

LIGHT, MUSIC & IDEAS  
**VIVID** SYDNEY  
27 MAY - 18 JUNE 2016

PROGRAM GUIDE 2016

# VIVID IDEAS

YOUR GUIDE TO CREATIVE INDUSTRIES TALKS, CONFERENCES, WORKSHOPS  
AND DEBATES, FEATURING WORLD-LEADING TALENT, EXCLUSIVE TO SYDNEY.

[vividsydney.com/ideas](http://vividsydney.com/ideas)

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ONE OF THE MOST INFLUENTIAL CREATIVE VISIONARIES OF ALL TIME, SPIKE JONZE SHARES HIS STORY ON STAGE.

# SPIKE JONZE

**DIRECTOR, PRODUCER & WRITER**

Spike Jonze is a director, producer, writer and photographer. Recognised for his feature films (*Her*, *Adaptation*, *Being John Malkovich* and *Where the Wild Things Are*), Jonze's body of work is varied, including music videos, commercials, television and theatre. He is the co-creator and producer of the *Jackass* television shows and films, and currently Co-President of Vice's new TV channel, Viceland.

**When:**

05 June 2016  
5.00pm-6.30pm

**Where:**

Sydney Town Hall

An Australian-first and  
Vivid Sydney exclusive.





**WRITER AND SHOW CREATOR JENJI KOHAN COMES TO SYDNEY TO SHARE WITH US HER CREATIVE APPROACH TO STORYTELLING, CRAFTING CHARACTERS, AND MAKING CONTENT FOR NEW WAYS OF WATCHING.**

# JENJI KOHAN

**CREATOR, ORANGE IS THE NEW BLACK AND WEEDS**

Jenji Kohan creates unforgettable, complex and diverse characters and stories. The stunning success of *Orange Is The New Black*, now entering its fourth season, is proof that Kohan is one of the most original writers and creators working in television today.

**An Australian-first and Vivid Sydney exclusive.**



**When:**

10 June 2016

7.00pm-8.30pm

**Where:**

Sydney Town Hall



**SCREENWRITER AND PRODUCER BEAU WILLIMON OFFERS HIS INSIGHTS INTO CRAFTING DRAMA, SHARES HIS APPROACH TO COLLABORATION AND EXPLAINS THE BUSINESS BEHIND PRODUCING QUALITY CONTENT.**

# BEAU WILLIMON

## CREATOR, HOUSE OF CARDS

Beau Willimon created *House of Cards*: one of the most highly acclaimed streaming series on screen today - topped by Golden Globe wins for both leads, Kevin Spacey and Robin Wright. Joining Willimon on stage as host is award-winning journalist and author, Leigh Sales (ABC 7.30).

### When:

28 May 2016  
7.00pm-8.30pm

### Where:

Sydney Town Hall

A Vivid Sydney exclusive.



**MARGARET ZHANG SHARES THE JOURNEY OF HER CAREER TO DATE, EXPLAINS HER APPROACH TO COLLABORATIONS AND HOW TO BUILD A BRAND THROUGH ENGAGING CONTENT.**

# MARGARET ZHANG

## PHOTOGRAPHY, STYLE & FASHION ICON

Margaret Zhang, founder of shinebythree.com, is one of Australia's most influential new creatives: she has built a global fanbase for her work as a stylist, photographer, and creative director. Through her owned channels, Margaret offers the world a sophisticated aesthetic and global perspective, a one-woman communications and creative agency.

**When:**

28 May 2016

3.00pm-4.30pm

**Where:**

Sydney Town Hall

A Vivid Sydney exclusive.



# COME TO SYDNEY

Connect with the best and brightest brains from around the world. Explore big new ideas, from the future of cities, to fostering innovation in business and technology. Major creative conferences returning in 2016 include Semi Permanent, REMIX Sydney and Good Design Festival. The Sunrise and Conscious Change Makers delve deeper into how we do business, while Make Nice and Rare Birds bring together inspiring women to share knowledge and form new connections.

## THREE BIG WEEKENDS

Vivid Sydney has expanded to 23 days which means there are even more opportunities to see all of the Lights, Music and Ideas on offer. Here are some big ideas for three big weekends at Vivid Ideas:

### WEEKEND 1 ALL ABOUT DESIGN

When: 27-30 May

Good Design Festival  
Semi Permanent  
Ferrari Design  
Director:  
Flavio Manzoni

### WEEKEND 2 BRING THE KIDS

When: 4-5 June

Robowars  
Etsy Sydney Made  
Market  
Soul Safari  
Factory Design District

### WEEKEND 3 MUST-SEE MOVIES AND MUSIC\*

When: 10-13 June

CLIPPED Music Video  
Festival  
Sydney Film Festival  
FEEDBACK Conference

\* Make it an extra long weekend in Sydney and stay on with **Women in Electronic Music Symposium** and **ACTA Presents: In Conversation with Jocelyn Moorhouse**





# GREAT THINGS TO SEE AND DO

More than 170 events happen in more than 50 venues across Sydney, so don't miss out on all the action: get creative and get planning today.

See the city come alive with spectacular light, and explore Sydney's vibrant creative hubs from [Walsh Bay to Chippendale](#), to [Redfern down to Chatswood](#). Catch exciting sessions at our knowledge hub, the [Vivid Ideas Exchange](#) on Level 6 of the

[Museum of Contemporary Art Australia](#) and stay for drinks and music at the [Vivid Lounge](#) after dark each Friday, Saturday and Sunday from 6pm. Over at [Central Park](#), there's an un-conference for creative women, coding fun for everyone, and a local market celebrating streetwear and pop culture, while [Seymour Centre](#) hosts dynamic talks events exploring art and social change.

## HANDS-ON: MEET THE MAKERS

From zines to streetwear, vintage and crafts, celebrate Sydney's diverse and vibrant creative communities. Over the weekend, check out: Etsy Sydney Made Market; MCA Zine Fair; Sydney Swap Meet; Soul Safari: Makers and ChangeMakers.

## CREATIVE AND CRAFTY KIDS

Feed your creativity, play with new tech and tools, and unlock new skills and talents including: Creative Thinking and Inventing For Kids; Robowars; Lumifold: Fold Your Own Paper Lamp and Creative Careers Day: Information and Inspiration for Students. Suitable for kids big and small.



# WHAT CAN VIVID IDEAS DO FOR YOU?

I'VE GOT ONE

DO YOU WANT TO BUILD A CREATIVE CAREER?

YES

Fantastic!  
Do you have the skills you need?

Do you want to learn how to have positive impact?

Check out **COMMUNITY + SOCIAL IMPACT** sessions p.16

Do you want to get better at running a business?

Check out **COMMUNICATION + AUDIENCE DEVELOPMENT** sessions p.13

Check out **LEADERSHIP + ENTREPRENEURSHIP** sessions p.15

Do you want to learn how to promote your work & build an audience?

I THINK SO

Would you like to expand your network?

I want to help other people unlock their creativity & ideas

Check out our **EDUCATION** sessions p.18

Do you want to collaborate across art, science & technology?

Check out **STEM + STEAM** sessions p.19

NO

I AM A STUDENT

Check out **CREATIVE CAREERS DAY** p.18

I DON'T KNOW

Do you want the tools to shape policies, spaces, our streets & cities?

Check out **BUILT ENVIRONMENT** sessions p.12

Do you want to develop skills to tell meaningful stories?

Check out **STORYTELLING** sessions p.14

Really?!  
Have you heard about the knowledge economy?

Enjoy, Play + Shop at our **CREATING + MAKING** sessions p.17

# BUILT ENVIRONMENT

ENGAGE WITH THE TOOLS AND POLICIES WE USE TO SHAPE OUR WORLD, CITIES AND CULTURAL SPACES.

27 MAY

**We Run This: A Conversation with Australia's Independent Arts Sector**

Giant Dwarf, Redfern

28 MAY

**Art and Experiential Design**

Art Gallery of New South Wales

29 MAY

**Place Lab: Creating a Sense of Place for Migrant Communities**

Vivid Ideas Exchange

31 MAY

**The City We Want: Co-Creating Resilient Cities with Young Innovators**

Think Education, Ultimo

1 JUNE

**Connecting Our City: Introducing the Urban Pinboard**

Vivid Ideas Exchange

1-4 JUNE

**Media Architecture Biennale 2016**

Various

1-2 JUNE

**Smart Cities and Urban Innovation Symposium**

The Concourse, Chatswood

2 JUNE

**Digital Publics @ Media Architecture Biennale**

The Concourse, Chatswood

**Subterranean Sydney**

Barangaroo Cutaway

2-3 JUNE

**Chippendale New World Art Prize**

Various - Chippendale Creative Precinct

7 JUNE

**Place Lab: Innovation Without Walls**

Work-Shop, Redfern

8 JUNE

**MTNS MADE: Building Sustainable Creative Hubs through Collaboration**

Vivid Ideas Exchange

9 JUNE

**Connecting Creatives, Councils and Communities**

Vivid Ideas Exchange

**Digital Strategies for Cultural Tourism**

Vivid Ideas Exchange

11 JUNE

**Redesigning Urban Inventions:**

**City As A Service**

Vivid Ideas Exchange

## MUSEUM OF CONTEMPORARY ART AUSTRALIA

Catch exciting sessions at our knowledge hub, the [Vivid Ideas Exchange](#) on Level 6 of the [Museum of Contemporary Australia](#), every day. Stay for drinks and free music at the [Vivid Lounge](#) from 6pm until 11pm every [Friday, Saturday and Sunday](#).

# COMMUNICATIONS + AUDIENCE DEVELOPMENT

CONNECT WITH AUDIENCES, MARKETS AND COMMUNITIES TO  
GENERATE INTEREST, PARTICIPATION AND IMPACT.

28 MAY

Taking It To The Next  
Level: Expert Advice For  
Digital Influencers

Vivid Ideas Exchange

30 MAY

What Is Influence? Meet  
The Power Players In  
Social Media

Vivid Ideas Exchange

31 MAY

Meet The Persuaders

Vivid Ideas Exchange

Ready, Tech, Go

Vivid Ideas Exchange

2-3 JUNE

REMIX Sydney Summit

Sydney Town Hall

2 JUNE

The Main Event:  
PR in the Digital Age

Vivid Ideas Exchange

Change Your Mindset:  
Creating Content  
That Connects

Roslyn Packer Theatre

MediaSocial 08

Cell Block Theatre

2 JUNE

Advocacy Eats Advertising  
For Breakfast!

Fishburners, Ultimo

3 JUNE

Creating Cut-Through  
Content: Media Minds  
Share Their Strategies

Vivid Ideas Exchange

7 JUNE

Order, Disorder and  
Creative Chaos: What's  
Best for A Sticky Brand?

Vivid Ideas Exchange

Battle of Big Thinking:  
A Creative View on  
Business Challenges from  
Advertising and Marketing  
Leaders

Vivid Ideas Exchange

8 JUNE

Creativity vs Drought: An  
Inside Look at How Ad  
Agencies Turn Great Ideas  
Into Standout Work

Veolia Lecture Theatre,  
MCA

10 JUNE

Marketing in the  
Age of the Mobile

Vivid Ideas Exchange

12 JUNE

Creative Sensing:  
(Extra) Sensory Skills that  
Transform Business &  
Brand Conversations

Vivid Ideas Exchange

14 JUNE

The Invisible Revolution:  
2016 Youth Research

Vivid Ideas Exchange

17 JUNE

Creative Idea or  
Created Technology:  
What Came First?

Vivid Ideas Exchange



# STORYTELLING

DEVELOP SKILLS AND STRATEGIES TO TELL  
MEANINGFUL STORIES AND GENERATE IMPACT.

28 MAY

FailureLab Sydney:  
The Highs & Lows  
of the Creative Journey  
Giant Dwarf, Redfern

30 MAY

From Page to Screen  
Vivid Ideas Exchange

31 MAY

Data-Driven Storytelling  
Vivid Ideas Exchange

2 JUNE

Stories for Impact:  
How To Produce  
Digital Stories Using  
Smartphones, Tablets  
and Cheap Technology  
Work-Shop, Redfern

2-5 JUNE

Opening Weekend:  
Telling Tales  
Veolia Theatre, MCA

5 JUNE

From Book To  
Boards: Adapting  
for The Stage  
Ensemble Theatre

6 JUNE

Storytelling in a  
Virtual World  
Vivid Ideas Exchange

6-10 JUNE

Black, Yellow and Red  
Dwarf: Indigenous Week  
at Giant Dwarf  
Giant Dwarf, Redfern

7 JUNE

Better Brand Stories:  
StoryLab by Edelman  
and OzHarvest  
Golden Age  
Cinema & Bar

8 JUNE

The Ethics of  
Representation in Media,  
Arts & Advertising  
The Ethics Centre

No Joke! Improv  
is Seriously Good  
for Business  
Belvoir Theatre

8-11 JUNE

VR Noir: A Day Before  
The Night  
AFTRS, Moore Park

12 JUNE

Unfocussed: Looking  
Past Your Assumptions  
to Find New Creative  
Possibilities  
Vivid Ideas Exchange

10-13 JUNE

CLIPPED:  
Music Video Festival  
The Works, Glebe

8-19 JUNE

Sydney Film Festival  
Various venues

16 JUNE

Directing 'The  
Dressmaker'.  
ACTA Presents: In  
Conversation with  
Jocelyn Moorhouse  
Event Cinemas,  
George Street



Image: Storytelling in  
a Virtual World, 6 June.

# LEADERSHIP + ENTREPRENEURSHIP

DISCOVER SUCCESSFUL MODELS AND STRATEGIES  
TO LAUNCH OR SCALE YOUR BUSINESS OR CAREER.

28 JUNE

Time Management for  
Creative People  
Creative Plus Business

Business Basics  
for Creative People

Creative Plus Business

Marketing Basics  
for Creative People

Creative Plus Business

29 MAY

How to Make a  
Career Out of Ideas

Vivid Ideas Exchange

30 MAY

The Sunrise 2016:  
Australia's Most  
Successful Founders  
Tell their Stories

Carriageworks

31 MAY

Research, Innovation and  
the Ideas Boom

Dr Chau Chak Wing, UTS

1 JUNE

The Modern  
Creative Leader

Vivid Ideas Exchange

2 JUNE

The End Of  
Nine To Five

Vivid Ideas Exchange

2 JUNE

Are You Asking The Right  
Questions? Strategies  
For Product Development

Tank Stream Labs

3 JUNE

Using Creativity,  
Openness, Diversity  
and Equity (CODE) to  
Drive Innovation in the  
New Economy

Vivid Ideas Exchange

Alchemy of Creative  
Commercialisation:  
Learning from  
Success Stories

Vivid Ideas Exchange

3-5 JUNE

ChinaHACK: Nail  
Your China Strategy

UTS, Business School

4 JUNE

How Play with Purpose  
Can Create a Revolution  
in Your Organisation

Vivid Ideas Exchange

5 JUNE

Creatives Get Mutual  
Seminar

Vivid Ideas Exchange

6 JUNE

Creatives Get Mutual  
Summit

Peace Embassy

7 JUNE

Conscious Change  
Makers presents:  
Conscious Change 2016

The Ivy, Sydney

8 JUNE

Turn Interaction Into  
Action: Daily Habits  
For Innovating

Vivid Ideas Exchange

8-9 JUNE

Rare Birds Con 2016

Business School, USYD

9 JUNE

Creative Frontiers  
in the Asia Pacific:  
Live at The Distillery

The Distillery

14 JUNE

Startup Funding Secrets

Vivid Ideas Exchange

Born Global: How  
to Work it on the  
International Stage

Vivid Ideas Exchange

16 JUNE

The Power of Creativity:  
How to Outthink Your  
Competition with  
Better Ideas

Vivid Ideas Exchange

# COMMUNITY + SOCIAL IMPACT

**BUILD, ENGAGE WITH AND EMPOWER CREATIVE, LOCAL AND DIVERSE COMMUNITIES.**

27-28 MAY

**Art is Our Artillery:  
Art Exhibition**

Work-Shop, Redfern

28 MAY

**Vision, Commitment,  
Action, Workshop &  
Panel Discussion**

aMBUSH Gallery

**The Future of  
Cultural Engagement**

Art Gallery of New  
South Wales

2 JUNE

**Design for  
Social Innovation**

Customs House

3 JUNE

**Do Good, Be Good:  
Conference + Keynote**

Seymour Centre

4 JUNE

**Killer Clothes: How to  
Stand Up to Fast Fashion**

Vivid Ideas Exchange

**Art is Our Artillery to  
Defend Human Rights**

Vivid Ideas Exchange

**Carnival of the Bold**

Seymour Centre

7 JUNE

**How Co-creative Media Is  
Connecting Communities  
and Unlocking Australia's  
Creative Potential**

Dr Chau Chak Wing, UTS

8 JUNE

**Masterclass with  
Steve Lambert**

Vibewire, Redfern

9 JUNE

**Reclaiming the Image:  
How Fashion Can  
Empower Women**

107 Projects, Redfern

10 JUNE

**Your Stories, Your Sounds,  
Your Song: Co-creating  
Songs With The Human  
Sound Project**

Abraham Mott Hall

**Pop Culture, Migration &  
Revolution: Transnational  
Responses to Injustice**

ATYP (Pier 4/5)

18 JUNE

**Sydney Un-locked:  
Charting A Course For  
Sydney's Creative Future**

Vivid Ideas Exchange



Image: Steve Lambert, speaking at Do Good, Be Good, 3 June.

# CREATING + MAKING

DEVELOP THE TOOLS, SKILLS AND STRATEGIES VITAL FOR CREATIVE PRACTITIONERS, PRODUCERS AND CREATORS OF ALL KINDS.

26-28 MAY

Semi Permanent  
Carriageworks

27 MAY

MakerSpace & company  
Design Dinners  
MakerSpace & company

27-29 MAY

Good Design Festival  
Overseas Passenger  
Terminal

28 MAY

Art and Mindfulness  
Art Gallery of New  
South Wales

29 MAY

Conditions for  
Participation Forum  
MCA

From Studio to Clifftop:  
Insights Into the Artists  
and Process Behind  
Sculpture by the Sea  
Vivid Ideas Exchange

30 MAY

Ferrari Design Director,  
Flavio Manzoni:  
The Future of Design  
Vivid Ideas Exchange

Business or Pleasure:  
The Commerce of  
Creativity in the Australian  
Art Scene  
Golden Age Cinema & Bar

Be Careful What You Wish  
For: The Pleasures, Perils  
and Pitfalls of Success  
Venue: TBA

31 MAY-1 JUNE

SPARC Design  
Customs House

1 JUNE

Collaborate, or Die?  
- Insights from Successful  
Creative Collaborators  
Vivid Ideas Exchange

2 JUNE

Speed Networking  
at AFTRS  
AFTRS, Moore Park

2-4 JUNE

Chippendale New World  
Art Prize x Vivid Ideas  
Various - Chippendale  
Creative Precinct

3-4 JUNE

Make Nice  
aMBUSH Gallery

3 JUNE

Just Drinks Mixer  
Vivid Ideas Exchange

3-5 JUNE

Factory Design District  
901 Bourke Street,  
Waterloo

4 JUNE

Etsy Sydney Made Market  
Pier 2/3

4-5 JUNE

Soul Safari Sydney: Makers  
and ChangeMakers  
The School, Rosebery

5 JUNE

Robowars Sydney 2016  
Overseas Passenger  
Terminal

5 JUNE

Sydney Swap Meet  
aMBUSH Gallery

6 JUNE

Dirty Design Debate:  
Australian Design Should  
Be Manufactured in  
Australia  
MakerSpace & company

NSW Creative

Achievement Awards  
Vivid Ideas Exchange

6 JUNE

This Will Do: Humble  
Design To Make Good  
Things Happen  
Vivid Ideas Exchange

10 JUNE

Voice of the Artist:  
Age of the Image  
Art Gallery of New  
South Wales

11-12 JUNE

MCA Zine  
Fair 2016  
MCA

12 JUNE

Indie Classics: What Will  
Classical and Art Music  
Look Like in the Future?  
Vivid Ideas Exchange

13 JUNE

FEEDBACK:  
A Music Conference  
for Young People  
Vivid Ideas Exchange

18 JUNE

Women in Electronic  
Music Symposium  
Vivid Ideas Exchange

17-18 JUNE

A Week In  
The Workshop  
MakerSpace & company



# EDUCATION

FOSTER INNOVATION AND CREATIVITY IN SCHOOLS,  
WORK AND SUPPORT LIFELONG LEARNING.

27 MAY + 3 JUNE

Code Club Australia

Presents: Crack the Code  
with Robotics

Telstra Building, George St

31 MAY

Lumifold: A STEM  
to STEAM Teacher's  
Workshop

Vivid Ideas Exchange

7 JUNE

Mistakability: How We Can  
Promote a Culture  
of Innovation

Academy Xi

28 MAY + 1 JUNE

Creative Thinking and  
Inventing for Kids

28 May for kids

1 June for adults

Vivid Ideas Exchange

4 JUNE

Creative Careers Day:  
Information & Inspiration  
for Students

Bradfield Senior College

10 JUNE

Creativity in Education:  
Engaging Creative  
Students in the Senior  
High School Years

Vivid Ideas Exchange

30 MAY

#TeachMeet @ Vivid Ideas

Customs House

5 JUNE

Two Up Talk Series

107 Projects, Redfern

18 JUNE

Code in the Park

Central Park




Image: The Social Brain:  
Better Brain Health at  
Work, 9 June.

# STEM + STEAM

EXPLORE PATHWAYS TO DEVELOP STEAM SKILLS AND  
IMAGINE CREATIVE COLLABORATIONS ACROSS ART,  
SCIENCE AND TECHNOLOGY.

27 MAY

Beyond the Physical:  
Reimagining Digital  
Experiences in Galleries,  
Libraries, Archives  
and Museums

State Library of NSW

28 MAY

i4 Tales: The Neuroscience  
of Creative Thinking

Billy Blue College  
of Design

28 MAY + 4 JUNE

Light Up Your Future  
With Maker Skills:  
for Kids, Big & Small

Michael Crouch Innovation  
Centre, UNSW

29 MAY

The Story of Light

Powerhouse Museum

31 MAY

Research, Innovation  
and the 'Ideas Boom':  
Pathways to Collaboration

Dr Chau Chak Wing, UTS

1 JUNE

UXQ: User Experience  
& Quality

CBA Innovation Lab

Inspiring the Next  
Generation of Creative,  
Entrepreneurial and Digital  
Women

Vivid Ideas Exchange

2 JUNE

Building Better  
Futures for Health

Vivid Ideas Exchange

2 JUNE

Beyond the Buzzwords:  
Moving From Digital  
Transformation to Digital  
Engineering

Finance & Energy  
Exchange

5 JUNE

Data Visualisation  
Masterclass 2016

University of Sydney

The BIG Anxiety Project

Vivid Ideas Exchange

7 JUNE

Cultivating Creativity in  
Australia: Video Games

Darlinghurst Theatre

Dare to Design  
Healthcare

Vivid Ideas Exchange

Data: Transforming  
Science and Society

Sydney Nanoscience  
Hub, USYD

Shapeshifters:  
3D Printing the Future

Australian Design Centre

7 JUNE

VizbiPlus 2016

Garvan Institute  
of Medical Research

8 JUNE

3D Printing  
& Future Technologies  
Shaping Design

Vivid Ideas Exchange

From STEM to STEAM:  
Reimagining Digital  
Technologies with an  
Injection of Art and Design

Vivid Ideas Exchange

9 JUNE

Neuroscience,  
The Imagination  
& The Workplace

Vivid Ideas Exchange

Is Data Killing Creativity?

Vivid Ideas Exchange

The Social Brain: Better  
Brain Health at Work

Customs House Library

ArtScience Soiree

Powerhouse Museum

11 JUNE

Lumifold: Fold Your  
Own Paper Lamp

Vivid Ideas Exchange

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