

SYDNEY

LIGHT, MUSIC & IDEAS

vivid™

YOUR GUIDE TO

VIVID IDEAS 2014

CREATIVITY & INNOVATION

> CONNECT > LEARN > BE INSPIRED



VIVID PARTNER



WELCOME FROM THE NSW GOVERNMENT

Featuring light, music and ideas, Vivid Sydney has quickly become the Harbour City's major winter festival and the largest of its kind in the Southern Hemisphere.

Vivid Ideas is Sydney's annual celebration of innovation, creativity and community, boasting a world renowned program of conferences, workshops, panels, talks, showcases, exhibitions, creative product launches, award presentations and networking functions.

An important aspect of the NSW Government's commitment to growing and developing the State's creative economy, Vivid Ideas has quickly become a globally recognised platform for the best and brightest creative minds from Australia and overseas to connect, collaborate and create.

Vivid Sydney 2013 enthralled over 800,000 visitors with exciting programs of light, music and ideas, contributing more than \$20 million in new money to the NSW economy. With over 300 speakers and 200 events this year, Vivid Ideas 2014 is set to be even more spectacular.

I encourage creative industry practitioners and businesses to participate in Vivid Ideas 2014 and gather inspiration from the many and varied installations and performances throughout the Vivid Sydney program.

Andrew Stoner
NSW Deputy Premier

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TICKETS

EARLY BIRD*

Discounts are available on selected signature keynotes and workshops.

GROUP BUY

Buy five or more tickets to any signature event in one transaction and receive 20% discount on the Early Bird* price.

TICKET PACKAGES

Ticket packages are available. Visit the website for more information and tickets.

*Early Bird offers end 4 May 2014. Conditions apply.



VIVID IDEAS 2014

Whether you're a designer or filmmaker, start-up entrepreneur, performer, publisher, actor, artist, advertiser or all-round creative-slashie; there's something for you at Vivid Ideas 2014.

There's industry conferences and keynote talks, networking sessions and hands-on workshops, bringing together leaders from across the creative industries.

The Vivid Ideas Exchange is the central hub for Vivid Ideas, with other events being held in more than a dozen venues around Sydney's CBD and Inner West. The Vivid Ideas Exchange is located on Level 6 of the Museum of Contemporary Art Australia (MCA) - with entry via the terrace entrance on the Circular Quay side.

Be the first to get the news by subscribing to the Vivid Ideas eNews for announcements, up-to-date information and special offers. Sign up at vivid Sydney.com/ideas



THE PROGRAM

The Vivid Ideas 2014 program is structured around eight content themes, across all industries; connecting fields from digital media and design to architecture, animation, fashion to film-making and beyond. Use the colours to navigate the guide, find events relevant to your industry and plan your Vivid Ideas experience. For a full event listing, please visit the website vivid Sydney.com/ideas

AUDIENCE, MARKET, COMMUNITY

Making connections, generating participation and engaging interest.

THE FUTURE OF WORK

How we'll be working in 2020.

SCIENCE, R&D AND CREATIVE INNOVATION

How the creative sector supports inventive and critical thinking.

DESIGN SOLUTIONS

The application of creative problem solving: in business, education, transport, healthcare and beyond.

DIY & MAKER CULTURE

How the tools and ideals of hacker culture are transforming manufacturing, media and business.

USER EXPERIENCE IN EVERY DAY LIFE

Managing the user experience in retail, hospitality, events and online; from interfaces to immersive environments.

LEARNING TO LEARN

Building the skill base to drive an innovative, adaptable workforce.

THE BUSINESS OF BEING CREATIVE

On new models and strategies for generating revenue and distributing content.

SIGNATURE PROGRAM & WORKSHOPS S

Catch keynote talks by innovators, intellectuals and pop culture icons from around the world that promise to blow your mind.

CONFERENCES C

Specialised industry conferences provide in-depth insights into innovations in the creative industries - from marketing to music videos, arts policy to product design.

WORKSHOPS/MASTERCLASSES W

Daily professional development opportunities with industry leaders across a diverse range of creative sectors. This is your chance to build your skills and your career for the year ahead.

INDUSTRY EVENTS I

Vivid Ideas partners with leading creative heavyweights to bring you innovative industry events and panels, designed to change the way you think about your sector.

IN CONVERSATION IC

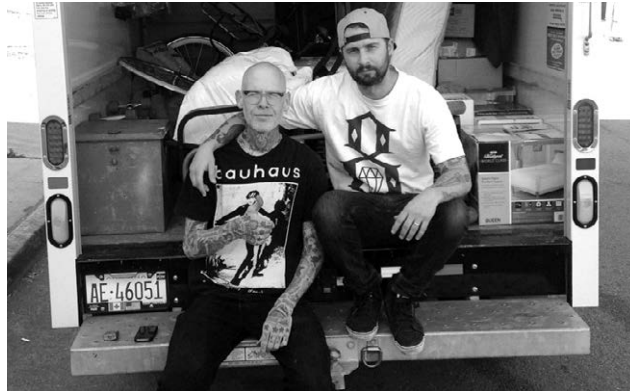
Each weeknight at 9pm we're pairing celebrated creatives in conversation about their inspirations and frustrations.

VIVID IDEAS EXCHANGE

Head to the Vivid Ideas Exchange, on Level 6 of the MCA with entry via the terrace entrance on the Circular Quay side, for your daily inspiration from creative thinkers and doers, from 8am to 12 midnight throughout Vivid Sydney. The Vivid Ideas Exchange also plays host to the Vivid Ideas Lounge where creatives come to relax, enjoy a drink at the bar, connect and collaborate each evening from 7.00pm. The Lounge also features Evenings in the Lounge, a series of free talks held each weeknight from 8.30pm.

RELAX AT THE VIVID IDEAS LOUNGE EACH NIGHT FROM 7PM

HEADLINE SPEAKERS



JOSHY D & MIKE GIANT (REBEL8)

On Collaboration, Commerce & Credibility in Youth Culture

Discover how one of the world's biggest youth brands maintains street cred while building a hugely successful business. Joshy D is the business brain, Mike Giant a global art icon. Presented by TWorld.

Wed 28 May, 6.30pm - 8.00pm. Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$25 + booking fee.

S



SARA CRITCHFIELD (UPWORTHY)

On Media, Marketing & Making People Care

Upworthy draws attention to the topics that really matter. Learn how Sara, Editorial Director of Upworthy, delivers meaningful content to millions; making it the fastest growing media company in the world.

Tue 27 May, 6.30pm - 8.00pm. Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$25 + booking fee.

S



DAVID CHRISTIAN

On Teaching the Big Picture

Hear how David Christian, the founder of *The Big History Project* has developed a multidisciplinary approach to telling the story of our universe, that has been adopted in high school curriculums in Australia and the USA - and why Bill Gates is an advocate.

Sun 1 June, 11.00am - 12.30pm. Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$25 + booking fee.

S



KAREN WALKER

On Building a Brand that Transcends Categories

The woman behind New Zealand's global fashion brand shares her advice on creating a brand with a character that crosses product categories and connects with people around the world.

Fri 6 Jun, 11.30am - 1.00pm. Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$35 + booking fee.

S W



SIBELLA COURT (THE SOCIETY INC.)

On Local Aesthetics on a Global Stage

From restaurants, bars to boutique hotels, does the Australian lifestyle influence our interiors and how does it impact and influence our identity? Sibella joins a panel of experts to discuss.

Part of *Australian Interiors: Objects, Furniture, Textiles* on Sat 24 May. Refer page 11.

I



HAO LI (USC)

On The Future of Digital Characters

Discover a new side to gaming with Hao Li, digital effects genius, who wants to put you in the picture - literally - by scanning you, the player, into games and movies.

Sun 8 Jun, 1.00pm - 2.30pm. Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$25 + booking fee.

S



SKYLAR TIBBITTS (MIT)

On Shaping Future Manufacturing

Imagine the future of manufacturing with the global leader of the 4D printing movement; who is designing the next generation of smart products that will transform cities, product design and manufacturing as we now know it.

Mon 2 Jun, 6.30pm - 8.00pm. Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$25 + booking fee.

S



GADI AMIT (NEW DEAL DESIGN)

On Designing Devices We Love

As creative director of New Deal Design in San Francisco, Amit has designed products like the FitBit and Sproutling, pushing new frontiers in wearable technologies. How do we design a future we feel present in?

Wed 4 Jun, 6.30pm - 8.00pm. Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$25 + booking fee.

S



CANDY CHANG

On Making Art to Make a Difference

Candy Chang is renowned for creating urban artworks and projects that bring together communities on a neighbourhood level, with a resonance that achieves a global impact. Empower yourself and your community with tools for transformation.

Mon 26 May, 6.30pm - 8.00pm. Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$25 + booking fee.

S



RYAN HOLIDAY (AMERICAN APPAREL)

On Marketing, Media & Manipulation

Hear from self-proclaimed media manipulator, Ryan Holiday on growth hacking, blog culture and unconventional marketing. Holiday is infamous for creating provocative strategies and stoking controversies that make stories go viral.

Fri 6 Jun, 6.30pm - 8.00pm. Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$25 + booking fee.

S

AUDIENCE, MARKET, COMMUNITY

KEY DATES: 24 - 28 MAY

How do you draw out passionate fans and align them to your cause? How do you identify what matters to your core following? How can you secure honest feedback and build a sense of ownership in your project or brand?

Learn how to connect with your market, generate participation from your audience, and engage diverse communities.



Blog Society: The Retreat

Step away from your screen, sit back, and enjoy a crash course in the creative business of blogging. You can expect a solid dose of inspiration while hearing from a variety of industry experts, bloggers and business owners.

Sat 24 May, 9.00am - 12.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$99 + booking fee.

I

The City as a Canvas: Transformations Through Light

Learn how new technologies such as 3D mapping, large scale projections and architectural lighting can transform buildings and landmarks. Discover the creative possibilities that arise when our city-scapes are used for visual innovation.

Sat 24 May, 3.30pm - 5.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$25 + booking fee.

S

Zine Fair

Celebrate the return of the MCA Zine Fair. Share or discover your enthusiasm for self-publishing when zines in all shapes and sizes come together under one roof.

Sun 25 May, 11.00am - 5.00pm.
Vivid Ideas Exchange - MCA, Foundation Hall, Sydney. Entry is FREE.

I

A Cheat's Guide to Getting That Thing Off the Ground (Junkee)

From money, marketing to keeping your creativity; four successful Australian self-starters share the lessons they learned the hard way (so you don't have to).

Sun 25 May, 6.00pm - 8.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$15 + booking fee.

I

Making Places that Matter

Join civic leaders and creative thinkers on building local identity. Cultural programming, thoughtful urban design and public art are just some of the innovative approaches to place identity that are used to help communities flourish.

Wed 28 May, 12.00pm - 3.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$25 + booking fee.

S

OTHER EVENTS YOU MIGHT LIKE

- Creative Business - Top Ten Tips, 24 May.
- Appetite for Distraction, 28 May.
- The Loop: Portfolio Masterclass, 7 June.

IDEAL FOR

Community Managers, Policy-makers, Fundraisers, Indie-publishers, Bloggers, Placemakers, Retailers, Product Designers, Community Cultural Development Workers, Artists

THE FUTURE OF WORK

KEY DATES: 29 MAY - 2 JUN



Adapt your business or career to meet emerging opportunities from the transformation of the global economy. What are the trends and disruptions lying ahead?

How will today's industries transition their infrastructure and skill-base for a rapidly-evolving marketplace? Are you prepared to take advantage of demographic change and demand in the developing world?

The Big (SHIFT) to Smarter Working

Discover opportunities for a more flexible, distributed and collaborative workplace. Examine new working trends for today and the future and learn how you can shift to smarter working.

Thu 29 May, 8.00am - 10.00am.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$30 + booking fee.

I

Scoring in the Workplace: How to Curate the Ultimate Workspace Experience (CoActiv8 + UTS)

The workplace is changing and your businesses need to adapt. This highly interactive session will challenge you to create the workplace of the future.

Fri 30 May, 12.00pm - 1.30pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$50 + booking fee.

I

Diversity Breeds Opportunity: Demographic Change and the Bottom Line

How can we boost diversity in our boardrooms and workplaces and why does it matter? Unpack the social and economic benefits of a diverse and flexible workforce and discover how diversity enhances innovation.

Fri 30 May, 2.30pm - 4.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$35 + booking fee.

I

Industry Insight: Graphic Design in 2020 (Think Education/AGDA)

Hear the top three future design trends from leading design experts, journalists and educators. Bring a notepad, you're going to want to get this down.

Sat 31 May, 10.00am - 1.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$35 + booking fee.

I

Future of Lighting Summit 2014 (Illumni)

Lighting plays a huge role in our personal and working lives, influencing sectors from creativity; to health and wellbeing; to productivity. Hear the latest innovations, projections, predictions and policies on lighting from the experts.

Mon 2 Jun, From 8.00am.
The Westin Sydney.
\$950 + booking fee.

S

Australia's Industrial Revolution: Manufacturing in 2030

How is Australia placed to lead the new industrial revolution? Traditional forms of manufacturing are changing, do we have the skill-base and infrastructure to take advantage?

Mon 2 Jun, 12.00pm - 4.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$55 + booking fee.

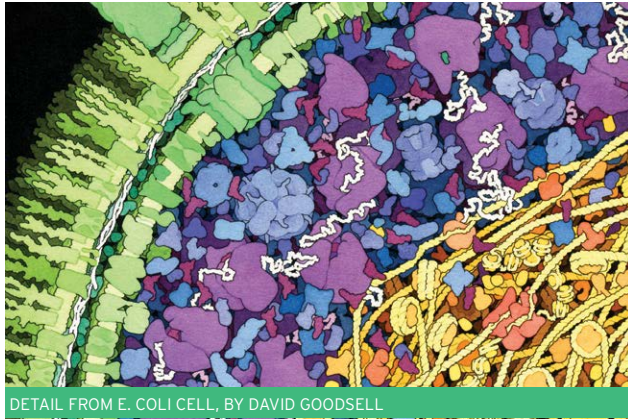
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IDEAL FOR

HR Managers, Interior Designers, Architects, App and Software Product Designers, Educators, Business Development Managers, Cultural and Civic Leaders

Gain a competitive advantage by drawing on the best research brains in our region. Build platforms for collaboration across the fields of scientific, industrial, academic and creative research.

How can you work with organisations like CSIRO to get access to new technology? How can artists work within organisations to push conversations in radical directions?



DETAIL FROM E. COLI CELL, BY DAVID GOODSSELL

David Goodsell: On Making Science Beautiful

Explore how science inspires art and how art advances science, through the work of David Goodsell. David's amazing watercolours of cells and proteins open up scope for imagination and exploration in biomedical research.

Thu 29 May, 6.30pm - 8.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$25 + booking fee.

S

Artists in Residence: Collaboration and Creative Innovation between Artists and Organisations

Discover new models of artist-in-residence programs with collaboration at their core, learn about their ongoing reach and the mutual benefits for artists, organisations and communities.

Sat 31 May, 1.00pm - 4.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$15 + booking fee.

W

Extreme Imaging: Picturing the Impossible

Photographers are pushing the boundaries when it comes to the captured image: explore exciting examples of innovation in photography, from scientific research, to action, to archaeology, from a macro to a micro level.

Sun 1 Jun, 10.00am - 12.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$10 + booking fee.

W

Engaging with CSIRO: Accessing Research Expertise

Connect with experts to give you the edge. How do small and medium businesses collaborate with research institutions? What are the pathways, costs, and opportunities and how do they apply to the creative sector?

Wed 4 Jun, 1.00pm - 3.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$35 + booking fee.

W

EARLY BIRD TICKETS AVAILABLE UNTIL 4 MAY. BOOK NOW.

IDEAL FOR

Artists, Educators, Researchers, Business Development Managers, Scientists, Cultural Leaders, Designers, Developers, Photographers, Animators, Industrial Designers



Connect with experts and learn how to employ the problem-solving power of design thinking. Identify new approaches to reposition your brand, rethink your market or radically revise your product and service offering.

Who are the experts in your field? How can creative problem solving redesign the realms of business, education, transport, healthcare and beyond?

Australian Interiors: Objects, Furniture, Textiles

In this unique mini-conference, meet the people driving this renaissance in Australian interiors, from designers to retailers and the new media forces sharing their work with an appreciative public.

Sat 24 May, 10.00am - 2.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$55 + booking fee.

I

Disruptive Technologies: Advances that are Transforming Life, Cities and Industries (IBM)

Join a panel of visiting global innovators as they share insights about how they're harnessing 'big data' and disruptive technologies to drive smarter cities and business success.

Wed 28 May, 2.00pm - 5.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney.

I

Good Design Forum (Good Design Australia)

Vivid Ideas partners with the Good Design Forum to present a two-day conference, with internationally recognised speakers discussing how they have adopted design as a strategic tool in the marketplace.

Thu 29 - Fri 30 May, 8.30am - 5.00pm. Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$520 + booking fee.

I

Designer's Den (Object Australian Design Centre)

Witness the 'design to market' process in action, as pre-selected contestants pitch their idea to a panel of industry experts in this suspenseful game-show style event.

Sat 31 May, 3.00pm - 5.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$10 + booking fee.

I

Eliminating Conflict Minerals: Redesigning a Product's Lifecycle and Impact

How do we design the kind of future we desire? What are the ethical responsibilities of consumers and organisations? This session interrogates the chain of production to imagine a more responsible future.

Sat 1 Jun, 2.30pm - 4.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$15 + booking fee.

I

GET INVOLVED IN VIVID IDEAS 2015. REGISTER YOUR INTEREST

VIVIDSYDNEY.COM/GETINVOLVED

IDEAL FOR

Designers, Technologists, Educators, Architects, Developers, Bloggers, Researchers

DIY & MAKER CULTURE

KEY DATES: 28 MAY - 5 JUN

Adopt the tools of hacker culture to redefine manufacturing, media and business. Start-up approaches have changed the game, empowering small businesses, communities and individuals.

How can you master crowdsourcing and crowd-funding to engage audiences and build support? What gives you the edge in devising and delivering your product, service or content?



3D Printing & New Generation Technologies Interactive Workshop (DIA & 3D Systems)

A hands-on exploration of the newest technologies shaping design, manufacturing and our lives right now. Be prepared to click, snap, pop and scan using the latest 3D generation and printing technologies.

Wed 28 May, 8.00am - 10.00am.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$40 + booking fee.

I W

Skylar Tibbits & Jeffrey Koh Workshop

What's the future of industry and manufacturing? Join Tibbits and Koh in this session for thinkers considering the next wave of innovation, promising to inspire techies, gadget lovers, futurists, designers, new media artists and robotics enthusiasts.

Tue 3 Jun, 9.00am - 11.00am.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$35 + booking fee.

S W

Intel Galileo Workshop: Development Board How-To

Get hands-on with new, revolutionary technology for makers and hackers. This exciting event offers endless possibilities for invention and innovation: get tips from the experts on where it can take you.

Sat 31 May, 8.00am - 9.45am and 10.00am - 11.45am. Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$35 + booking fee.

W

Participation Economy (Ideaction)

Participation is the new consumption. The maker movement, P2P lending and the quantified self are some of the emerging trends changing business, government and society. Ideaction unpacks what it all means.

Tue 3 Jun, 2.00pm - 5.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$59 + booking fee.

I

How to Make It (Smith Journal)

From building furniture, publishing books, to writing code; technology is used to craft creative businesses. Hear from three entrepreneurs who are changing the way we experience the world, from our living room to our cities.

Sun 1 Jun, 6.00pm - 8.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$10 + booking fee.

I

Get Inside the Minds of the Makers (The COLLECTIVE)

Get an all-access pass inside the minds of the game changers, thought leaders and style makers of our generation. Whether you're trying to start, grow or manage a creative business, get the tools to make it happen.

Thu 5 Jun, 9.00am - 12.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$149 + booking fee.

I

IDEAL FOR

Start-ups, Entrepreneurs, Developers, Designers, Publishers, Bloggers, Educators, Fundraisers, Producers, Media, Community Managers

USER EXPERIENCE IN EVERY DAY LIFE

KEY DATES: 2 - 8 JUN



Whether it's retail, hospitality or cultural industries or events, the visitor experience matters. How do you manage multiple touch points with your brand and offer unique, personal opportunities for engagement? Learn how to craft meaningful moments for your audiences and customers.

Understand how digital media, innovative new interfaces and immersive environments are transforming user experience.

Play presents the Future Media Experience (M-Lab & Play)

Technology and the way it shapes consumers' lives is changing daily. The next decade will see a shift in communication; the prominence of the 'screen' will decline, giving way to more immersive and sensory human experiences.

Mon 2 Jun, 2.00pm - 5.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$100 + booking fee.

I

The Internet of Things - From Electric Dreams to Reality (Optus Innov8)

Get a primer on the emerging Internet of Things space, hear great insights from leading local and global players, check out new Australian start-ups about to hit the market and participate in a pitchfest.

Wed 4 Jun, 1.00pm - 5.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$20 + booking fee.

I

Portable Presents: How to Build a Brand People Love Through Great User Experience

From online channels to retail design, packaging to social media, great user experience is the most essential element in successful branding. Learn from industry leaders how to set your brand apart from the rest.

Tue 3 Jun, 11.00am - 1.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$55 + booking fee.

I

Essential Steps to Creating Great Products and Services (Brainmates)

Learn the essentials steps to help you nurture an idea from infancy to a market-ready stage in this professional masterclass. A must-attend for innovators, strategists, marketers, designers and entrepreneurs.

Fri 6 Jun, 2.00pm - 5.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$99 + booking fee.

I

Made for People: Wearable Tech & Healthcare (Design 100)

Hear the latest trends and forecasts in wearable technology being developed by market leaders Google, Samsung, Microsoft, Nike, FitBit, Pebble and more. A must-see for creative teams, tech savvy brands and digital agency experts.

Wed 4 Jun, 9.00am - 12.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$75 + booking fee.

I

SEE THE FULL PROGRAM ONLINE.

VIVIDSYDNEY.COM/IDEAS

IDEAL FOR

Architects, Animators and Illustrators, Product Designers, Interface Designers, Retailers, Cultural Workers, Marketing Strategists, Media, Entrepreneurs, Start-ups, Healthcare Workers

LEARNING TO LEARN

KEY DATES: 1 - 9 JUN

Build skills for a new creative economy. As the pace of change accelerates, the most important asset for individuals and organisations will be the capacity to learn how to learn.

How do you stay on top of trends and shape your own skill set? How is education itself changing to meet the demands of lifelong up-skilling and a competitive global marketplace?



China Australia Millennial Project (CAMP) Workshop

Explore the shift from 'made in China' to 'created in China' to 'co-created with China' and articulate innovative ways we can collaborate with Australia's largest trading partner.

Mon 2 Jun, 9.00am - 12.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. Applications required.

W

Become a More Agile Minded Organisation (The Affectors)

Do you tackle problems with enthusiasm or fear? Learn how to generate more ideas, change perspective, and make faster decisions in this two hour workshop designed to fire up both sides of your brain.

Mon 2 Jun, 9.00am - 11.00am.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$89 + booking fee.

W

I'm Not Creative, But... (Sydney University)

Academics from a range of disciplines talk about true creativity in the risk-averse higher education sector. Come and hear what motivates them to move beyond the traditional teaching and research formats.

Mon 2 Jun, 6.30pm - 7.30pm.
Reginald Theatre, Seymour Centre, Chippendale. From \$15 + booking fee.

I

Tertiary 3.0: Exploring Local Innovation in Higher Education (CoFA)

Educators and innovators delve into the future of online learning to tackle its problems and potentials, and smash the silos to promote interdisciplinary thinking in education and beyond.

Tue 3 Jun, 12.00pm - 4.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$55 + booking fee.

W

Teach the Teachers (Sydney University)

If creativity is an essential skill for future generations, how are our teachers taught to teach creativity themselves? Researchers from a range of disciplines explore how they teach the teachers.

Tue 3 Jun, 5.30pm - 6.30pm.
Reginald Theatre, Seymour Centre, Chippendale. From \$15 + booking fee.

I

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IDEAL FOR

Educators, Start-ups, Designers, Media, Researchers, Cultural Workers, Human Resources Managers

THE BUSINESS OF BEING CREATIVE

KEY DATES: 25 MAY - 9 JUN



Chart a course through creative waters. Look back at ground-breaking models established by industry icons, updated for today. Discover new strategies for attracting investment and assessing partnerships. Consider new pathways for generating content and audiences for our multi-platform world.

Do you need employees, co-founders, or the wisdom of the crowd, to make a creative project reach its potential?

Power Up Your Games Start Up! (ScreenNSW)

Whether you're a bedroom developer or a AAA hired gun looking to start up on your own, launching your own games company is serious business. Hear what it takes to build a sustainable business at this must-attend event.

Sun 25 May, 11.00am - 1.30pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$10 + booking fee.

I

From Indie To Blockbuster: Developing and Releasing Global Games (Ubisoft)

One studio, two very different games - Ubisoft - discusses their different approaches to the indie game *Child of Light* and their new Blockbuster release *Watch Dogs*.

Sun 25 May, 3.30pm - 5.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$15 + booking fee.

I

Beyond The Review: Copyright and the Digital Economy

Can copyright assist innovation, research and economic growth? Creative leaders debate necessary changes in Australian law to support innovation in development, distribution and consumption of intellectual property.

Wed 4 Jun, 9.30am - 11.30am.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$35 + booking fee.

I

Smart Money (Innovation Bay)

The investment relationship - is it more than just money? Learn all you need to know about 'Smart Money' including five questions to ask before investing and how to make the relationship work for both sides.

Thu 5 Jun, 2.00pm - 5.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$75 + booking fee.

I

Business Model Innovation: Shakespeare Had It Right (The Working Group)

An entertainment business model for the digital age has been established 400 years ago by Shakespeare's company. Discover how looking back can enable us to move forward with a restored focus on audiences.

Fri 6 Jun, 2.00pm - 4.00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$29 + booking fee.

I

The Redfern Story: From Street to Stage (Sydney Film Festival)

Join a panel of activists, academics and actors as they celebrate the legacy of Australia's first all-Indigenous theatre company, Redfern's National Black Theatre, and debate 21st century Indigenous cultural leadership.

Sun 8 Jun, 6:00pm - 8:00pm.
Vivid Ideas Exchange - Level 6, MCA, Sydney. From \$15 + booking fee.

I

IDEAL FOR

Account Managers, Performers, Producers, Advertising Creatives, Digital Media, Marketers, Publishers, Game Developers, Lawyers, Business Development Managers, Product Designers, Brand Managers, Entrepreneurs

DURING VIVID IDEAS



SYDNEY WRITERS' FESTIVAL

Australia's leading creative conferences and festivals contribute greatly to the Vivid Ideas program, with in-depth discussions and presentations on the challenges for creative industries in the areas of education, technology and investment. Here are just a few that are happening throughout Vivid Sydney.

Sydney Writers' Festival

For one week each May, the Sydney Writers' Festival draws some of the brightest lights of the literary world to Sydney for Australia's largest celebration of literature and ideas. Over 300 events stretch from the festival hub in Walsh Bay to the Blue Mountains.

Mon 19 - Sun 25 May. Various venues across Sydney and NSW. swf.org.au

Good Design Awards

Widely regarded as the Australian design industry's night of nights, celebrating the announcement of the 2014 Good Design Award® recipients, against a spectacular backdrop of colour and lights. A highlight on the international design calendar, this event attracts the leading design personalities and companies in the industry from across the world.

Wed 28 May.
White Bay Terminal, Sydney.
gooddesignaustralia.com/awards

Sydney Film Festival

One of the world's longest-running film festivals is back, with a 12-day program showing the world's best feature films, documentaries, short films and animation. Now in its 61st year, the festival returns with a packed program of exclusive talks with filmmakers and other industry experts.

Wed 4 - Sun 15 June. Various venues across Sydney. sff.org.au

Mumbrella360

Mumbrella360 is the biggest marketing and media event in Australia. The conference is designed for everyone in the business of media, marketing and entertainment. With curated sessions put forward by Mumbrella readers, as well as keynotes from Australia's most influential media and marketing executives, it's a conference program that answers the questions you want to ask.

Wed 4 - Thu 5 June. Hilton Hotel, Sydney. mumbrella360.com.au

Semi-Permanent

A festival of art, design and creativity with three days of presentations, exhibitions, installations, screenings and workshops. The 2014 speaker lineup includes skateboarding legend Tony Hawk, Corbin Harris and the controversial artist Mr Brainwash. It's set to inspire and engage more people than ever before.

Thu 22 - Sat 24 May.
Carriageworks, Eveleigh.
semipermanent.com/event/sydney-2014

SPARC Design 2014

SPARC Design is a celebration of lighting design, and an educational experience for lighting professionals and industry stakeholders. It consists of lighting presentations and cocktail functions.

Mon 26 - Tue 27 May. MCA, Sydney. sparcevent.org

Modulations

Daytime programs include panel discussions with music industry professionals, graphic designers & video artists plus installations from artists spanning the worlds of music, fashion and art.

Fri 6 - Sun 8 June. Carriageworks, Eveleigh. carriageworks.com.au



MR BRAINWASH

PLAN YOUR TRIP

With so many things to see and do at Vivid Sydney over the 18 days and nights, you'll want to experience it more than once. Start planning your own Vivid Sydney experience, whether it's a short break, a holiday with friends or some great nights out on the town. Get in early and book your Vivid Ideas tickets, restaurants and activities! Start planning now.

IMPORTANT ROAD CLOSURE & PUBLIC TRANSPORT INFORMATION

With plenty of extra services running, public transport is the best way to get to Vivid Sydney events and home again afterwards. For information go to transportnsw.info - you can also download a train or bus app from the App StoreSM or Google Play or call **131 500**.

Significant road closures and special event clearways will be in place in the Sydney CBD and The Rocks during Vivid Sydney, so leave the car at home. This will also mean that there will be some changes to regular bus stops, so plan ahead of time at transportnsw.info. For specific road closure information go to livetraffic.com or call **132 701**.

For information on the move, you can also download Live Traffic NSW for iPhone[®] and iPad from the App StoreSM or download Live Traffic NSW for Android[™] from Google Play.

MORE TRANSPORT APPS

Arrivo Sydney provides real-time departure and location information for Sydney and NSW Trains.

TripView displays Sydney train, bus, ferry timetable data on your phone.

TripGo shows door-to-door transport options.

Download from the App StoreSM or Google Play.

VENUES

The Vivid Ideas Exchange at the Museum of Contemporary Art Australia is the central hub for Vivid Ideas, with other events being held in more than a dozen venues around Sydney's CBD and Inner West.

CATC Design School

Level 4, 1-5 Hickson Road, The Rocks

Carriageworks

Entrance at 229 Wilson Street, Eveleigh (opposite Queen Street)

College of Fine Arts

Corner of Oxford Street & Greens Road, Paddington

Museum of Sydney

Corner of Phillip & Bridge Streets, Sydney

NSW Parliament House

6 Macquarie Street, Sydney

Object Gallery

417 Bourke Street, Surry Hills

Rose Seidler House

71 Clissold Road, Wahroonga

Seymour Centre

Corner of City Road and Cleveland Street, Chippendale

Sydney Town Hall

483 George Street, Sydney

The Hilton

488 George Street, Sydney

The Westin Sydney

1 Martin Place, Sydney

Vivid Ideas Exchange

Museum of Contemporary Art Australia, Level 6 Terrace Entrance, (Circular Quay West Side), Sydney

The Mint

10 Macquarie Street, Sydney

White Bay Terminal

White Bay Cruise Terminal, access via James Craig Road, Rozelle

TICKETS

EARLY BIRD*

Discounts are available on selected signature keynotes and workshops.

GROUP BUY

Buy five or more tickets to any signature event in one transaction and receive 20% discount on the Early Bird* price.

TICKET PACKAGES

Ticket packages are available. Visit the website for more information and tickets.

*Early Bird offers end 4 May 2014. Conditions apply.



Opera Bar - Vivid Sydney 2013

TRAVELLING TO SYDNEY?

A visit to Sydney is a trip to remember. Australia's largest city is home to beautiful beaches, iconic buildings, historic landmarks, award-winning restaurants and a vibrant culture. If you're travelling to Sydney for Vivid Ideas, plan your memorable stay at sydney.com



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Please consult the relevant ticketing agency/location for ticket prices, booking fees, surcharges and applicable taxes before purchase. There may be other conditions imposed by the ticketing agency/location as result of your purchase or attendance. Please make yourself aware of all conditions before purchase and/or attendance. Individual activities may be subject to change or cancellation without notice and for unforeseen circumstances. Location capacity restrictions may apply for some individual activities. Check vividssydney.com or other relevant websites for the latest information and more events occurring during Vivid Sydney 2014. Information correct at time of printing. Destination NSW acknowledges and appreciates all photographs and images supplied.