



The Shepton Mallet 
Digital Arts Festival

2011 FESTIVAL REPORT

WWW.SHEPTONDIGITALARTS.CO.UK

INTRODUCTION

The Shepton Mallet Digital Arts Festival celebrates the inspiring and creative digital art being produced in Somerset, Bristol, Bath and the wider South West. We aim to provide a bridge between developing talent and the digital creative industries, bringing together industry/business, education & public sector.

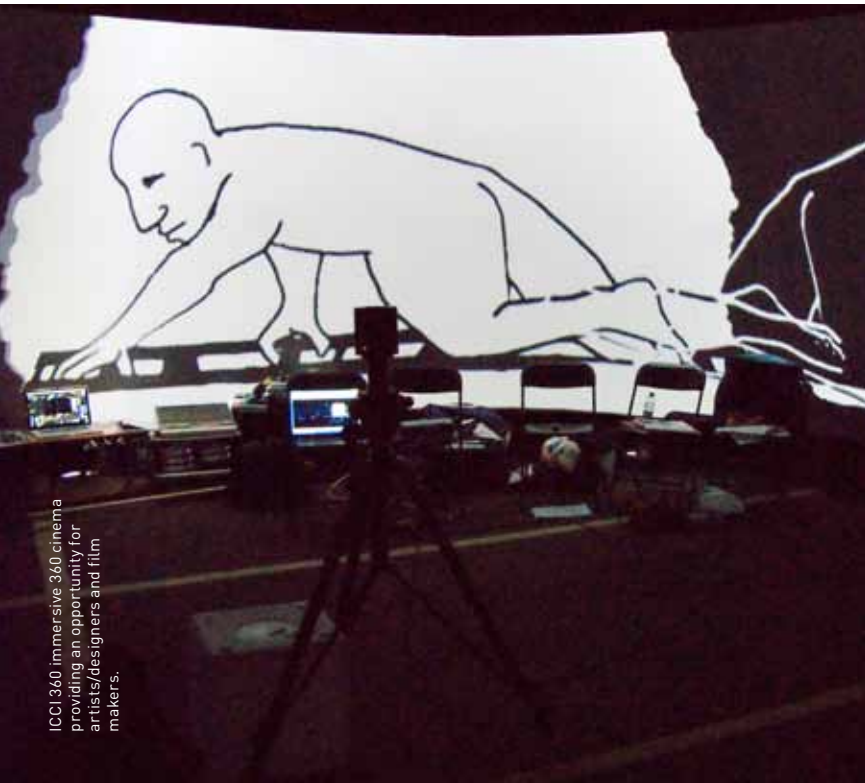
The 2011 festival ran from the 6th to the 8th of October 2011 and provided free industry-led workshops, showcase competition, MusicFest, ICCI 360 Cinema, Inspire Cinema and Digital Art Exhibition.

In assessing the success of our event we looked at the following criteria:

- Did we meet our aims?
- How many people attended
- How was our profile raised/extended?
- Highlights



The Magic of Merlin - A Career in Animation, with Merlin Crossingham Creative Director at Aardman was well received by a packed audience over 150 people.



ICCI 360 immersive 360 cinema providing an opportunity for artists/designers and film makers.

OUR VISION

Our key aims were:

- Developing talent/skills in digital creative industries in Somerset
- Creating job opportunities by linking talent, education & business
- Promoting Somerset as an innovative creative hotspot regionally & internationally, making links to Bristol, Bath and the wider South West.

A key aim was to use the festival platform as an opportunity to inspire and develop skills in innovative digital creative arts. We achieved this by providing inspiring workshops that showcased some of the best people in the industry.

We specifically chose practitioners with not only a solid track record, but also people who could inspire others by example with their experience and career journey.

For example Aardman's Creative Director Merlin Crossingham spoke about his experiences at Aardman and how he got started, imparting advice for those thinking of pursuing a career animation.

We ran 24 workshops over a 3-day period. All workshops/events had good attendance, far exceeding our targets.

We also ran evening events, which were themed:

Evening event 1: Animation - An Evening with Aardman

Evening event 2: The Art of Natural History Film Making

Evening event 3: Showcasing new talent, celebrating the regions digital creative industry

The Art of Natural History Filmmaking was a deconstruction of this important genre with veteran BBC natural history filmmaker Paul Appleby. Highly respected natural film composer William Goodchild shared the stage with Paul to demonstrate the role of music in the process.

We ran four ICCI360 cinema workshops, which introduced artists, filmmakers and designers to 360 degree immersive filmmaking.

These workshops demonstrated the 360 film making and design process and camera operations, as well as highlighting opportunities for artists to create work for a major ICCI 360 event next year as part of the Olympic and Paralympic games when there will be a 21m arena in Weymouth for 6 weeks.

MEETING OUR AIMS

We provided a number of industry-led workshops, attended by school children, college & university students, businesses and the local community:

- Secrets of the Animators' Art & Craft with Jim Parkyn
- Aardman's Jim Parkyn - hands-on animation workshop with Shaun the Sheep and friends
- The Art of Natural History Film Making with Paul Appleby, BBC Natural History Unit
- Wildlife Film: Working with Music - William Goodchild, Film Composer
- Found Sound - Building a Soundscape, with Kid Carpet x 2
- Pinhole Photography - Build Your Own 3 Month Duration Exposure Camera, with Justin Quinnell x 2
- History Animated - Make your own Animation Film Workshop with Howard VauseIn x 3
- How to Market your Short Film with producer/director Jayne Chard, MD of Encounters Film Festival Harkman & producer/film maker Joanna Beard
- The Craft of Camera Shooting, with Award Winning Director of Photography Jeremy Humphries x 2
- Digital Visual Arts - Working with Children Centres by Richard Tomlinson & Take Art's Little Big Bang Project x 2
- Digital Demand & Innovation - how do we engage business/artists/community with innovation/collaboration enabled by superfast broadband technology
- An introduction to 3D modelling with Bristol Design



Delegates taking part in a Camera Craft workshop - which was run by veteran Natural History Producer Paul Appleby



Watching films submitted for the Golden Fawn 48 hour film competition



ENGAGING THE WIDER PUBLIC WITH DIGITAL ART

Shepton Digi Fest Digital Art Exhibition

This year the festival presented a selection of some of the best of the south west's digital artists. The exhibition was less of a gallery experience and more of an all encompassing hands-on, face to face experience.

The range of work on show reflected how digital technology is often integral to the creative process of producing art in both a commercial and noncommercial context.

Artists exhibited included:

International photographer Peter Netley

http://www.sheptondigitalarts.co.uk/about/2011_judges/meet_the_judges_interviews

Artist Mark Karasick

Mark is an International artist, born in Canada he now resides in Somerset. He has kindly agreed to show his 'Michael' video installation at this year's Shepton Digital Arts Festival.

<http://www.markkarasick.com/menu.html>

Bristol Design House

Bristol Design is a design and communications agency offering a service to Bristol City Council and its partners.

<http://www.bristoldesignhouse.com/modelling.html>

Artist Fiona Cassidy

<http://fionacassidy.com/index.php?page=22>

ARTISTS & PRODUCERS

Rachel Goodchild

Rachel Goodchild is a designer who specialises in contemporary paper goods. Her product range includes gift wrap, greeting cards, gift bags and boxes. She has been designing since 2000 and set up [rachelgoodchild.com](http://www.rachelgoodchild.com) in 2005.

<http://www.rachelgoodchild.com/>

Frome TV

Frome.tv is a celebration of the creative and independent spirit of Frome. Bringing the power of digital media to Frome.

<http://www.frome.tv/>

Imagine, Learn and Create

Imagine, Learn and create is an exhibition put together by Jess Hyslop working with a group of artists with learning disabilities based near South Petherton. All artists are of mixed age and ability working on joint and individual digital art & craft projects

Audio Factory

Based near Glastonbury in Somerset, Audio Factory specialise in the production of high quality audio content for radio, animation, new media, voice-reels and voice overs for television and film.

Their team consists of writers, directors, producers, actors and designers and they aim to work closely with their clients and provide them with audio content that exceeds their expectations.

<http://www.audiofactory.co.uk/>





The 360 cinema experience



Over 150 people making the animation character Gromit, from Wallace & Gromit. We attracted all ages to this engaging and fun masterclass

HOW MANY PEOPLE ATTENDED?

Digital Demand & Innovation	20
History Animated	21
Digital Visual Arts - Working with Children Centres	100
Jayne Chard - How to Market Your Short Film	70
The Magic of Merlin & Secrets of the Animators Art & Craft with Jim Parkyn	150
Paul Appleby - Natural History Film Making/ Working with Music - William Goodchild	80
Jim Parkyn - Aardman animation skills	150
The Craft of Camera Shooting	65
Pinhole Photography - Build Your Own	45
Bristol Design - 3D Modelling	40
Found Sound - Building a Soundscape	12
ICCI 360	150
Showcase competition awards	110
Total	1013

Schools, colleges and Universities that sent students included:

- Whitstone School, Shepton Mallet, Somerset
- St Johns Primary, Frome, Somerset
- Frome Community College, Frome, Somerset
- Strode College, Street, Somerset
- Wells Cathedral School, Wells, Somerset
- Sexey's School, Bruton, Somerset
- Plymouth University, Devon
- University of the West of England, Bristol
- City of Bath College, Bath

This was an increase of 4 education organisations engaging and participating with the festival from 2010.

This total attendance figure was more than 3 times the audience total in 2010

OPEN INNOVATION & COLLABORATION

Key to the 2011 festival has been to establish open collaborative, innovative & creative partnerships. This way of working was encouraged and taken to the next level by our work with the Open Innovation Partnership. The Open Innovation partners are IBM, Somerset County Council, Plymouth University and South West One. The project is funded by the European Union Interreg IVB NEW Programme.

The aim of the Open Innovation project is to stimulate and promote strong and prosperous communities through open collaboration and innovation as well as encouraging SME's to be more innovative.

Sensing that our festival at its core has a vision to create opportunity for strong local communities and business to thrive in a highly important South West digital creative sector they set about working with us.

The partnership encouraged us to think internationally for the first time. We were sent on behalf of the project partners to showcase our work and find partners from other countries at The European Business Network international conference in Toulon, France.

The strength of the Open Innovation partnership immediately opened doors for us & gave us a platform. We spoke about our work and immediately got approached by companies from throughout Europe & the rest of the world. This had led to a relationships being established between the festival, Scandinavia, Quebec & Ireland.



Collaborative working
during Found Sound
workshop



Roger Hall, from Plymouth University - an Open
Innovation Partner - opening our Broadband
Demand Stimulation workshop

Experts John Brunson and Adrian Wooster speaking in demand stimulation for broadband workshop



INTERACTIVE GAMES & BROADBAND DEMAND STIMULATION

Closer to home we attended Edinburgh Interactive and established an understanding and partnership with key players in the Games Industry.

The Open Innovation partners also helped us to evolve the 2011 showcase competition to allow for collaborative working. We introduced and encouraged collaborative working for the Golden Fawn 48 hour competition. This meant instead of opening the competition up to teams already created we could offer the opportunity to individuals and then place them in teams to work together to produce a film within 48 hours.

We also ran a Broadband Digital Demand & Innovation workshop with the Open Innovation Partnership. The workshop was led by Tickbox Marketing and focused on how to create engagement and encourage innovation with new superfast broadband to ensure business, education and the community take full advantage of the new opportunities this connectivity has to offer. The workshop in itself was innovative in that some speakers were virtual and with the help of the partnership we were able to achieve a targeted audience.

Golden Fawn competition entries being watched by packed audience



SPONSORS AND PARTNERS

We grew our sponsors and supporters in 2011, including:

Aardman	Shepton 21
Arts Council England	Skillset
Delaluna Creative Agency	Somerset Chamber of Commerce
Home in Frome	Strode College
ICCI360	Take Art & Little Big Bang Project
Icon Films	The Art Tree
JH Haskins	Tickbox Marketing
Kevin Redpath	Team West of England
Mendip District Council	Relays
Shepton Mallet Town Council	
Open Innovation Partners (Plymouth University, Somerset County Council, IBM, South West One)	

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ONLINE METRICS

During Festival (Weds 5th - Sunday 9th)

957 unique visitors to website during the festival

98 tweets during festival

42 re-tweets

Sample of 8 tweets had impression of 2,068 people (implies 98 tweets reached 25,333 people)

Run up and after (1st September - 15th October)

3,495 unique visitors to website

206 tweets

69 re-tweets

Sample of 8 tweets had impression of 2,068 people (implies 206 tweets reached 53,251 people)

Visitors to website by percent of population (1st September - 15th October)

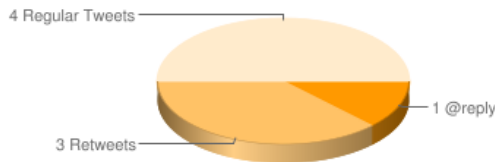
- 1) Frome (0.6% of town)
- 2) Yeovil (0.6%)
- 3) Taunton (0.4%)
- 4) Bridgwater (0.4%)
- 5) Weston-super-mare (0.3%)
- 6) Bristol (0.2%)
- 7) Bath (0.2%)
- 8) Plymouth (0.1%)
- 9) London (0.1%)

Facebook

234 Friends

180 people "like" the festival

Tweet Types



Exposure: 4,425 Impressions



Each pie slice shows how many people saw how many tweets

RAISING OUR PROFILE

We had much wider publicity this year including a recommendation from The Guardian and Digital Arts magazine. The following is a list of the online & media publicity we generated.

The Guardian Online:

<http://www.guardian.co.uk/technology/gamesblog/2011/aug/11/video-game-events-2011>

“The first of two extremely interesting West Country festivals”

Digital Arts Magazine Online:

<http://www.digitalartsonline.co.uk/news/?newsid=3299051>

Bath Business News:

<http://www.bath-business.net/?p=299>

Bristol Creatives Network

<http://www.bristolcreatives.co.uk/events/2011/08/31/shaun-sheep-wallace-gromit-and-their-creators-star-shepton-digi-fest>

This is Somerset - Northcliffe Media Limited

<http://www.thisissomerset.co.uk/Digital-arts-festival-hit-high-street/story-13071069-detail/story.html>

The Best Of:

<http://www.thebestof.co.uk/local/shepton-mallet/events/322998/the-shepton-mallet-digital-arts-festival>

Online events and listings:

Bath Festivals - what's on - online guide

Creative Bath - Twitter & online events

Bristol Media - Online events

Frome Creative Network - promoted online

Shepton Mallet People - online community portal - blog articles/events sections & twitter

Wallace & Gromit official website

Mediahub - network for creatives in Wiltshire





HIGHLIGHTS

Inspire Cinema

Inspire Cinema was open to the public in another empty shop in the Haskins retail centre. We showed films made by some of the best short film, commercial and pop promo makers in the industry including films from Aardman, Icon Films, Frome TV and independent filmmaker Andrew Griffin.

The Inspire Cinema is a cinema with a twist. The films on show are the personal projects of the featured directors. Often directors are best known for their commercial work but often they make films, commercials and pop promos in their own time these often explore new technologies and express more artistic (non-commercial) creative ideas.

This was a once in a lifetime opportunity to view these rarely viewed hidden treasures. A must see for all aspiring young film makers, creatives and film lovers.

Music Fest

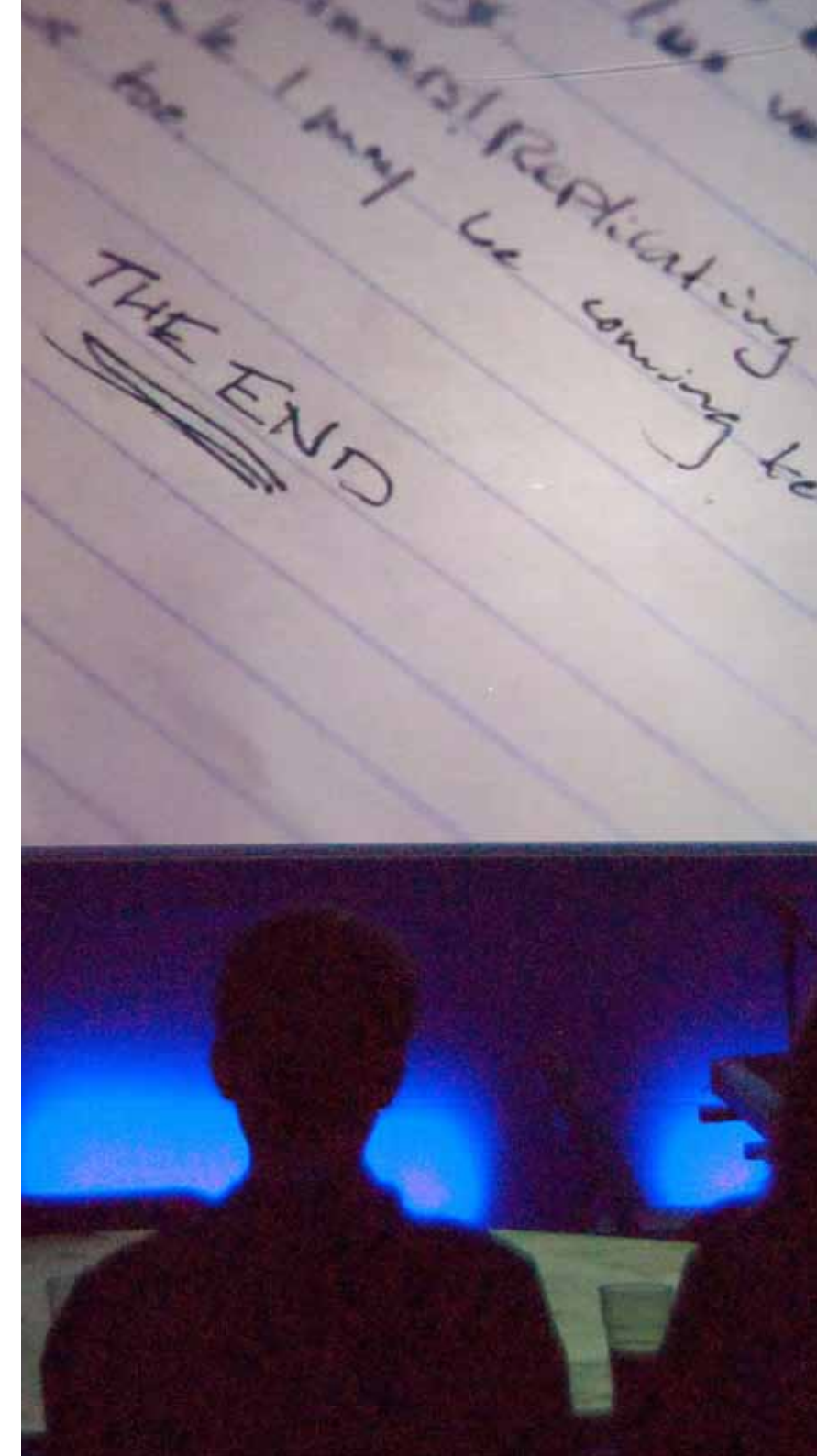
For the first time we introduced a digital music programme: MusicFest. This included closing each evening event with inspiring music performances. Internationally renowned artist Chris Bucklow sent the festival a review of one of these performances (The Nordic Giants) which included the following quote:

"We had just seen the unleashing a total work of art; powerful new music and visuals; hallucinatory costume and performance. I felt that I might as well pack up now, put down my brushes, with the knowledge that one is working in a lesser medium."

http://www.sheptondigitalarts.co.uk/news/a_sonic_volcano_artist_chris_bucklow_reviews_nordic_giants

HIGHLIGHTS

- 👤 Because our Digital Visual Arts - working with Children Centres by Richard Tomlinson & Take Art's Little Big Bang Project - was so enjoyed by St John's Primary School, they asked us to run it again but for the 2nd half of their School. The total number of children attending over both workshops was 60.
- 👤 Jim Parkyn's animation workshop was attended by 150 people who each made over 160 models of the animation character Gromit - a record! This event gained good press coverage and gave us a great photo opportunity.
- 👤 Glastonbury Festival Organiser Michael Eavis attended our evening with Aardman, which helped our profile & credibility, particularly on the social media platforms.
- 👤 Paul Appleby spent time talking with a young mum from Shepton Mallet who had come to the festival on her own to find out about in film making.
- 👤 We had a packed audience enjoying our awards gala and showcase, including MP Tessa Munt & many local councillors including some who voted against funding us - this gave us the opportunity for them to see what we do and why.
- 👤 David Brulotte from Quebec Government Office in London attended the festival to seek opportunities to partner us for future international projects.
- 👤 Working with the local community we were able to turn an empty retail space into an imaginative and inspiring event space.
- 👤 Shepton Digi Fest ran the first ever Digital Demand & Innovation workshop. Which discussed how to engage business/artists/ community with innovation/collaboration enabled by superfast broadband technology. One of speakers presented virtually using Skype. The workshop was well received and described as "Brilliant" by one delegate involved in the roll-out of superfast broadband in Somerset and Devon.
- 👤 We ran a 48 hour film competition (The Golden Fawn) as well as a number of other contests for adults and children. The 48 hour competition allowed for collaborative working as we encouraged individuals to join groups. The winner were some junior researchers from a well known production company based in Bristol, who were taking their first step in film making and using this competition as experience.





REPORT BY TICKBOX MARKETING

WWW.TICKBOXMARKETING.CO.UK

