse group of 11 to 18 year olds who volunteer their own time to represent the views and interests of their peers, to challenge the council and other service providers, and to improve York for all young people. The council has long championed the city's cultural assets and capabilities, and is currently exploring innovative models for bringing together culture, tourism, marketing, and economic development under a single agency.



The city's 4.8 square kilometres of parks and open spaces are places to stumble upon informal performances and to take in the city's unique sights and sounds.



Photo courtesy of Visit York



York is now the third fastest growing city in England with a population of 200,000

## Population

York is now the third fastest growing city in England with a population of 200,000, which is projected to grow by another 12.5% over the next 15 years. A total of 6,550,045 people live within a 50-mile radius of York and 19,805,131 within 100 miles. York is both ageing in line with national trends and getting younger, with significant increases in 15–19 year olds (+17.8%) and 20–24 year olds (+39.1%), driven by the growing success of the universities. The total student population is over 21,500 and, with overseas students from over 120 countries making up 23% of that figure, York's skilled talent has a global footprint.

As a candidate City of Media Arts, York is committed to unlocking the creative potential of its young people.

## Economy

York has the most buoyant economy in the north of England supporting 117,000 jobs and contributing £4 billion of value to the national economy. It is home to a diverse and dynamic business base with particular strengths in the science, technology, creative industries and professional and financial services. Of the industrial age, York retains significant employment in chocolate, railways, and construction.

York's culture is a significant influencer of inward investment. It is also the backbone of York's tourism market, which has grown from 2.1 million visitors in 1987 to 7.2 million today. The city's Local Plan aims to create 16,000 additional private sector jobs by 2030 and to invest in transport, housing, renewal energy and digital infrastructure to support this growth.

## Urban planning policy & strategy

York's urban planning and development aims to enhance the living environment through a harmonious balance of art, culture, community and heritage.

A new Local Plan for York sets out a 2030 vision for the future development of the city and its spatial strategy. The Plan recognises the critical importance of York city centre as the economic, social and cultural heart of the area with:

- interventions to create a world-class, high quality, accessible public realm;
- improved facilities for small enterprises and the digital media industries;
- enhancements to river frontages, turning them into vibrant environments

## Education

York's stature as a Learning City follows a tradition of pioneering cultural education. This can be traced back to the English-Saxon monk, Alcuin of York (735–804), once Headmaster of the Cathedral School of York (the fourth oldest school in the world) before founding several of the earliest schools in mainland Europe. It was Alcuin who put the seven liberal arts at the core of the curriculum of the late Roman Empire and sparked the Carolingian Renaissance.

The Learning City York partnership established in 1998 has developed a culture of lifelong learning and innovation for York that maximises the contribution of learning to personal fulfilment, social cohesion and economic growth for the city.

The founding of the University of York in 1963 and the growth of York St John University are complemented by the establishment of medical training at the Hull York Medical School in 2002, Askham Bryan College of Agriculture and Horticulture, and the landmark campus development of York College.

A world Top 100 University, UK University of the Year (2010), and member of the Russell Group for academic excellence, the University of York plays a significant role in the economic and cultural life of the city and the region, employing 2,780 people and contributing some £240m annually to the York economy. There are now over 30 academic departments and research centres, with related strengths in digital media and preservation, computer gaming and narrative

studies, English and related literature, history of art, and the application of technology in music. The student body has expanded to nearly 16,000 and York academics published 1,800 research outputs in 2013 – more than five a day on average.

Shortlisted for UK University of the Year 2013, York St John University contributes £150m to the local economy each year and indirectly helps support 600 jobs. Each year 431 students graduate from 21 undergraduate and postgraduate courses across the fields of visual and performing arts, media and humanities.

The University provides a gateway for creative media businesses to access the research, skills and facilities in higher education institutions.

Both universities have invested over £100 million in media arts facilities over the last 10 years and contributed significantly to the city's entrepreneurial climate. The universities have also supported new cultural enterprises with low cost office space and helped the creative industries leverage the knowledge at their disposal.

## 2

## Today: A creative city

The origins of this UNESCO bid can be traced back to Without Walls – a citywide partnership and consultation to enhance quality of life and economic prosperity.

The agenda was to make York more welcoming, creative and inspiring – a place where people take part in culture as a matter of course. It also sought to challenge conventional wisdom about York, with Visit York, the city's official tourism body, viewing culture and media arts as the key to attracting a younger and more cosmopolitan visitor profile.

A programme of initiatives began to unlock the creative potential of the city, and York@Large, a new cultural partnership was formed. For the last decade, it has championed investment in the fabric of our cultural institutions, initiated several iconic activities such as the flagship Illuminating York Festival and the revival of the world famous York Mystery Plays, and ensured a new emphasis on culture in the city's hospitality, education and marketing.

This has been coupled with structured public support for those operating at the intersection of digital media and arts and the integration of culture into municipal decision-making (e.g. events listings, licensing policy, transport connections, extended opening hours, and cultural facilities in new developments).

As a result, York has seen the emergence of a new generation of talented practitioners and successful organisations across the many disciplines of media arts. It is also leading the way in providing universal access to its collections and preserving them for generations to come with institutions such as Yorkshire Film Archive and the University of York Sound Archives, and the city's reinvention of its libraries service.



Today, creativity and culture are ways of life in York, flowing through the living environment, driving the economy, bringing people together, and acting as the cornerstones to our contemporary identity and learning environments.

It can be concluded this 21st Century activity is largely responsible for York's chief credentials as City of Media Arts:

– York is a hotbed of creative talent with world-class learning institutions and the state-of-the-art facilities to match

– York has a track record of cultural leadership, evidenced by visionary interventions, influential networks, and thriving media outlets

– York's world class culture attracts over 7 million visitors per annum with media arts acting as the engine of its future interpretation

– York's cultural experiences form an important part of everyday life with York labelled the 'City of Festivals'

– York is investing in the preservation of its media arts assets and digitising its collections for the enjoyment of future generations

– York is a place dedicated to the flourishing of human talent and celebration of diversity through media arts



Creative Industries represent the fastest growing sector of York's economy with over 250 creative media arts companies employing 3,000 people

### Creative industries employment

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York and North Yorkshire's cultural economy is made up of 7,495 businesses employing almost 60,000 people, representing one in five of all jobs in the region.

On almost every conceivable measure, creative industries also represent the fastest growing sector of York's economy. Employment in the sector regionally rose by 25% between 1998 and 2008 but has seen explosive growth of 18.4% more recently between 2011 and 2012, equating to 580 new jobs. This is more than five times the national average of 3.2% over the same period.

Media arts has been a key driver of this growth with the Creative, Digital & Media sector now employing 2,500 people (3% of total) and is predicted to grow in the next 10 years to create 150 new jobs (representing 8% of future total).

The value of York's creative, digital and media output is £120k GVA per employee (Gross Value Added). Representing 8% of York's total GVA, it is a contribution that is expected to grow by at least 24% in the next 10 years. It is estimated that for every £1 of GVA generated by the arts/culture industry, an additional £1.43 of GVA is generated in the wider UK economy with indirect spillover impacts in skills development and nurturing innovation.

### Employment by discipline (2012):

- Music, Performing and Visual Arts (400)
- Museums, galleries and libraries (700)
- Publishing (200)
- IT, software and computer services (1,500)
- Film, TV, video, radio, photography (100)
- Design (100)
- Architecture (300)
- Advertising & Marketing (500)

## Consumption & enjoyment infrastructures

Much of York's built cultural infrastructure (theatres, live music venues, museums and galleries) has organically clustered in the square kilometre around the Minster. This Cultural Quarter is now subject to £14m investment in the Art Gallery, York Theatre Royal and St Leonard's Place to raise them once more to international standing.

Media arts is giving many more of York's iconic attractions a new lease of life. Historic buildings such as King's Manor, Barley Hall and St Mary's are frequently cast as venues for events, such as Aesthetica Short Film Festival. Future centres of production are following suit and the Guildhall is set to become a Digital & Media Arts Centre, blending production, consumption and learning. Its highly visible and significant location is testament to the important role media arts plays in York's future.

York's architecture provides an inspiring backdrop and challenge to artists and organisers, and is celebrated by millions of people every year in new ways as a result. Everyday the streets come alive with markets, street theatre, buskers and major festivals. Public art and storytelling is weaved into the fabric of the city, with initiatives such as Illuminating York, York Stories, and York Mystery Plays.

In 2013, the award-winning theatre production *Blood + Chocolate* gave audiences a unique new media experience as they followed the story of York's WWI heroes through the streets and landmarks, listening via headphones. With every performance sold out, it was also webcast live and for free on #PilotLive.

This vibrancy is matched by a strong neighbourhood culture and community participation which ranks as the highest participation rate in arts activities in the region and the second highest in libraries and heritage activities.

## Digital consumption

York is improving access to collections and performances through partnerships with the media, digitisation projects and live streaming, including:

**York Mystery Plays 2012** was streamed live to a worldwide audience, offering an interactive and personalised experience of the production via its multi-camera stream on BBC The Space.

**No Boundaries** is an open twin city online symposium on the role of culture in 21st Century society.

**Pilot Theatre** have developed livestream and On Demand theatre technology which is now available for venues worldwide via their new venture TheatreLivestream.TV

# Media arts is giving many more of York's iconic attractions a new lease of life

## Inclusivity

Drawing on York's long history of social innovation, media arts is valued as an agent of change in the health and societal wellbeing of the city:

**Inclusive Arts.** Inclusive Arts, part of the City of York Arts and Culture Service, delivers an inclusive community arts service working with disadvantaged and minority groups.

**Converge.** Shortlisted for a Times Higher Education award 2013 for Excellence and Innovation in the Arts, the Converge initiative between York St John University and the NHS delivers arts education to people who use mental health services, involving students in the delivery of courses in theatre, dance, music, singing and creative writing.

**Research Centre for Occupation and Mental Health.** The university's Research Centre for Occupation and Mental Health is also developing a research programme for arts and creativity involving digital storytelling and the use of new media in rehabilitation programmes.

**New Visuality.** Local art charity, New Visuality, is dedicated to championing creativity in outreach projects with disadvantaged groups, integrating their work with professional artists in exhibitions.

**Memory Bank.** Memory Bank ([www.memory-bank.org](http://www.memory-bank.org)) is the Yorkshire Film Archive's innovative resource that combines archive film with discussion to assist those affected by memory disorders.

**Accessible Arts & Media.** Accessible Arts & Media ([www.a-arts-media.org](http://www.a-arts-media.org)) is an arts and media charity that has inspired thousands of disabled and young people to communicate through creativity for 30 years. Projects include AbleWeb Radio, York's online radio station created by and for people with learning difficulties and disabilities, and Inclusive Media Projects allowing both disabled and non-disabled young to make music through accessible technologies.

**KhaoZ Media.** KhaoZ Media ([www.khaozmedia.org.uk](http://www.khaozmedia.org.uk)) engage people in community action projects through accessible community media resources and creative expression in film, television, print, radio and online. They participate in pan-European intercultural youth media projects through the Youth4Media Network.

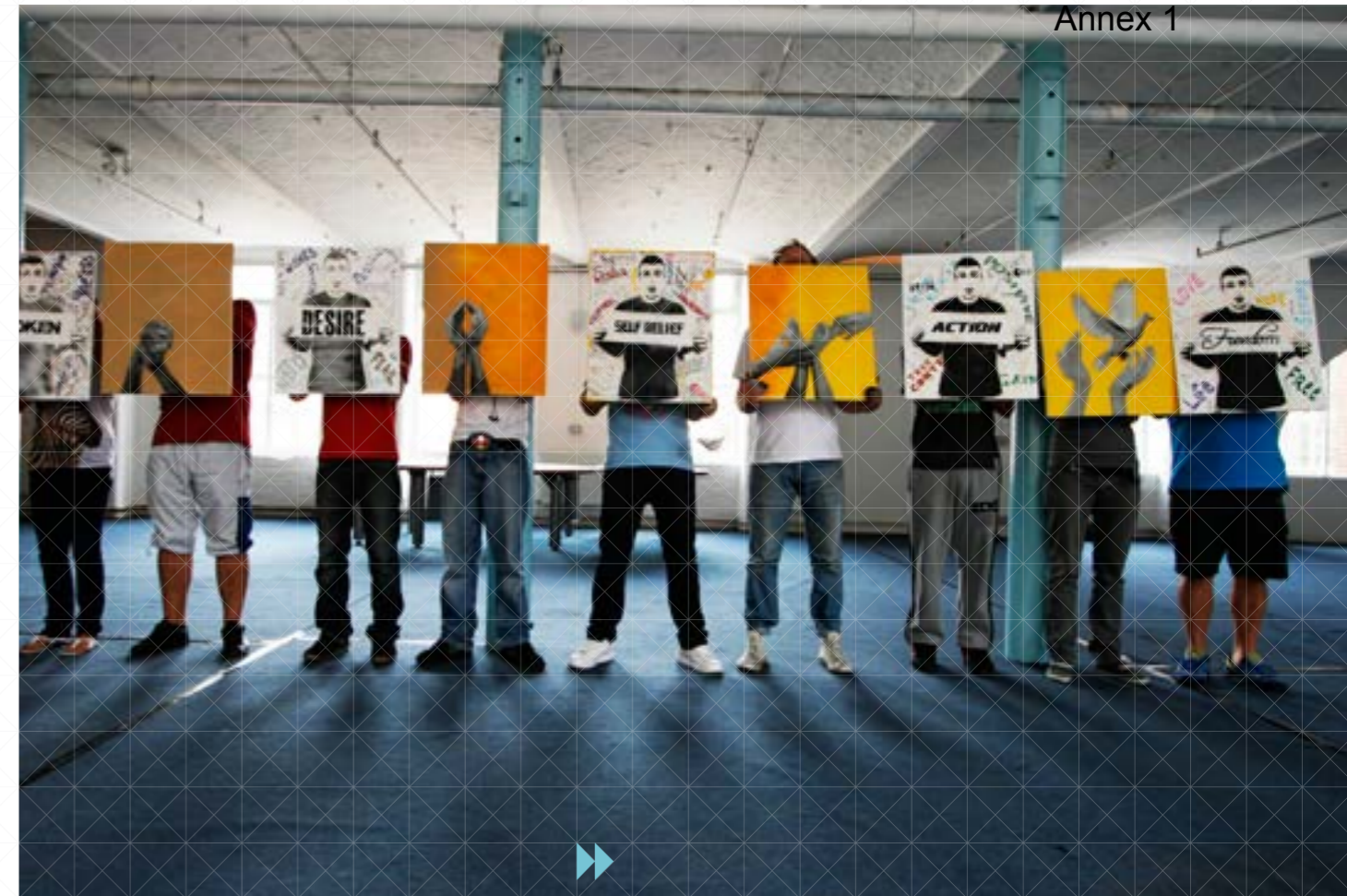


Image courtesy of Inspired Youth

We encourage young people to lead the discussion and come up with their own ideas

## Case Study: Inspired Youth

Inspired Youth is a not-for-profit social enterprise using digital video and arts to inform, challenge, educate and inspire, with a particular focus on engaging people who are considered hard to reach. Projects include:

**Mind Me** – A multimedia project for World Health Day to understand and tackle the stigma around mental health.

**Young Carers Revolution** – A multi-award-winning media campaign highlighting the experiences of young carers and helping 'hidden young carers' find the support they need.

**Behind No Doors** – Assisting Foundation Housing service users to create a media campaign exploring the issue of Youth Homelessness.

## Production centres

York's highly visible cultural production reflects its status as the cultural capital of the north for centuries. The recent rise of knowledge industries and knowledge transfer initiatives has led to incubation centres on education campuses adding to York's inherent capacity to self-organise with the proliferation of artists' studios.

**Bar Lane Studios.** Provides affordable workspace and printmaking facilities, and houses many local but internationally-renowned artists.

**The Phoenix Centre.** Provides affordable space at York St John University's main campus for new ventures solely in the creative and digital sector. Each year up to 14 businesses enjoy 12-months of peppercorn rents, access to specialist technical facilities such as 3D printers and textile printers, and sector-specific business support, mentoring and training.

**Ron Cooke Hub.** A £20million, 7000 sq ft 'melting pot' for creative engagement and enterprise. From seeding new ideas and incubation to showcasing of new concepts, the Hub has become a prominent production centre for media arts since its opening at Heslington East in 2010. The Hub is also used to exhibit creative works with lectures theatres, a gallery, and the 3Sixty - a black box with 360 degree full-wall projection and surround sound.

**York Science Park.** The Innovation Centre is home to established knowledge-based companies who benefit from direct access to the University of York's Research and Innovation Office.

**Heslington Studios.** A new £30m film and television centre, providing state of the art production and post-production facilities and equipment to students and industry. It offers two high-spec, high-definition broadcast television studios, a screening room and 120-seat cinema, a 200-seat theatre, and multi-functional rehearsal spaces.

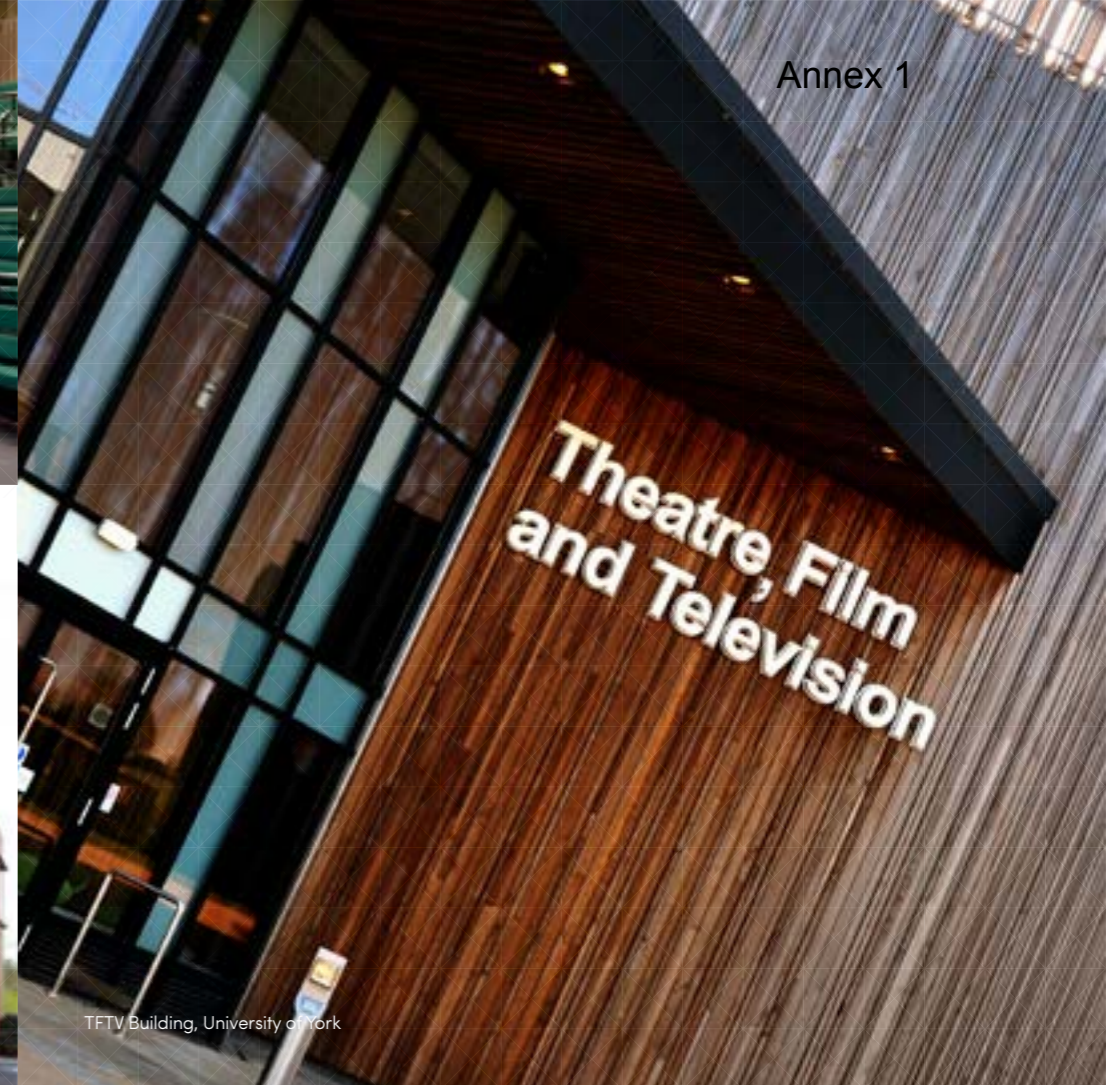
**Green Screen Studios.** The innovative partnership between Heslington Studios - the commercial arm of the University of York's Department of Theatre, Film and Television (TFTV) - and Green Screen Productions is lowering costs and opening the door to the internationally distributed films market.

Based at the site of the ARTTS International Film School, the studio has been transformed into a production base for film and television, with 3 large studio spaces, facilities for production, costume rooms, and various rehearsal spaces. It also houses accommodation with 30 bedrooms for cast/crew use.

**THE HIVE.** A new £3.5 million media centre and theatre was built at Manor CE School in 2011 to support the teaching of vocational courses in Media and Performing Arts. The purpose-built theatre seats 209 people alongside a disabled gallery, gantry and control room, a rehearsal studio, and Apple Mac Suite. Children from all over the city who take the Creative Media Diploma use the centre, as well as being available for public and industry hire.



Heslington

The Hive  
Manor School

TFTV Building, University of York

The Ron Cooke Hub  
University of York



**Aesthetica Short Film Festival:** The BAFTA accredited Aesthetica Short Film Festival (ASFF) is a celebration of independent film from across the world. It showcases films in 15 York locations including medieval halls, ancient city walls, boutique cinemas, galleries and museums.

Alongside the screening of 350 films from 40 countries, ASFF also presents a series of masterclasses and workshops with leading industry figures, working with such organisations as BAFTA, Film4, Warp Films, Raindance and Sheffield Doc/Festivals.



## Festivals & events

**York's eventful festival landscape provides perhaps the most visible celebration of its creativity.**

**York Early Music Festival:** The annual festival is the UK's premier celebration of 500 years of musical history, from the medieval (1250) to the baroque (1750). It draws in international artists and audiences and works in partnership with BBC Radio 3, the UK Arts Council, and the Réseau Européen de Musique Ancienne (REMA).

**The Jorvik Viking Festival:** Recognised as the largest Viking Festival in Europe, the festival's nine-day programme of family-friendly events, lectures, concerts, guided walks and battle re-enactments attracts over 40,000 visitors each year from around the world. Now in its 30th year, media arts is integrated throughout the festival programme.

**York Mystery Plays:** A cycle of forty-eight mystery plays, which have brought sacred history to diverse audiences for 800 years. The format represents the earliest formally developed plays in medieval Europe and it sold 32,000 tickets for its 30-performance run in 2012.

**York Stories 2012:** A major community project as part of York 800 celebrations, marking the milestone anniversary of the city's self-governance. The project collected 1,500 stories about people's relationship with the city. The resulting words, music, voice, audio, digital media, video, poetry, letters and lyrics were turned into original artworks by artist Kane Cunningham and saved for posterity in the time capsule until 2212 when York will be celebrating 1,000 years of self-governance.

**York Open Studios:** A visual arts festival taking place over two weekends each year.

**Theatre Café York:** An international symposium showcasing the best new plays for and about young people from across Europe. The 2014-15 festival was a collaboration between Company of Angels (UK), Imploding Fictions (Norway), GRIPS Theatre (Germany), and De Toneelmakerij (Netherlands). Bursaries were available for emerging artists.

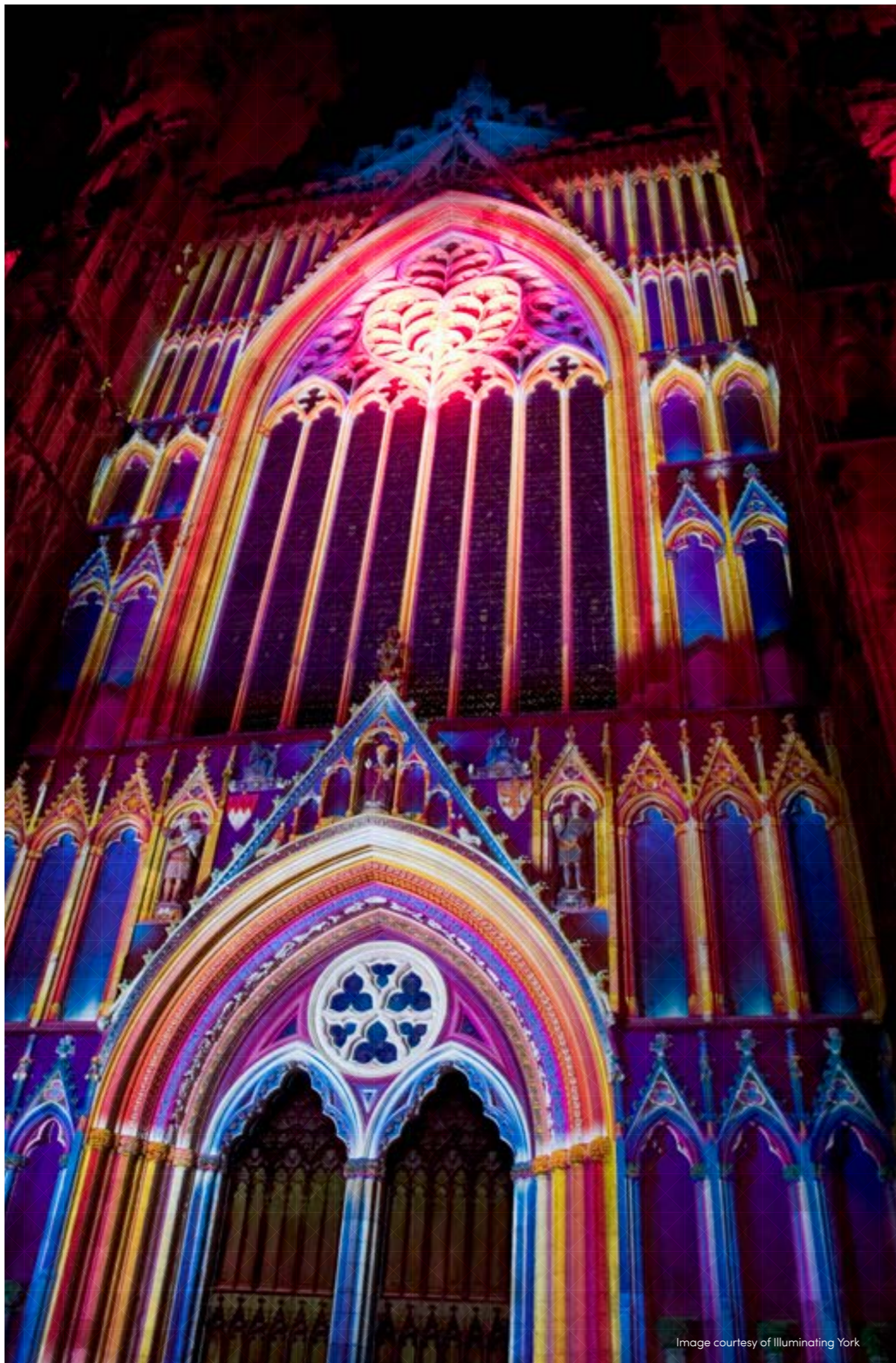
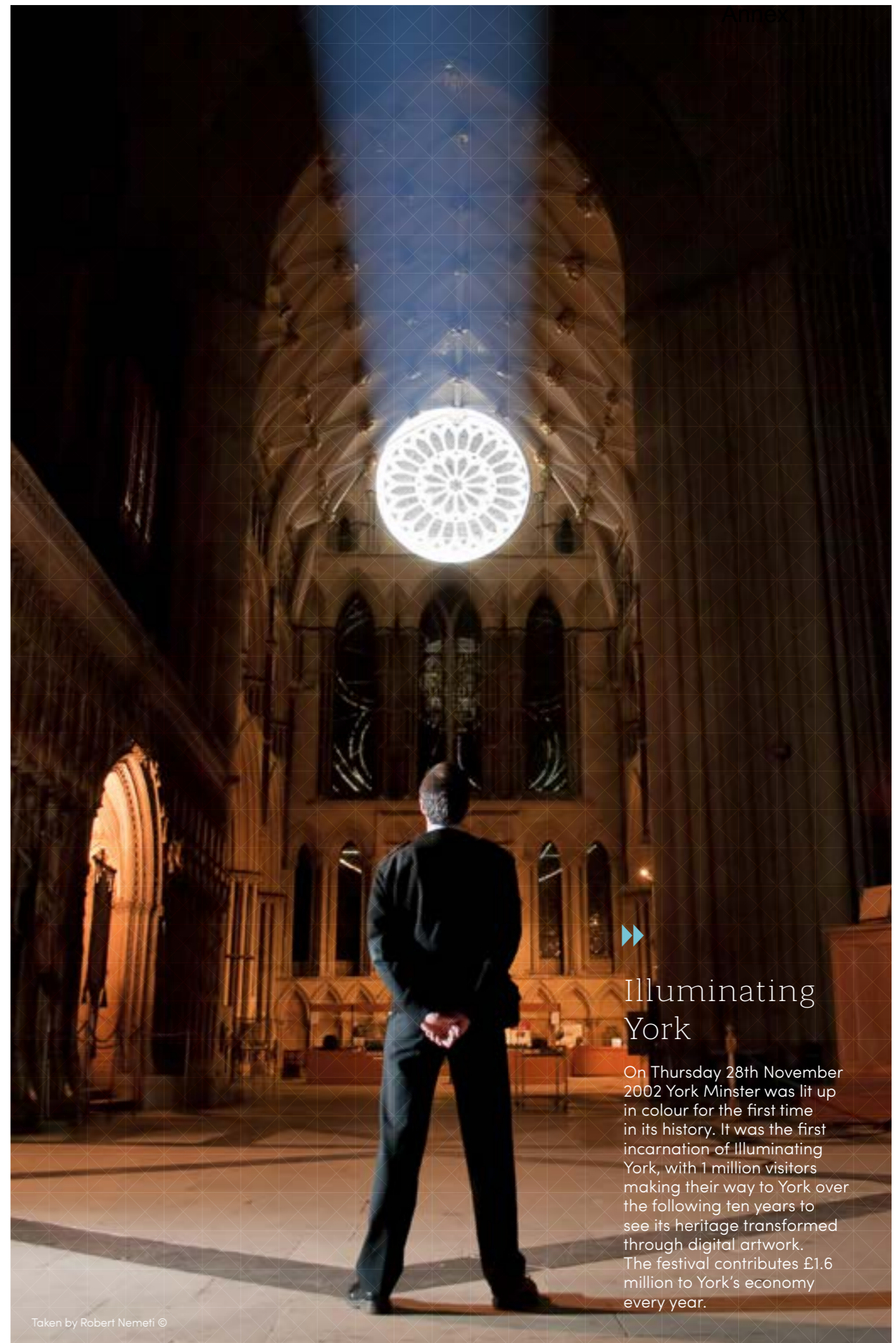


Image courtesy of Illuminating York



Taken by Robert Nemeti ©



## Illuminating York

On Thursday 28th November 2002 York Minster was lit up in colour for the first time in its history. It was the first incarnation of Illuminating York, with 1 million visitors making their way to York over the following ten years to see its heritage transformed through digital artwork. The festival contributes £1.6 million to York's economy every year.



Image courtesy of The Press, York

I can see the Tour in their hearts and in their eyes. For that, I say thank you to everyone in Yorkshire who has made this Grand Départ so very, very special.

Tour de France race director Christian Prudhomme

**Tour de France:** In 2014, the world's largest annual sporting event came to York. It was accompanied by a 100-Day Cultural Festival for the first time in its history. Events included thirty outdoor cinema screens showing films about cycling from Yorkshire Film Archives and Bike Story, which had weaved public stories into a spectacular one-hour outdoor theatre show.

**York Literature Festival:** Seeking to capture the public imagination for literature and unite leading authors with emerging local talent, York Literature Festival began in 2007. Events include talks, performances, workshops, poetry, theatre, cinema and reading groups across a 12-day period. Writers who have appeared at the festival include Simon Armitage, Germaine Greer, Kate Atkinson, Tony Benn, Andrew Motion, Carol Ann Duffy, Ian McMillan, Diane Setterfield, and Amanda Vickery.

**Festival of Ideas:** The Festival of Ideas is symbolic of York's collaborative energy with more than 30 partners involved in 120 stimulating events featuring world-class speakers, performances and interactive experiences for people of all ages.

Across a 15-day period in 2013 the theme of 'North and South' was explored with headline speakers including Nobel Laureate Seamus Heaney, broadcaster Melvyn Bragg, screenwriter of Cranford and Call the Midwife Heidi Thomas and archaeologists and broadcasters Michael Wood and Michael C Scott.



Annex 1



Images courtesy of Pilot Theatre

### Conferences & symposia

York hosts several notable conferences and symposia in the digital and creative fields, both of international appeal and local application.

Pilot Theatre have run Shift Happens Conferences in partnership with Arts Council England since 2008. The pioneering event brings together the world's leading thinkers and digital creators with 250 inquisitive arts professionals for a day of talks, seminars, debates and digital up-skilling in the intersection of arts and technology.

Created in the spirit of TED's mission, "ideas worth spreading," York hosted its own TEDx event in July 2011, exploring ideas about integrating Arts in to the

traditional Science, Technology, Engineering and Maths (STEM) sectors to create a new STEAM age of innovation and creativity. Livestreamed around the globe, speakers contributed from Adelaide (Australia), Christchurch (New Zealand) and Canada.

Innovation in Music (InMusic'13) is a new European music industry conference bringing together researchers, artists and professionals interested in the future of the music industry. Hosted by York St John University and the University of York, the committee for the conference includes representatives from the Music Producers Guild, Royal Academy of Music, Berklee College of Music, and Neue Musikschule Berlin.



## Cultural centres



**Museums:** York Museums Trust (YMT) is an independent charity managing York Castle Museum, Yorkshire Museum and Gardens, York Art Gallery and York St Mary's. The museums attract 600,000 visitors a year, bringing in £6.4 million, supporting 100 full-time jobs and represent a 'return on investment' of around £10 for every £1 invested by the council.

At the forefront of historical interpretation, YMT has used new technologies to augment the arts and heritage education experience, such as geo-cache trails, and has appointed a Wikimedian-in-Residence and holds public Wikipedia Edit-A-Thons as part of their major digitisation strategy.

**Yorkshire Museum:** One of the longest established museums in England, its collections have been awarded 'designated' status for their importance.

A £2.2m refurbishment of the Yorkshire Museum added cutting edge technologies to its experiences, including interactive new media recreations of Roman York and the creation of a super-wide screen audio-visual History of York presentation.

**York Castle Museum:** One of Britain's leading museums of everyday life. It is best known for its recreated Victorian street, the oldest such street in any museum in Britain. An accompanying app enables users to compare Victorian York to the present day on an augmented tour of the city.

**Jorvik Museum:** Welcoming over 16 million visitors over the past 29 years, the centre recreates life over a thousand years ago in a combination of traditional installations and digital 'edutainment'.

The latter follows a £1million refurbishment in 2010 with new installations including animatronic figures

that engage with the visitors in old Norse. The centre has used technology to extend the experience online, including using Skype-classrooms to undertake virtual lessons around the world.

**National Railway Museum:** Attracting over 800,000 visitors a year and a former European Museum of the Year, NRM's display of 100 locomotives are flanked by digital installations, including Search Engine, a £4 million archive and research centre allowing visitors to view previously unseen artwork, papers and photographs. Another project with the National Archives aims to digitise its collection of over 1,000,000 objects from 300 years of railway history. The Museum's art collection consists of 11,200 posters, 3061 prints and engravings, and 1049 paintings.

National Railway Museum, Illuminating York, image courtesy of @roywilliam



**York Minster:** The most significant Gothic cathedral north of the Alps, completed in 1472. The nave contains the Great East Window - the career masterpiece of glass painter John Thornton, it is the largest expanse of medieval stained glass in the world and arguably one of the finest examples of media arts of its time.

A new visitor experience, Revealing York Minster, was opened in 2013. A network of new interactive galleries, the digital installations allow visitors to follow in the footsteps of Roman soldiers and explore the lives of the people, past and present, who have made this one of the greatest cathedrals in the world.

## Bookshops

York is blessed with a rich literary legacy. W. H. Auden, Andrew Martin and Kate Atkinson were born here. The Brontë sisters, Charles Dickens and Wilkie Collins were regular visitors to the city, and Collins set part of his novel 'No Name' in York. Daniel Defoe's world famous character Robinson Crusoe was from York.

Minster Gates has been associated with books and bookselling since 1580 and was formerly known as Bookland Lane.

Today, York's bookselling scene includes Stone Trough Books once of Fossgate, which famously sold the 2,600 volume library of author Edith Wharton for £1 million in 2006, Ken Spelman Booksellers which opened in 1948 and deals direct with collectors, museums and libraries around the world, Janette Ray Rare Books' focus on architecture, design, photography and landscape, and York Modern Books which sells first editions of illustrated books and British art.

## Galleries

York's collections and temporary exhibitions are housed in an eclectic range of spaces, from public galleries to contemporary white cubes, higher education institutions, a converted old school house, and private homes.

**York Art Gallery:** Opened in 1892, the Art Gallery is remarkable for its collection of important European paintings spanning seven centuries, with works by Bellotto, Reynolds and the world's largest collection of York-born William Etty's work. Its works range from 14th Century Italian panels and 17th Century Dutch masterpieces to Victorian narrative paintings and 20th Century works by LS Lowry and David Hockney.

York Art Gallery is one of 250 art institutions involved in the Google Cultural Institute's Art Project, enabling people to view its collections online in extraordinary detail. The Gallery's Evelyn Collection has also been uploaded to Google Maps and Street View with the support of volunteers.

Currently undergoing an £8 million redevelopment, the new gallery will feature seven exhibition galleries.

**York St Mary's:** This church is now an imaginative setting for major site-specific art installations. Several artists have used technology to create their works.

**New School House Gallery:** Housed in a Grade II listed former schoolhouse, it specialises in contemporary art and objects.

**According to McGee:** Opened in 2004, According to McGee is a white cube gallery showcasing of York's contemporary art scene. Their exhibition Interactive Prints: Nathan Walsh was a collaboration with New York's Bernarducci Meisel gallery. The exhibition tested an innovative approach to viewing artwork: by holding the 'Repentir' app - developed with the Culture Lab at University of Newcastle and Northumbria University - to a painting, the cityscape would reveal the path it took, from the sketches to completion.

The same technology is being adapted to pilot the use of tablets in York's libraries to loan artwork and reduce barriers to ownership.

## Theatres

**York Theatre Royal:** A major regional producing theatre with audiences of 200,000 a year.

York Theatre Royal has one of the busiest Digital Engagement and Education & Community departments in the country. Its youth theatre attracts over 300 young people and stages an annual TakeOver Festival, where young people take over the running of the theatre.

York Grand Opera House has played host to touring productions of plays, musicals, opera, ballet, comedy and community theatre since 1902.

The York Barbican re-opened in 2011 after a major £2m investment. It has a capacity of 1,900 and attracts international conferences and events.

Other community theatre venues include Friargate Theatre and The Joseph Rowntree Theatre.

The new, state-of-the-art theatre at Heslington Studios can entertain an audience of 200. With full connectivity to the centre's facilities, performances can be recorded by up to five cameras and transmitted live to anywhere in the world.



Elke Finkenauer, Draw a Line Somewhere (2012)  
Finalist in the Aesthetica Art Prize, York St Mary's  
Photo by Jim Poyner  
Courtesy of Aesthetica.

» The site-specific installations at York St Mary's demonstrate how York reappropriates and reimagines its historical heritage



## York is a serial innovator in the provision of library services



Image courtesy of KMA

### Cinemas

York Theatre Royal was the site of the first film screening in the city in 1896. It marked the beginning of an illustrious history of eleven cinema buildings in York.

The 21st Century brought new cinemas, from the £3.2million City Screen Picturehouse to The South Bank Community Cinema run by a grassroots film society, and Brandy Browns Cinema.

### Music venues

With considerable musical talent and prominent venues, audiences can enjoy live music across all genres almost 365 days a year.

The National Centre for Early Music is an important venue for the performance, recording and commissioning of music, based in the converted medieval church of St Margaret. Home of the York Early Music Festival, the NCEM promotes a year-round series of 100 jazz, world, folk and early music concerts as well as a thriving education programme.

The NCEM is also involved in partnership programme Music4U, providing music-making opportunities for 30,000 young people living in challenging circumstances.

The Sir Jack Lyons Concert Hall & Rymer Auditorium at the University of York explore several centuries of music each season, from solo recitals to opera, folk music to jazz and early to contemporary music.

York's popular live music venues include Fibbers, York Barbican, The Duchess, The Black Swan Folk Club, The Basement, and even the intimate House Concerts. Music is also an important part of York's international agenda, with events such as York Peace Festival and Fête de la Musique, sponsored by Alliance Française de York, using the medium to celebrate different cultures.

### Libraries & archives

York is a serial innovator in the provision of library services.

York's 14 libraries are at the heart of literary and learning life in the city, promoting the joy of reading by providing free books to borrow in all formats including digital versions for all ages, hosting reading groups, an informal learning programme, and access to online learning opportunities, a digitised local archive and local history resources.

**In 2010, City of York Council invested over £1m re-inventing the city library as the new Explore Centre that is also home to a major community media project**

York boasts archives of international significance for the written word, theatre, film and sound. The city's investment in multimedia libraries mean these rare and valuable collections can be enjoyed by future generations.

Based at York St John University, Yorkshire Film Archive is the regional film archive with a diverse collection of 50,000 titles including footage made by the early film pioneers of the late 1890s.

The Borthwick Institute of Archives, based at the University of York, is one of the largest archive repositories outside London with records from the 12th century to the present day accessed by thousands of visitors each year.

The University of York Sound Archives specialise in non-commercial, off-air and unreleased recordings for teaching, research and listening.

York's central archives are also currently being transformed, including the York: Gateway to History project to create a 21st century City Archive which will see the appointment of Archive Champions across the city.



Olympic Cauldron for London 2012, Stage One's celebrated petals were the perfect synthesis of the artistic and the technical.

York's creative footprint is vast and varied. Strategic strengths are seen in the knowledge industries, the problem solving and vision of the design community, the creative talents and immersive worlds of artists, writers, theatrical performers, the technical roles that support them, and the preservation and sharing of the craft of previous generations in the cultural heritage sector with their expertise exported around the globe.

Renowned alumni include Oscar-winner Peter Lord CBE who co-founded Aardman Animation in 1972 during his first year as an undergraduate at the University of York, John Barry OBE, best known for composing 11 James Bond soundtracks and winner of five Oscars, William Etty who is the only major British painter before the 20th century to have devoted his career to the nude, and those now developing Media Arts talent nationwide including television and radio producer Will Hanrahan and Greg Dyke as former Director General of the BBC.

## ► Practitioners

### Stage One

Stage One are world-leaders in scenic solutions, event technology and motion control for major events.

The company's first involvement in the Olympic Games came in Athens 2004 and they have worked on the Pan Arab Games 2011 Opening Ceremony, Eurovision 2013 and orchestrated numerous flying sequences and sets for Andrew Lloyd Webber's West End productions.

One of the company's biggest media art commissions was the Alfa Bank Video Mapping show in Moscow. The façade of Moscow University became a 25,500 square metre canvas for this record-breaking 3D video-mapping project, played out in front of an audience of 800,000.

### Mark Herman

Mark Herman is an English film director and screenwriter best known for *Little Voice*, *Brassed Off* and writing and directing the 2008 film *The Boy in the Striped Pyjamas*, which achieved worldwide Box Office sales of over \$20 million.

In York, Herman founded Parashoots, a video production company that provides employment opportunities for emerging talent, often drawn from York's universities. The company also seeks to support the commissioning of short films under the banner of Parashoots. Herman is a fellow of Film and Television Production at York St John University.

### Deborah Bowness

York-based artist and designer Deborah Bowness, renowned for her Trompe L'Oeil wallpaper designs combining traditional and digital techniques, is featured in the print collections of V&A, The Whitworth Art Gallery, the Cooper Hewitt National Design Museum and the Musée des Arts Décoratifs.

In 2013, Bowness embarked on a nationwide exhibition entitled "Paper Trail", which turned interior decorating inside out by drawing attention to exterior spaces, in a creative and thoughtful way. The exhibition incorporated designs by students from Art & Design Diploma in Foundation Studies at York College.

## Bright White

Best described as 'Interpretive Designers', Bright White have been creating multimedia learning environments for some of the world's leading museums since 2004.

Bright White's most recent project was to bring the 700-year-old Battle of Bannockburn to life in an immersive experience that

transforms how you learn about Scottish history. Bright White conceived many world-firsts for media arts in the educational sphere, using state-of-the-art 3D battle simulation to recreate the decision-making and combat in a battle that changed the fate of the Scottish nation forever.

With no artefacts preserved from the battle, Bright White worked with leading historians and Glasgow School of Art to interpret a wealth of historical records and create a 100% digital visitor centre. Revolutionising the genre of museum education, it puts media arts at the heart of the learning experience.



Battle of Bannockburn battle simulation  
Image courtesy of Bright White

## Revolution Software

York is home to one of the British video games industry's biggest successes: Revolution Games.

Founded in 1990 by Charles Cecil, Tony Warriner, David Sykes and Noirin Carmody, the company is universally recognised as pioneers of the graphic adventure game genre.

After making its debut in 1996, their flagship Broken Sword series has sold over 10 million units around the world and won many awards, including 4 BAFTAs (Best Adventure, Best Story, Best PC Game, Best Design) and Best European Adventure at the European Game Awards.

Revolution recently launched their most innovative game - from funding to functionality - to date, raising a third of the total development budget (\$771,560) from 14,032 fans via Kickstarter, demonstrating a loyal, international customer base.

The game was created in a worldwide collaboration of the best developers, graphic artists, animators, actors, 3D modellers and composers with experience at Disney, DreamWorks, Nickelodeon, Universal Studios, Sony Pictures, and 20th Century Fox, all converging in York. The University of York also proved to be a rich source of talent, providing Community Managers, translators (translated into 7 languages), and audio director Simon-Claudius Wystrach.



All images courtesy of KMA



## KMA

KMA is an ongoing collaboration between UK media artists Kit Monkman and Tom Wexler. Their work is primarily focused on encouraging and developing interactions between people in public spaces using projections to create impulsive communities and digital playgrounds.

KMA have been commissioned to create interactive kinetic light installations around the world, including thermal imaging playground The Square (2005) on York's Davygate, Flock (2007) on Trafalgar Square, and Congregation (2010) in Shanghai.

Through a diverse range of commissions, including those from the Institute of Contemporary Art, the Royal Opera House, and the Dublin Docklands Development Authority, KMA's work has consistently received extensive national and international press attention.

## Isotoma

Isotoma are a creative technology consultancy, specialising in the design and build of web and mobile applications for clients in the fields of publishing, media and education.

Isotoma developed the 'Inside Nature's Giants' iPad App with HarperCollins to accompany the TV series and book release.

Technically innovative, the exploration includes engrossing and educational 3D tours of the animal kingdom. The App is currently featured in the iPad App Store's "Best of the Best" list.

To coincide with the release of The Hobbit: An Unexpected Journey, Isotoma again collaborated with HarperCollins, the official publisher for J.R.R. Tolkien on a set of eBooks to add to the existing range of audio and print titles for The Hobbit.



Image courtesy of The Knife That Killed Me

### Continuum Group

What started as a collaboration between an entrepreneur and a York academic to preserve the city's Viking remains in the shape of the Jorvik Viking Centre 30 years ago, is now the Continuum Group. The company has developed popular visitor attractions around the world turning cultural traditions into a popular form of family entertainment using the latest technology combined with timeless storytelling. Headquartered in York, Continuum's own portfolio of attractions collectively welcome nearly a million visitors a year.

### Theremin Bollards

Supported by the Proof of Concept programme at York St John University's Creative Business Office, Music Technologist David Young designed the Digital Earth Theremin Bollard. Making creativity accessible to all ages and abilities by eliminating the need for prior skill, practice and theory, the

innovative instruments produce a rich tapestry of expressive sounds in public spaces. Another good example of York's contribution to accessible media arts, the technology allows players to tap directly into enriching skills such as confidence, communication, listening and empathy.

### Pilot Theatre

Pilot Theatre is the award-winning National Touring Theatre Company currently in residence at York Theatre Royal.

In 2009 it became the UK partner for the European project, Platform 11+ which engages 13 theatres in 12 European countries to create new pieces of theatre for 11 to 15 year olds. This has opened the door for international touring and collaborations. In 2011 the company toured to Milan, Dresden and Argentina and in 2012 hosted companies from around the EU at a week-long event in York.

Pilot Theatre has also become a strong advocate for using digital technologies within the arts. This has grown through its annual hosting of the Shift Happens conference, which explores new digital technologies and possible uses for them within the arts sector. In 2011 Pilot Theatre hosted the first ever TEDx York event and livestreamed the world-famous York Mystery Plays in August 2012 as part of their involvement in the BBC and Arts Council funded online project The Space.

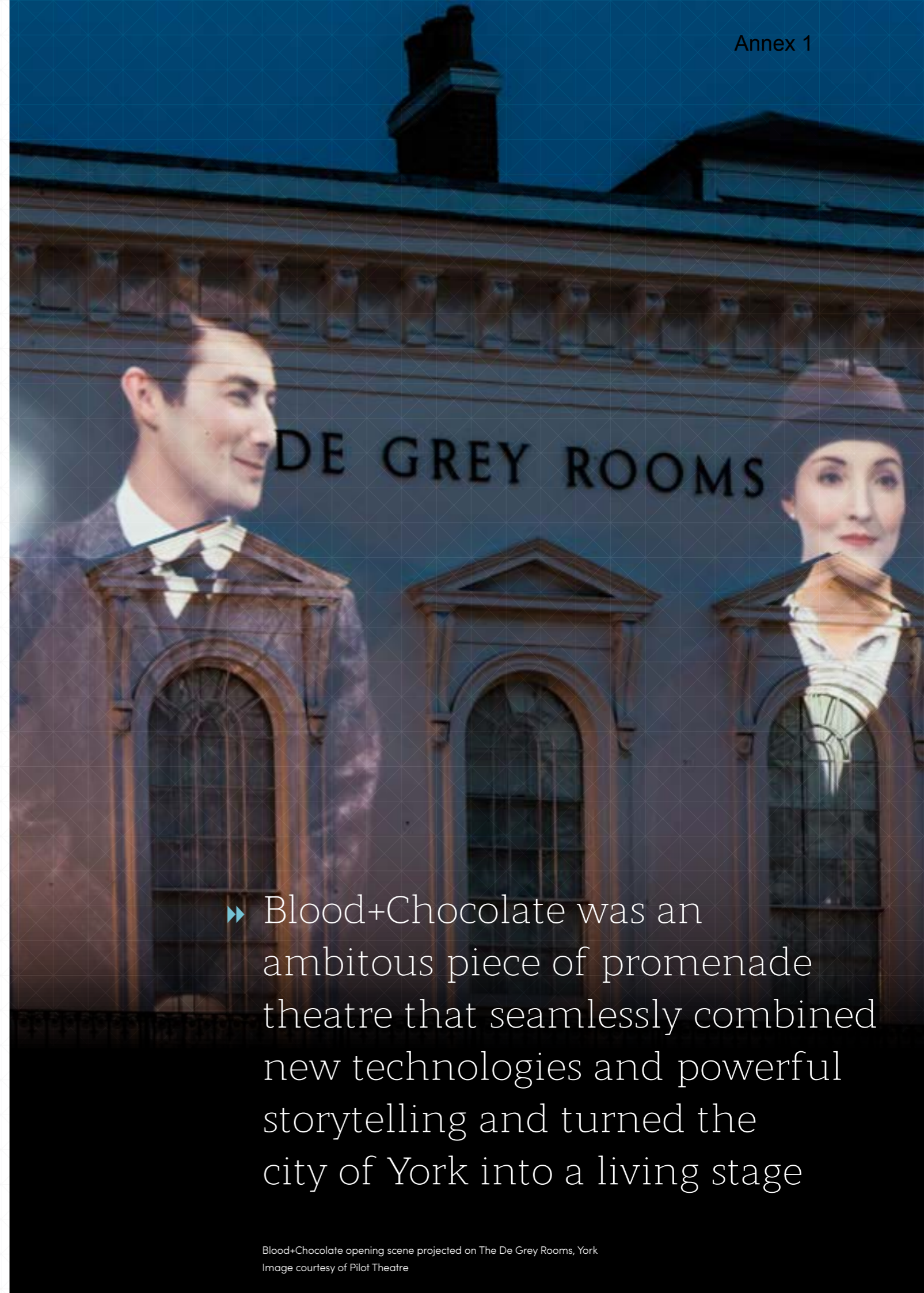
Pilot Theatre is to be the UK partner in an international project portraying people's experience of emigration and immigration. Working with two theatres from Canada, two from Europe, in Italy and Portugal, and one theatre from Australia, 'Boomerang - Documents of Poverty and Hope' will create new theatre pieces based on collecting stories from young people in their countries about their personal experiences on this complex matter. This, their fourth European

Project to work with global partners, will make them a part of a wider conversation about one of the key social issues of our times and its impact on young people across continents. Throughout the process of making the productions they will be able to offer a range of opportunities for young people to be fully involved in the creative process including cultural exchanges.

### The Knife That Killed Me

A ground-breaking feature film by Marcus Romer and Kit Monkman, in association with Universal Pictures.

The project was shot entirely against green screen at the purpose-built Green Screen Studios in York, with live actors composited into stylised computer-generated scenes utilising an all-digital production pipeline. The post production was completed at University of York's Heslington Studios by a team of in-house VFX artists and students.



▶ Blood+Chocolate was an ambitious piece of promenade theatre that seamlessly combined new technologies and powerful storytelling and turned the city of York into a living stage

Blood+Chocolate opening scene projected on The De Grey Rooms, York  
Image courtesy of Pilot Theatre



Image courtesy of the University of York / Ideas Group



## Cultural associations

York@Large, the city's cultural partnership, is flanked by a number of independent creative associations and informal collectives, including:

- \_ Creative York - a community of creative individuals and enterprises working with innovative technologies in arts, media and heritage contexts.
- \_ The self-organised York Authors represents authors, poets and playwrights living in York, York Code is an informal get-together of York's developer community, York Film Coalition for filmmakers, ArtBloc for contemporary artists, and York Art Society and York Artworkers for artists more broadly.
- \_ For over ten years, Screen Yorkshire ([www.screenyorkshire.co.uk](http://www.screenyorkshire.co.uk)) has championed the film, TV, games and digital industries in Yorkshire. It has launched a £15 million fund to invest in creative content produced within the region.

## ► Creative education & research

The Learning City York and the Higher York partnerships have ensured a balanced creative and cultural education for all ages. This includes a school curriculum that is responsive to changes in the local economy, including the importance of the arts and technology, providing the creative industries with the people and skills required to be successful in a global market. As a result, 68% of York's schools have achieved the national 'Arts Mark' awarded by the Arts Council for creativity in schools. This compares with 17% of schools nationally. This means that York's school children have significantly greater media arts opportunities from primary school level onwards and cultural opportunities of at least ten hours every week.

Specialist colleges include the Manor CE Academy, a media and performing arts academy featuring a new £3.5 million media teaching centre, and Canon Lee Specialist Arts College, a rapidly expanding 11-16 community school which became a Specialist Arts

College in 2005. All of York's cultural institutions offer formal and informal opportunities to gain experience, including work experience, apprenticeships and schools outreach programmes.

Education is an ongoing project in York and Inspire is a programme of lifelong learning workshops, lectures and events, with tuition provided by artists, photographers, creative writers and historians.

**Creative & Media Diploma:** Developed in conjunction with business and Sector Skills Agencies, the new Creative & Media Diploma allows learners to combine a number of creative disciplines in one qualification.

**Apprenticeships:** York College is the largest provider of apprenticeships in the region, offering vocational qualifications in Community Arts, Creative and Digital Media, Design, Music Business, Photo Imaging and Technical Theatre.

**Enterprise in Schools:** Events such as Create Your Future, an annual symposium for creative practitioners and students, offer professional development opportunities and progression routes in the sector. In 2013, the symposium launched Create&MakeitWork, a competition for creative businesses to work alongside young people to create digital interpretations of an upcoming Medieval Treasures exhibition at the Yorkshire Museum.

The Learning City York and the Higher York partnerships have ensured a balanced creative and cultural education for all ages.



## Universities

York's two universities and two further education colleges make a significant contribution to the city's influence and understanding of media arts. They offer more than 160 courses in media arts with more than 1,800 media arts students graduating in the city each year. They are also driving corporate innovation with 15% of York companies having R&D links to the universities.

### University of York

Courses offered at the Department of Theatre, Film and Television's new £30m building reflect the University's commitment to the integration of theory and practice in building creative skills.

The BSc in Interactive Media, BA in Theatre: Writing, Directing and Performance, and BSc in Film and Television Production emphasise the convergence between different media, ensuring students are open to new opportunities for cross-media collaboration.

TFTV's portfolio of postgraduate programmes makes full use of the cutting-edge performance and production facilities on hand. Masters programmes (MA in Contemporary Cinema and Television, MA in Theatre: Writing, Directing and Performance, MA in Digital Film and Television Production, MA/ MSc in Postproduction with Visual Effects, and MA/ MSc in Postproduction with Sound Design) receiving accreditation by Creative Skillset, the UK film and TV skills council. The University works closely with the creative industries. For example its flagship Ron Cooke Hub comprises research, business incubation and knowledge transfer facilities for the sector.

The University also offers various assistantships to postgraduates, scholarships, departmental awards, and studentships relating to the arts for domestic and international students, ranging from £1,000-£10,000 each per annum including for students from under-represented groups.

York is a leading centre for research in Music Technology and digital composition. The Music Technology Group played a major role in the EPSRC Digital Music Research Network and has sustained links with international centres for digital music research in Spain, Denmark and Italy.

The Centre for Digital Heritage is an international research centre that brings together researchers in the Universities of Aarhus (Denmark), Leiden (Netherlands), Uppsala (Sweden) and York in Digital Heritage areas of data management, analysis and visualisation.

The Interdisciplinary Centre for Narrative Studies: Exploring the possibilities for rich storytelling presented by digital interfaces has resulted in several research collaborations spanning continents, including museum narratives, multi-player interactive dramas and the narratives of video game play.

### York St John University

Shortlisted for UK University of the Year 2013, 450 students graduate each year from its 21 undergraduate and postgraduate courses across the fields of visual and performing arts, media and humanities.



The Faculty of Arts' international partnerships include teaching and research exchanges in cultural hubs such as Beijing, Tokyo, Kyoto, Vancouver, Terni, Salamanca, Madrid, Hong Kong, Salzburg, Munich, Boston, New York, Berlin, Dallas, Portland, Pennsylvania, Philadelphia, Amsterdam, Cyprus and Malta. These connections offer opportunities for collaboration and research among academic staff, for students to study abroad, and for international students to study within the Faculty of Arts in York. A new transnational education programme with SEGi University College will offer a BA Music Studies to students in Malaysia from 2014.

The Collaborating for Creativity Centre for Excellence in Teaching and Learning project was a £5m 5-year project ending in 2010 awarded competitively to the university in support of its applied research into creative process. Now completed, the legacy of the project is built in to the teaching of the Faculty of Arts.

Creative Business at York St John University is a team of creative media arts professionals that has helped establish over 70 new businesses and provided professional training for 2,000 creative individuals since 2009.

Each year, York St John University either initiates or is involved in 60+ cultural events in and around York.

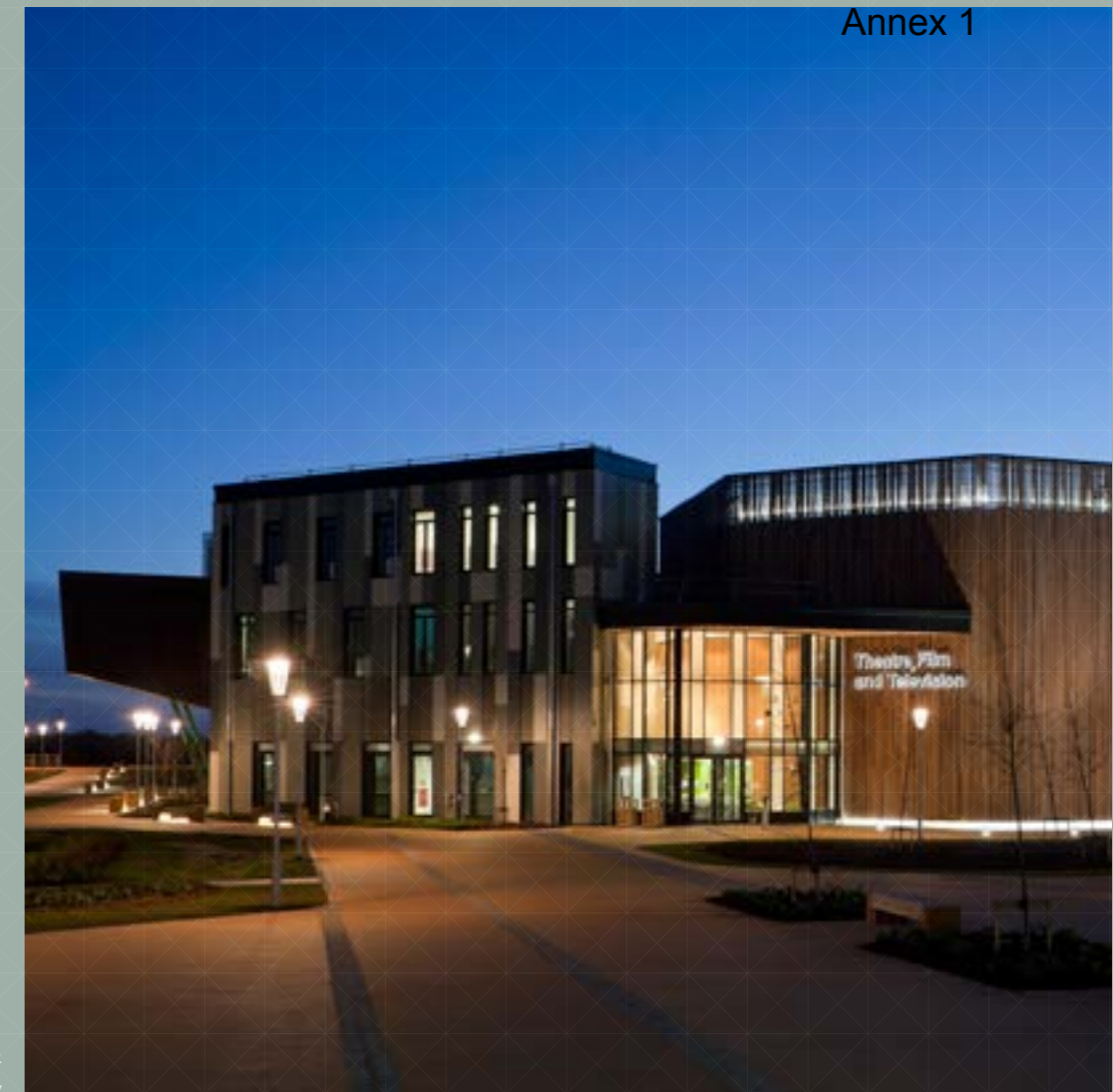


Image courtesy of University of York and York St John University



## Research Partnerships

The University of York has developed major research partnerships with the Victoria and Albert Museum and Tate Britain resulting in joint research projects and staff exchanges. University staff have worked on major exhibitions including the co-curation of the international exhibition of William Hogarth which opened at the Louvre in October 2006, travelled to Tate Britain in February 2007 and then moved to the Caixa Forum in Barcelona in May 2007.



## York's academics & researchers working internationally

### University of York research profiles

#### Professor Nick Holliman

Nick is Professor in Interactive Media, and is best known for his research over the last sixteen years investigating the fundamental challenges of stereoscopic 3D visualization to award-winning standards.

#### Dr Jenna Ng

Dr Ng is Anniversary Research Lecturer in Film and Interactive Media, with particular interests in the imaging technologies of digital video, mobile media, haptic devices, motion and virtual capture systems. She presented at over 30 conferences and seminars, including invited speaking engagements in Shanghai, Amsterdam, Melbourne and Umeå. In February 2012, she was also a visiting researcher at the Centre for Cinema Studies, University of British Columbia, Canada.

#### Dr Sandra Pauletto

Dr Pauletto's research interests focus on Sound Design to convey information, meaning, emotion in the context of Film, Theatre and Gaming, including established connections with various European Universities and Research Labs for two European Projects: ConGAS, Gesture Controlled Audio Systems (2007) and Sonic Interaction Design (2014).

#### Dr Ambrose Field

Ambrose Field is a British Composer whose work with technology and composition is the recipient of several international awards, including three Prix Ars Electronica Honorary Mentions in 2006, 1997 and 1996. New sounds, new structures and new methods of creating and performing music are his primary research concerns, with guest lectures in China and USA on contemporary music issues.

#### Dr Damian Murphy

Dr Damian Murphy is Reader in Audio and Music Technology. His research focuses on virtual acoustics, spatial audio, physical modelling, and audio signal processing and has published over 90 journal articles, conference papers and books in the area. He is a Fellow of the Higher Education Academy, and a visiting lecturer at KTH, Stockholm, where he specialises in spatial audio and acoustics.

#### Richard Walsh

Richard Walsh is a published researcher in the field of innovative American literature, most recently in the context of narrative theory across film, graphic narrative, interactive media and music.

#### Daniel Kudenko

Daniel Kudenko's primary research focuses on artificial intelligence for games and interactive entertainment. Within these areas, he has published more than 80 peer-reviewed papers, and has been a member of numerous international program committees.

### York St John University research profiles

#### Professor Gary Peters

Professor Gary Peters, Chair of Critical and Cultural Theory, is an internationally-renowned expert on the theory and practice of improvisation. He is regularly invited to deliver keynote lectures internationally, including Aalto University, Helsinki, the University of Copenhagen, and the New School, New York.

#### Dr Matthew Reason

Dr Matthew Reason, Reader and Associate Professor in Performance (author of *The Young Audience: exploring and enhancing children's experience of theatre*), specialises in young audience and kinaesthetic empathy. He is a visiting Professor at Roskilde University, Denmark, with recent lectures at ICA, London and Sydney Opera House, Australia.

#### Professor Christy Adair

Professor Christy Adair, Professor of Dance Studies is currently undertaking a two-year Arts and Humanities Research Council project into British Dance and the African Diaspora, 1946-2005. In 2013, Adair was a member of the British Council funded team of senior staff from York St John University delivering a programme for a Postgraduate Certificate in Academic Practice in Kenya.

#### Dr Claire Hind

Dr Claire Hind is an Associate Professor and leads the MA in Theatre and Performance. She is the lead academic on a 3-year partnership with the Norwegian Theatre Academy, Massachusetts Institute of Technology in the USA and Muthesius Academy of Fine Arts, Kiel, Germany that will investigate the relationship/function of the archive and the performer/artist, culminating in a publication, two seminars and a conference at MIT USA in 2014.

#### Saffron Walkling

Saffron Walkling, Senior Lecturer in English Literature joined York St John University in 2004, after teaching for five years at Shandong University in the People's Republic of China. Her research interests are intercultural and interdisciplinary, and she is currently working on late communist and post-communist appropriations of Shakespeare's 'Hamlet' in China and Poland. She has given papers at International Shakespeare Conferences and Internationalisation.



Image courtesy of Gary Winters & Claire Hind



## Media outlets



### Aesthetica Magazine - [www.aestheticamagazine.com](http://www.aestheticamagazine.com)

Aesthetica is a contemporary art and culture magazine and website based in York but with an international perspective on literature, visual arts, music, film and theatre. Aesthetica was founded by Cherie Federico and Dale Donley in 2002, when students at York St John University. The magazine now has a readership of 168,000 and is stocked in 20 countries, offering a look at the most exciting developments in the sector and giving an insight into key artists and current exhibitions.

The publisher provides creative opportunities and visibility for practitioners via the Aesthetica Short Film Festival, the Aesthetica Creative Writing Competition, and the Aesthetica Art Prize.

The Art Prize is a celebration of excellence in art from across the world and offers artists the opportunity to showcase their work to wider audiences and further their involvement in the international art world.

The Creative Writing Competition is an opportunity for existing and aspiring writers and poets to showcase their work to a wider, international audience: previous entrants have gone on to achieve success and recognition across the world.

### BBC Radio York

Each of the 38 Local BBC stations must broadcast at least 85 hours of original, locally-made programming each week with a remit to stimulate creativity and cultural excellence, and support local arts and music.

Audience:

- \_ BBC Radio York broadcasts to a total survey area of 531,000 adults (aged 15+)
- \_ It is listened to by 81,000 people (15%) each week

### One&Other [www.oneandother.com](http://www.oneandother.com)

One&Other is an independent local media brand, based in York.

In November 2013, a One&Other TV consortium including local cultural institutions was awarded the 12-year Local TV licence to broadcast on channel 8. It will broadcast original news, current affairs, entertainment, heritage and culture programming created for, and in, York and its surrounding areas to up to 250,000 households. It aims to launch in 2015 and will invest in the training of the next generation of digital content producers.

### Yorkshire Art Journal [www.yorkshireartjournal.com](http://www.yorkshireartjournal.com)

Engages with contemporary and historical artistic work and exhibitions across the region. The journal publishes thoughts on Yorkshire exhibitions and contemporary artistic activity. The Journal keeps an updated online list of exhibitions, current and upcoming.

### The Press [www.yorkpress.co.uk](http://www.yorkpress.co.uk)

The Press is the local daily newspaper for a substantial area of North and East Yorkshire, based in York. Culture features heavily in its daily coverage, with arts supported via free listings on the newspaper and online What's On Guide, critical reviews, and a distinct culture supplement on Thursdays.

Audience:

- \_ The Press has a daily print circulation of 23,007
- \_ Its website has a monthly readership of 5m page impressions and 649,000 unique users

### Minster FM

Minster FM is an independent commercial local radio station serving York and North Yorkshire for the last 21 years.

### York Mix [www.yorkmix.com](http://www.yorkmix.com)

An online magazine, York Mix's editorial agenda aims to reflect the lives, concerns and interests of all members of the communities whilst encouraging greater engagement with the city's arts and culture.

### Local Link [www.yourlocallink.co.uk](http://www.yourlocallink.co.uk)

Local Link is a monthly magazine, delivered into 90,000 homes and businesses across York.

In association with Visit York, Local Link also publish monthly events guide What's On York.

### Soundsphere Magazine [www.soundspheremag.com](http://www.soundspheremag.com)

Based in the Phoenix Centre, Soundsphere Magazine champions alternative music in the North of England and features bands, artists and culture on a local, national and international level.

### City of York Council

City of York Council puts its significant weight behind developing and promoting York's culture product. Examples of communications initiatives include:

- \_ YorkCard. Available to all residents, the YorkCard allows discounted or free entry to a range of leisure facilities, museums and attractions in York.
- \_ [www.york.gov.uk](http://www.york.gov.uk). On the council website, you can find a comprehensive events guide, information on how to put on a festival or event, and permits for filming, busking and street trading.
- \_ Publications. Your Voice is the council's free newspaper, delivered to every household in the city and contains information on cultural events and activities. The Communications team is also actively disseminating similar information to media outlets, businesses and residents.





## Prizes & awards

### Venturefest Awards

Venturefest Yorkshire is an annual conference in York focused on revolutionary ideas – both the people who create them and the people who want to invest in them. Now in its 11th year, it features:

- Innovation Showcase – Free space in its innovation showcase for 20 exciting young businesses, one of which wins a £15k prize package of business support from office space to marketing consultancy
- Investment Competition – six entrepreneurs chosen by Yorkshire Association of Business Angels (YABA) present their business or idea to a group of angel investors. The winner is awarded a prize package valued in excess of £30,000.
- APptitude – a competition to explore the potential of apps to solve everyday community challenges with the winners being paid to bring the concept to market.

Over the last decade Venturefest has helped create an estimated 1,287 jobs in the region, and generated almost £28 million for the regional economy.

### LUMA Film Festival

Champions the vast talent that can be found within the University's Department of TFTV. Each year, three films are selected for a screening at BAFTA hosted by Greg Dyke as they compete for the STUDIOCANAL Grand Jury Prize.

### York Business Week

York Business Week attracts over 5,000 people to more than 50 events and has received awards from Enterprise UK, the organisers of Global Entrepreneurship Week, for its series of 'inspiring and impactful events.'

The York Press Business Awards form part of Business Week, celebrating businesses of all sizes including the Young Entrepreneur Of The Year and Best Business & Higher Education Link.



### Visit York - [www.visitYork.org](http://www.visitYork.org)

As the city's official tourism body, Visit York is a key resource for promoting cultural activities to the people and visitors of York, and establishing ties with national and international journalists.

Since launching in 1987, Visit York has helped boost annual visitor numbers to the city from 2.1 million visitors to 7.2 million today, increased the value of tourism to the local economy from £55m to over £600m, and raised employment in the sector from 5,000 to 23,000.

The organisation has over 700 business members and partners, primarily in the hospitality and cultural sectors.

Each year 500,000 people make use of their state of the art visitor centre at Museum Street, to get information on the city's cultural attractions from expert staff, free maps and guidebooks and event tickets. The Visit York website attracts 2,000,000 visitors each year whilst one million Mini Visitor Guides are picked up each year. Its York Pass offers free entry into over 30 local cultural attractions.

Visit York also conduct research and evaluation of tourism activity including the annual York Visitor Survey and the York Big Attractions Group Visitor Monitor.

### Visit York Annual Tourism Awards

The Visit York Annual Tourism Awards recognise the individuals, organisations, campaigns and experiences that create a great visitor experience. Media arts have featured in specialist categories with Visitor Experience of the Year, awarded to York Mystery Plays in 2012, and York Tourism Ambassador of the Year, awarded to York Theatre Royal's Artistic Director, Damian Cruden in the same year.

The 2014 Tourism Ambassador is Sarah Maltby, director of attractions for The Jorvik Group.

## 3

## The Future

York has successfully reinvented itself as an emerging force in creative industries. Media arts is valued as both a social and economic enabler, and an essential element in education, civic and corporate life. It is also the catalyst for new local, national, and international relationships and exchanges that strive to make a positive difference.

But whilst York is undergoing a renaissance in the arts through digital technology there is also a recognition that we are at the beginning of this journey. York's vision and commitments for the future strive for excellence in the field and support the aim to be a distinctive and valued addition to the global Creative Cities Network. This section describes the new projects - some evolutionary and others transformative - that give life to the title of York, UNESCO City of Media Arts.

York's mission statement for membership:

- \_ York will be a place where creativity defines the future understanding and enjoyment of our heritage
- \_ York will be a meeting place of ideas, creativity and innovation for the next millennia
- \_ York will be a place where media arts help define the quality of life for our future generations
- \_ Membership to the Creative Cities Network will be a springboard to new experiences, connections and initiatives reaching our entire city population and contributing to international understanding of the power of media arts to improve the lives and wellbeing of our citizens.

## » Vision

Looking to the future, York, City of Media Arts, would be a place where creativity is integrated into the heart of people's living, working, studying and visiting experience. It will be a unifying force in its future ambitions and forge new relationships with the city. It will be all these things, but at its core it will also be a platform for media art and media artists.

Connecting with other leading creative cities, York will once more share its cultural influence on the world stage as a birthplace of new ideas and exchanges in innovation and creativity. This will attract greater inward investment in our creative industries, retain talent developed in the city, and position York as the location of choice for media arts companies.

One of the first projects would be to create a Digital & Media Arts Centre at York's historic 600-year-old Guildhall. Its highly visible and significant location is testament to the important role media arts plays in York's future and will blend creative practice with learning and industry.

Designation will add to the city's reputation for invention and collaboration. And York will rise to the challenge Designation poses. Our creative industries will be more global and connected in their outlook, we will unlock the creative energy of our younger population, and our festivals will gain new dimensions drawing from other member cities. We will celebrate our cultural heritage by elevating media arts activity and opportunities in our marketing, giving this aspect of city life and industry new levels of visibility as they become a powerful source of civic pride.

These projects will add up to a seismic shift in the current perception of York as it challenges the weight of its heritage reputation. It will capture the imagination of a new generation to shape the city's future as an international crossroads where ideas and opportunity can meet. In short, it will enhance the experience of living, working, visiting and studying in York.

York has a lot to offer the Creative Cities Network. The essence of Media Arts is communication, and York would immediately begin to work with Lyons, Sapporo and Enghien-les-Bains in the mutual exchanges of artists, students, and the supporting technologies and research that empower them. Our festivals will gather international dimensions as they draw on international talent from the Network and explore shared issues in new and exciting ways.

These creative alliances will feel the full benefit of York's 2,000-year standing as a cultural capital and its significant recent investment in production, consumption, academic and digital infrastructure.

## » Objectives

York's aspiration to become a member of the UNESCO's Creative Cities Network is enshrined by the following commitments:

- \_ York will provide the infrastructure and support for its creative industries to continue to thrive and attract trade, commissions, and investment
- \_ York will be an active member of the Network, exchanging ideas and experiences with a view to enhancing capacity and connections
- \_ York will place creative and cultural education and exploration at the centre of its lifelong learning opportunities, cultivating a rich and diverse talent base
- \_ York will build an iconic new Digital Media Arts Centre (DMAC) and spark new public-private centres of production
- \_ York will increase youth access to Media Arts as a means of self-expression and skills development
- \_ York will expand its digital and social inclusion strategy, offering support to other cities within the Creative Cities Network with similar ambitions
- \_ York will work with other Creative Cities to develop an international programme of cultural festivals showcasing Media Arts
- \_ York will be promoted as a capital of Media Arts production and experiences, acting as a gateway for national and international connections and consumption
- \_ York will inspire and empower communities to regularly engage in the arts and to tell their own stories
- \_ York will work in consortia with like-minded organisations in other Creative Cities to bid for major cultural projects and developments
- \_ York will offer support to other aspirant Cities of Media Arts

## Projects, policies and exchanges to:

# Strengthen the creation, production, distribution, and enjoyment of cultural goods and services at the local level



Image courtesy of Pilot Theatre

## York will:

### build an iconic new Digital Media Arts Centre (DMAC) blending creative invention, participation and industry

Consultation with local creative companies has found close proximity to one another and demand for growth space as the key issues they faced.

In response, York's first major investment will be the creation of a new Digital Media Arts Centre (DMAC) in a prime city centre location. In a skyline dominated by the Minster for centuries, the Arts Centre cluster will act as an iconic new feature of the city's creativity in its landscape.

The DMAC will provide affordable space for up to 50 creative businesses at any one time and also function as a vibrant civic facility. The model would adopt a pricing structure that provides a ladder of progression from start-up to established business.

A RIBA (Royal Institute of British Architects) Open Idea design competition has explored the opportunities afforded by this unique setting, attracting 53 entries from international architectural practices. The shortlist was put to public consultation to stimulate ideas and gather feedback.

York acknowledges the prominence of the Centre des Arts in Enghien-les-Bains and Sapporo's plans to convert its historic former Court of Appeals (a.k.a. Shiryokan) into a centre for the expression of local creativity, and would look to learn from their experience and initiate a knowledge-exchange programme for the scheme and its tenants.



In developing the best possible environment for creative production, enjoyment and preservation, York will encourage greater participation and investment in the activities that take place within these facilities.

## York will:

### build an international research centre and PhD programme for games development and design

A collaboration led by the University of York is to train the next generation of researchers, designers, developers and entrepreneurs of digital games. The EPSRC Centre for Doctoral Training in Intelligent Games and Game Intelligence (IGGI) is a £12.5m joint-initiative between the Universities of York and Essex, Goldsmiths College, University of London and 60 representatives from the world-leading UK games industry, networks and user groups.

The University will deliver a four-year PhD programme which combines training in practical skills and cutting-edge research topics in big data analytics, software engineering, artificial intelligence, human-computer interaction, graphics, sound and game design.

York will look to reach out to other member cities and award 11 fully-funded studentships to outstanding students that cover fees and an annual stipend of £13,726 for four years.

Other proposed centres of creation, production, and enjoyment include:

- **Middletons.** Private owners of Middletons, which boasts the largest plot of independently owned land within the city walls, are transforming unused buildings on the site into office accommodation for the creative and digital sector as part of a £500,000 refurbishment project.

- **The Junction.** A proposed part of the York Central regeneration scheme would allow entrepreneurs to invest in their own space in the form of stripped and refitted shipping containers on a 99-year lease. It would provide unique, low cost units for innovative start-ups, whilst collectively creating a vibrant destination for business and retail, placing a mix of workshops, studios, galleries, cafés and shops side-by-side.

- **York Art Gallery.** The gallery will re-open in April 2015 after a major £8m redevelopment. It includes an increase in display space by 60 per cent, seven exhibition spaces, a new centre for British Studio Ceramics, and new gardens for fun and outdoor learning.

### The University of York will launch a new BSc in Interactive Media to meet the demands of the thriving media arts industry

This new, multidisciplinary degree will combine theory and practice, and bring together technical, creative and socio-cultural perspectives on new media systems, interactive technologies and digital culture.

Taking advantage of the state-of-the-art facilities at the £30m TFTV centre, the course will take 45 students each year to develop their skills in audio and video production, computer programming, graphic design and storytelling, as well as their understanding of the cultural, social and historical impact of interactive media.



Images courtesy of Josef Dorninger, OMA International



## York will:

**invest in its world-class media archiving facilities and improve public access to its cultural legacy**

York: Gateway to History is a project to create a 21st century City Archive, with a grant of £1.57 million from the Heritage Lottery Fund and £200,000 investment from City of York Council.

The project will involve:

- A programme of activities and events to make it easier for everyone to explore the Archive
- Building a new conservation store to ensure the Archive's long-term survival
- Refurbishing and restoring the first floor of York Explore to create a set of public spaces for accessing the Archives in different ways
- Digitising 1,000 non-civic collections within the city and supporting community groups to record what they do for the benefit of future generations
- Creating a network of individual and group Archive Champions across the city to help plan future developments and enhancements to the Archive

The Friends of York Art Gallery also intend to raise £70,000 to fund a new Fine Art Store.

## York will:

**put cultural programming at the heart of its new TV channel**

Encompassing the creation, production, distribution, and enjoyment of culture in one, York will launch a new broadcast television channel in 2015.

The recent award of a 12-year licence to York media company One&Other by Ofcom (Office of Communications) opens up a new and exciting platform for the media arts ecosystem. Broadcasting into up to 250,000 homes locally, it will allow York's creative industries to showcase their talent like never before, allow audiences to discover cultural events and achievements, and create new jobs and training opportunities for skilled-professionals, students, and the community at large.

The programming will reflect York's rich culture and emergence in media arts, and fill a gap in the provision of television content that is focused on York and directly relevant to our locality.

We acknowledge the comparative strengths of existing members of the Creative Cities Network in this field, in particular Sapporo and Lyon. York would welcome the opportunity to learn from the Network and exchange production talent, technical support, programming ideas, content, and experiences. It is proposed that a new purpose-built studio will follow in 2017.

## York will:

**work with Hull UK City of Culture 2017 to support creative industries capacity building**

York will work with Hull UK City of Culture to support capacity building in the city as well as shared programming and dissemination of research and audience data. In 2014 we will collaborate with the BBC Insights roadshow allowing creative businesses, writers and promoters to understand the BBC commissioning processes. We will also collaborate with Hull on a planned British Film Institute Talent Incubator programme in Autumn 2014 and with their Platform Expo Games event.

Projects, policies and exchanges to:

## Promote creativity and creative expression especially among vulnerable groups

### York will:

**place creative and cultural education and exploration at the centre of its lifelong learning opportunities, cultivating a rich and diverse talent base**

Building on major investment in media arts education facilities and the popular learning initiatives of the city's cultural institutions, York will ensure its people have the education and skills that will enable them to reach their full potential and will stimulate a culture of enterprise, innovation and creativity that is second to none.

As part of the Creative Cities Network, York will seek to maximise the contribution of learning and skills to promote:

#### 1. Individual expression

York will encourage participation in media arts as a means of unlocking the creative potential and self-confidence of people of all ages, in and out of formal education.

#### 2. Sustainable economic growth

York will attract, nurture and retain knowledgeable, skilled and creative people of all ages to meet the needs of a changing economy and job market.

#### 3. Enterprise and an enterprising culture

York will stimulate business start-ups, self-employment and a support culture to match the city's growth ambitions in media arts.

#### 4. Skills inclusion and routes to jobs

York will particularly progress this cultural learning and skills agenda amongst the most disadvantaged and vulnerable communities under a new 'Media-Arts-for-All' programme.

This will enable all residents to access employment opportunities and pursue creative interests in a balance of both formal and informal learning environments. For example, York will champion more apprenticeships within our creative and cultural industries as one of the flexible learning options, with York's cultural bodies aiming to increase the number of children and young people they engage with by 25% by 2018.

#### 5. International residencies

A new project accompanying the DMAC will promote international media arts residencies within the Creative Cities Network, which will see students receive studio-space alongside York's leading practitioners and opportunities to perform in our world-class venues for all forms of Media Arts: theatre, music, film, digital, art and gaming. The exchange could also culminate in an annual exhibition, to celebrate new and emerging talent. With such initiatives, member cities can support creative and professional development and act as a springboard to the international stage.



Image courtesy of Allan Harris ©

### York will:

**expand its digital and social inclusion strategy, offering support to other cities within the Creative Cities Network with similar ambitions**

Working with partners, York is developing a digital inclusion strategy to ensure residents and businesses can exploit the Super-Connected Cities investment and better access culture. York will also refresh its promotion of creativity and creative expressions amongst vulnerable groups and young people.

Since 2011, City of York Council's Arts & Culture, Adult Education and Libraries services have worked with a variety of a disadvantaged communities to improve their access to digital media and develop their skills on cutting edge internet broadcast and filming technologies to tell their stories through internet radio, film, and video, and commissioned light works for a variety of city festivals and events. The new library service will expand on these media arts access programmes, using digital technologies to transform the arts experience for a wide range of community groups.

York is also embracing the potential of digital technologies to act as a powerful problem-solving tool, harnessing the collective intelligence, creativity, diversity and resources across the city.

The multi-award-winning GeniUS! innovation platform and processes have already been adopted by Cape Town and would be made available to other member cities.

### York will:

**increase youth access to Media Arts**

York's creative potential is reliant on tapping into the energy of its human capital, in particular of the city's youth and the cultural influences of its growing diversity.

York's current and future commitment to its youth is evidenced by its role as the UK-representative in pan-European intercultural youth media projects through the Youth4Media Network for the last 14 years and the city's bid to also become European Youth Capital 2017. Led by York Youth Council and backed by City of York Council, the proposed programme of activities recognises the ability of media arts to inspire and empower young people to achieve their individual and collective potential.

Initiatives that would also be embedded into our Creative Cities membership include:

- \_ York will host a version of its flagship creative conference Shift Happens Conference for young people
- \_ Illuminating York Festival will encompass an international youth engagement programme to support the development of young talent in the digital arts field
- \_ A new training programme will support young people to become 21st century ambassadors for the city, primarily through digital storytelling, adding value to our hospitality industry
- \_ York@Large will encourage York's young to develop and direct their own cultural activities
- \_ Rolling out the virtual classroom service offered by our world-class cultural attractions

## Projects, policies and exchanges to:

# Enhance access to and participation in cultural life as well as enjoyment of cultural goods

As a UNESCO City of Media Arts, York will ensure that culture continues to be an integral part of everyday life in the city. Low barriers to culture and active participation in artistic events will increase wellbeing, civic pride, and social connection with one another.

In many instances this will involve extending the strides made in this direction. It will also mean new projects, including more informal encounters for creative professionals to pass on their expertise, assisting the learning arms of our cultural organisations to keep up with fast pace of change in digital media, strong support and platforms for sharing one's creations with others, relaxed policies for temporary creative environments, and events that are sustainable yet free at the point of delivery to guarantee they can be enjoyed by people of all circumstances. Doing so will make people feel part of the Creative Cities Network.

## York will:

### produce media arts events that showcase the city's ambition, talent and distinctiveness on the world stage

As a UNESCO City of Media Arts, York would work with other Creative Cities to produce a calendar of international festivals and thought leadership conferences for media arts. These could include:

- An international conference to coincide with the 10th anniversary of Illuminating York festival in 2015, working with counterparts from Lyon's Fête des Lumières, Bains Numeriques, and Sapporo's International Arts Festival

- Curation of the Festival of Ideas around a shared theme or issue across the Network
- Live-linkups and simultaneous broadcast on screens at parallel events in member cities
- The Aesthetica Short Film Festival drawing on a richer range of international film-making talent from the Creative Cities network
- Sourcing international talent and keynotes from the Network and promoting briefs/commission entries from their creative communities
- An extension of the York Stories campaign to embed community storytelling into the cultural offer of the city
- A commitment for all video footage made available online on a shared website for free after the festival
- Working with other Creative Cities to explore ways technology can make our festivals a more interactive experience
- York would also look to form new Media Arts summits and tours with member cities to widen the footprint of our network and engage new audiences
- Focal points for disseminating the knowledge gained from co-operation programmes amongst the Network

York wishes to accept the invitation from Enghien-les-Bains in their letter of endorsement to take part in the Media Arts Festival Bains Numeriques.



Image courtesy of Pilot Theatre

## York will:

### be promoted as an epicentre of cutting-edge culture and creativity, opening new national and international markets

York will proactively promote and celebrate designation from day one.

Media arts presents a new balance to York's heritage identity and a rallying call for the city's residents and its cultural, business and education communities. York would combine these narratives with that of the Creative Cities objectives to form new domestic and international marketing campaigns, from a weekly e-newsletter and an official guidebook to broadcast advertising. As an indication of media spend, the total such spend in 2012-2015 will be in excess of £1 million.

Culture plays a central role in Visit York's ambition to double the value of tourism over the next ten years. This equates to a £1 billion industry and the creation an additional 2,000 high quality jobs. UNESCO status would represent a major element of this re-visioning of York as a visitor destination and introduce innovative ways for the tourist to engage in contemporary culture, from the first time visitor, to the cultural tourist wanting to go beyond the guide books, the business visitor with a break in the schedule or the organised group.

York understands that its participatory culture will only flourish with universal access to digital infrastructure.

As one of the UK's first Super-Connected Cities, York and the Department of Culture, Media and Sport (DCMS) will invest a total of £2.71m on digital infrastructure, including:

- Up to 95% of Urban York properties and spaces to receive fibre optic connectivity and access ultrafast speeds of 1 gigabit per second
- Enhancement of the WiFi network in the City Centre, Business Parks and Principal Public Transport Corridors (in both Urban and Outer York) totalling 25.9 hectares
- A voucher scheme for small and medium sized businesses requiring ultrafast broadband, to prevent the emergence of a two-tier digital economy

In April 2014, it was announced that Sky, TalkTalk and CityFibre will deliver ultrafast broadband services (offering connection 1,000 times faster than typical internet speeds) in York from mid-2015, with creative business clusters prioritised. As the UK's first gigabyte city, York is in discussions to twin with one of the 3-4 gigabyte cities in the USA, as a basis for sharing best practice and replicating digital initiatives.

Projects, policies and exchanges to:

## Integrate cultural and creative industries into local development plans

**York's new 15-year Local Plan recognises the growth potential of its creative industries and integrates their associated disciplines earlier into the future policy and everyday operations of the city.**

The city's redevelopment strategy, set to be finalised in 2014, will also ensure the production and consumption space required to meet estimated growth in the sector.

A recent economic forecast by Oxford Economics projected York's GVA is set to grow 63% by 2030, adding £2.5bn and a 13% growth in jobs. With targeted interventions to maximise growth in the media arts industry, this growth rate could be enhanced even further. Three examples of initiatives supporting this ambition are:

### **Economic Infrastructure Fund (EIF)**

The £28.5m Economic Infrastructure Fund aims to help deliver plans to grow the local economy and unlock the potential of our communities by connecting them to jobs, skills and enterprise opportunities.

### **Delivery and Innovation Fund (DIF)**

The £2m Delivery and Innovation Fund aims to facilitate new and innovative ways of working and to support projects that change how the council delivers services.

### **Section 106 Agreements**

One mechanism for unlocking grants for the arts lies in Section 106 Agreements, which ensure new developments make a positive contribution to the local area and community. For example, a new Public Art Commissioning Programme for the council's West Offices headquarters has seen six artists (four of whom are from Yorkshire) install original multi-media and lighting, verses, glasswork, and digital interpretation works whilst the new Monks Cross development is commissioning art trails and community facilities to animate the retail park.

It is estimated that for every £1 spent by councils on the arts in the UK, leverage from grant aid and partnership working brings up to £4 in additional funding (Local Government Association, 2013).

### **York will:**

**work in consortia with like-minded organisations in other Creative Cities to bid for major cultural projects and developments**

York's creative industries will look to form alliances with other media arts organisations from the Creative Cities Network for the purposes of tendering for contracts and commissions. Each organisation would bring expertise, experience and resources to the consortium, as well as fresh perspectives, with the learnings from each tender and project shared across the Network.



Image courtesy of University of York / Ron Cooke Hub

### **How will York, UNESCO City of Media Arts be managed?**

A new Social Enterprise will be formed, with a clear mandate to deliver York's UNESCO City of Media Arts action plan and develop the city around its creative capacity.

It will promote a culture of creativity, learning and ideas across all aspects of York life and help the city to better serve the ambition to support aspirant Cities of Media Arts.

The body would adopt a devolved model, using core expertise seconded from York's public and cultural bodies on annual rotation basis, supported by a network of industry and neighbourhood champions. It will also launch a Creative Apprenticeship programme of five placements a year.

It will also work closely with a new Destination Marketing Company responsible for Marketing, Culture, Tourism and Business Development for the City of York.

### **York will:**

**be active members of the Network, exchanging ideas and experiences with a view to enhancing capacity and connections**

York will draw from our experience as a lead city in a URBACT exchange and learning project for the transfer of good practice between European cities. York envisages an ecosystem in which the community of Creative Cities work closely together as a matter of course.

We propose development of a new Living Lab and Learning website to breed new collaborations across the expanding network, impart expertise, and meet the shared Creative Cities objectives. It would:

- \_ Provide a platform for channelling creative thinking and crowdsourcing solutions to pan-city issues, as per the GeniUS! platform
- \_ Share the latest research, campaigns, learnings and measurement criteria for promoting creative cities as tourism destinations
- \_ Post the latest commission opportunities and support collaborative applications
- \_ Act as a library for resources, including research from the Universities and learnings from conferences and symposia
- \_ Provide a touchpoint for the public to engage with the Network and inspire more aspirant member cities

### **York also proposes to:**

- \_ Host and attend Network meetings, interspersed with regular virtual conferences using our innovative live-linking technologies
- \_ In its areas of strategic strengths, such as the archiving and preservation of creative assets and museum interpretation, York will offer support to other members looking to grow the same capabilities



**Bid Patrons:**

- Greg Dyke, Chancellor at the University of York, and former Director-General of the BBC. He is currently chairman of The Football Association (The FA), the British Film Institute (BFI) and the Ambassador Theatre Group, and is a Fellow of the Royal Television Society and the National Film and Television School. In 2009, Dyke led the Conservative party's review of the creative industries, looking at issues such as how to make the UK a global leader in content creation, developing a next-generation broadband network, and ensuring the survival of the UK's local media.
- Charles Cecil MBE, co-founder and CEO of Revolution Games, Board member of Screen Yorkshire and on the Board of Governors at BAFTA (British Academy of Film and Television Arts). Cecil was a member of Skillset's Computer Games Skills Council and appointed Member of the Order of the British Empire for services to the video game industry.

**Management Group:**

- Gill Cooper, Head of Arts, Culture and the Public Realm, City of York Council
- Stuart Goulden, Managing Director, One&Other TV. Licence holder for York's new television channel (launching 2015) and member of York@Large, the city's cultural partnership
- Marcus Romer, Artistic Director, Pilot Theatre and Chair of Creative York. Organiser of Shift-Happens, TEDxYork, No-Boundaries conferences and member of York@Large
- Tom Sharp, Managing Director of creative agency, The Beautiful Meme. Clients include English National Ballet, Arts Council, Design Museum and National Trust Scotland.
- Mat Lazenby, Partner in design agency LazenbyBrown. Steering group members/digital artists in SightSonic Festival and Decibel Festival. Creative Fellow of York St John University
- Heather Niven, Innovation Lead, SCY (Science City York). Project lead for online innovation lab GeniUS!
- Simon Newton formerly Director of Enterprise and Innovation, University of York and Head of Regional Partnerships, York St John University

**Management Body:**

City of York Council

**Steering Group:**

The bid team is advised by York@Large, the city-wide strategic group responsible for the development of culture and media arts in the city. Its board includes representatives from City of York Council, the universities and colleges, and the voluntary and private sectors



