

GREAT

BRITAIN & NORTHERN IRELAND



*UK Directory
SXSW 2019*





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Foreword



The UK is a creative and digital innovation hub to the world and an ideal partner for business growth

It gives me pleasure to introduce this accompanying guide for the South by Southwest (SXSW) Advertising and Interactive Missions highlighting the excellence of the UK's advertising, interactive and wider creative industries.

UK advertising is a global powerhouse and the largest exporter of advertising services in Europe. According to data from the Office for National Statistics, advertising, market research and public opinion polling services exports in 2017 were worth £8.4bn.

UK advertising and marketing professionals are the most productive among the nation's creative industries, generating more than double the national average value per worker. This success story and the unparalleled concentration of expertise explains why many of the international media owners, advertising and tech groups have their European headquarters

in the UK - and many of these companies have their origins in the USA.

Consistently ranked second worldwide to the US for creative reputation, the UK advertising industry is known as an innovator in terms of media channels, business models and technology use.

This makes the UK a true gateway to the wider world for any firm seeking to go global and to reach the worldwide consumer. The demand for British creative industries and advertising services in markets like the US is real and significant and the launch of the government's new Export Strategy will ensure that UK advertisers have the support they need to succeed overseas.

This mission is part of the UK government's wider aspiration to continue to position the UK as a creative and digital innovation hub to the world and an ideal partner for business growth, and I wish it every success.

Baroness Fairhead CBE
Minister of State for Trade and Export Promotion
Department for International Trade

An overview of the UK's creative industries

The UK is exemplary when it comes to creativity. Despite containing less than 1% of the world's population it has one of the largest creative industry sectors. Throughout the world our films, adverts and TV shows garner captive audiences, our architecture surprises and delights and our fashion continues to challenge and innovate.

Our nation's openness to international collaboration, and strengths across all creative industry subsectors, makes partnering with the UK a perfect investment opportunity.

Our innovative creative industries embrace and define technology developments. Digital technology advances have driven structural change and innovation in the production, distribution and consumption of film, TV and video games. The UK is at the forefront of some of the most exciting emerging technologies, including immersive platforms (VR/AR) and artificial intelligence (AI).

As well as providing a world-class creative ecosystem, the UK is also a great place to invest,

with a flexible intellectual property system, a transparent and pro-business environment and a number of creative industry tax incentives.

Read on for information on our creative industries' key capabilities and discover how your organisation can benefit.

£35.9 billion in exports

In 2015 creative services and goods exports totalled £35.9 billion, according to DCMS.

44% increase in service exports

Services exports were up by 9 per cent compared to 2014 and up by 44 per cent since 2010.

39% increase in goods exports

Goods exports, which DCMS has published for the first time this year, were up by 21 per cent compared to 2014 and 39 per cent since 2010.

6% of UK jobs

In 2016 (source: DCMS), the UK creative industries sector employed 1,958,000 people – six per cent of UK jobs. This was an increase of five per cent compared to 2015 and of twenty five per cent compared to 2011.



Film

Film continues to be a success story for the UK. In 2016, according to the British Film Commission, total spend on film production in the UK topped £1.6 billion, a 13 per cent increase on the previous year and the highest figure since our records began 20 years ago. Last year also saw all records smashed for inward investment to the UK from film and TV production.

Where technology meets creativity

Modern creativity has technology at its heart and the UK is uniquely placed to combine our cultural heritage with being at the forefront of the global technology revolution.

The UK has an open, competitive environment in which innovators are able to research ideas, develop prototypes, collaborate with partners and find funders and support organisations.

As part of the Industrial Strategy, UK Research and Innovation is investing £33 million into innovation in immersive content production (gov.uk, 2018). This funding will act as a catalyst to accelerate UK innovation ahead of an emerging market and drive international interest in immersive technologies in the UK.

As technology and creativity increasingly converge, the UK is a natural choice for companies wanting to take advantage of our expertise, talent, quality and experience in both sectors.

“We have a creative spirit in this nation.”

Tim Davie, CEO BBC Worldwide

UK advertising: a global hub for a global industry

The UK has won over 1,500 Cannes Lions. That's second only to the USA

The UK advertising industry is the most dynamic in Europe and represents an unparalleled concentration of creativity and ingenuity. And the accolades speak for themselves. Since 2005 the UK has won more Cannes Lions than any other European country - over 1,500!

The UK exports more ad services than it imports to the tune of £2.9 billion - the largest trade surplus in ad services in Europe. And growth in exports of advertising is larger than that of the wider economy. Demand for British ad services continues to grow throughout the world and "Made in the UK" is a hallmark for global ad excellence.

The USA remains the largest market for UK advertising services

Importantly, the USA, as in many areas of the economy and society, also has a special relationship with the UK as regards advertising. The USA

remains the largest market for UK advertising services in terms of individual countries, taking £1.1bn of UK advertising services exports. This was almost double the next market, France (£655m) with Germany (£619m), Ireland (£454m), and the Netherlands (£350m) following in turn.

These export figures demonstrate the strength of the UK advertising industry on the world stage and the opportunity ahead. We're right behind the UK government's Industrial Strategy to grow exports globally and seek out and cultivate new markets. Soft power in terms of culture and creative exporting is key to today's globalised economy and an area where the UK excels - Portland and USC placed the UK top in its Soft Power 30 list for 2018 of the most influential nations in this area. But what lies behind this influence and our ability to reach consumers and markets the world over right where it matters? One word - people. Late last year, the Advertising Association, with UK advertising's think tank Credos, published a study on the colleagues who work in our industry in the UK "Advertising Pays: World Class Talent, World Class Advertising"-

in partnership with LinkedIn. The report revealed that a diverse international workforce is central to the UK's position as a global advertising and marketing hub. Analysis from a pool of 328,000 LinkedIn members who work in advertising and marketing in the UK gave detailed insights into how international talent plays a pivotal role in the UK's creative success.

We would argue that there is no other spot on the planet with the same level of creative and technological talent in one place

The proportion of the current advertising and marketing workforce in London that migrated here from abroad in the 12 months prior to the study was three times higher than the corresponding figure in New York; and also higher than in Paris and Amsterdam. More than a third of this talent came from across Europe, with many others arriving from the USA and Australia.

The UK also supplies a huge amount of talent to other international advertising hubs. The UK is the number one source of international advertising and marketing talent in New York, Paris and Amsterdam and has provided more than a third of recent

migrants to Sydney's advertising sector. These figures show an unmatched level of talent and technical skill in the UK.

At the time this data was collected, there was no other spot on the planet with the same level of creative and technological talent in one place. If you wish to sell to the world, it's helpful to come to the hub where you find the world represented in one place: the UK.

Within the domestic UK market adspend figures remain buoyant, with growth forecasts for 2018 upgraded by 0.6pp to 4.8% and by 0.7pp to 4.5% for 2019. If proved correct, this would conclude a decade of continuous growth, and result in investment of over £24bn in 2019.

Every £1 spent on advertising contributes £6 to UK GDP - that's more than £120bn per year in total - and advertising finances UK culture, media and sport, valued at £10 billion a year. Our success overseas is built on this success we have demonstrated at home. If we can produce results like this for ourselves, just imagine what the UK ad industry can do for other economies too!

The UKRI US Immersive Mission presents a delegation representing the UK's top VR, AR and immersive experience creators and researchers. Drawn from across industry and academia, the delegates have all recently won substantial grant funding as part of an £110m investment from the UK government's Industrial Strategy Challenge Fund into the creative industries.

The programmes, the Creative Industries Clusters Programme (managed by the Arts & Humanities Research Council), the Audience of the Future challenge and the Immersive Experiences Partnerships Call (run by AHRC and EPSRC) are part of the £7bn UK government investment in research and innovation through UK Research & Innovation.

The mission is delivered by the AHRC Creative Economy Programme team.

Organiser contact details

Email: team@ceprogramme.com

Mission website: <https://ceprogramme.com/sxsw2019>

Supporting organisation: <https://www.ukri.org>

Twitter: [@CE_Programme](https://twitter.com/CE_Programme)

Delegation details

- **John Cassy** - Factory 42 Ltd
- **Prof Andrew Chitty** - Creative Industries Clusters Programme and Audience of the Future, UKRI
- **Donna Close** - University of Brighton
- **James Cook** - University of Edinburgh
- **Polly Dalton** - Royal Holloway, University of London
- **Kate Welham** - Bournemouth University
- **James Dean** - ESL UK
- **Elliott Hall** - King's Digital Lab
- **Ian Hambleton** - Maze Theory
- **Harry Kerr** - Arts & Humanities Research Council
- **Steve Love** - The Glasgow School of Art
- **Frank Lyons** - Ulster University
- **Prof Deepa Mann-Kler** - Ulster University
- **Paul Meller** - Arts & Humanities Research Council
- **Amanda Murphy** - Royal Holloway, University of London
- **Prof Damian Murphy** - University of York
- **Kate Pullinger** - Bath Spa University
- **Solomon Rogers** - REWIND
- **Matt Sansam** - Innovate UK

DIT services in the USA

The UK's Department for International Trade (DIT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade. For UK companies looking to export to the US, DIT USA can provide tailored support and advice including arranging missions of UK companies to the US to meet with possible export partners; making critical business introductions to US companies; advising companies on export regulations and best practice; and supporting trade policy. For US companies looking to grow their business overseas, DIT USA also provides complimentary, tailored investment support including help building key contacts in the UK and providing custom information on R&D support, relevant regulations, financial incentives, and immigration issues.

Her Majesty's Trade Commissioner for North America, Antony Phillipson, leads the team across the US and Canada with staff located at the British Embassy in Washington, DC and at British consulates in Atlanta, Boston, Chicago, Houston, Los Angeles, Miami, New York, and San Francisco. They are focused on regional territories and key industry segments, covering both trade and investment.



Partners

- *The Culture Diary*
- *UK Research and Innovation*
- *Institute of Practitioners in Advertising*
- *Promote UK*
- *British Music Embassy*
- *Invest Northern Ireland*
- *British Council*
- *British Underground & Arts Council England*
- *Abbey Road Studios*
- *Abbey Road Red*

THE CULTURE DIARY

GREAT Britain Campaign

The Culture Diary is the official government platform to connect UK culture and creative industries sectors with overseas working opportunities and cultural diplomacy.

We support international working across all art forms, from theatre, to music, to dance, to visual arts with a crossover to technology and innovation.

With over 8,000 registered cultural organisations, the Culture Diary can help you engage with the UK's world-renowned culture sector.



Anna Maloney

Head of Culture Partnerships/Culture Diary

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Facebook:

facebook.com/theculturediary

LinkedIn: linkedin.com/company/the-culture-diary

UK Research and Innovation

UKRI US Immersive Mission 2019

The mission aims to explore the challenges and opportunities of the US immersive landscape, build connections with top US businesses and raise the profile of UK immersive expertise. The delegation includes companies and research organisations supported by over £110m UK government funding including the Creative Clusters and Audience of the Future programmes.

Highlights of the mission, running from 6-13th March, include visits to world-leading immersive businesses in San Francisco and a bespoke programme of XR showcases and networking events during the technology, film and music conference SXSW in Austin, Texas. The mission is delivered by the AHRC Creative Economy Programme for UK Research & Innovation.

UK Research
and Innovation



Public events

Sat 9th March, 7pm

UKRI Immersive Mission and ACE Future Art & Culture Launch

British Music Embassy,

512 San Jacinto Blvd Austin, TX 78701

<https://futart.net>

Mon 11th March, 2-5pm

UK Immersive Pitch & Demo

Capital Factory, 701 Brazos St, Austin, TX 78701

<https://ceprogramme.com/sxsw2019-demos>

Overview of organisation and mission

The mission aims to understand the immersive sector, discover partnership opportunities, secure investment, develop new business, understand the challenges of market entry and explore collaboration opportunities. For hosts, the mission group represents an opportunity to meet and gain unique insight into the leading forces in the UK's world-leading immersive sector.

TRUST IS THE NEW CURRENCY

AN AGENCY TAKEOVER OF THE BRITISH MUSIC EMBASSY

MARCH 9TH - 10:00AM - 6:00PM

The rapidly-changing advertising landscape has brought the issues of trust into stark focus. Join us at this SXSW special event for a diverse mix of talks, panels, networking and special guest appearances addressing if humanity and creativity can conquer mistrust in a digital world

British Music Embassy

Latitude 30, 512 San Jacinto Blvd, Austin, TX 78701, USA



10.30am - 11.15am

Can you trust advertising?

Panel including Google and special guests

Britons still appreciate the benefits of advertising, but there are a range of issues negatively impacting their perceptions of the industry. UK advertising's think tank, Credos, recently published research showing these include bombardment and intrusiveness, as well as concerns around sensitive sectors and vulnerable groups. Join us to discuss the good, the bad and troubling globally for advertising. **Breakfast available**

11.30am - 12.10pm

Media is killing social media - BBH

In the age of 'all data everything' we are overwhelmed with metrics and measurements on every platform, piece of content and behaviour. Everyone from media agencies to social platforms has an opinion on the rules of creativity in social channels - we take you on a journey to understand them so you can break them.

12.15pm - 12.50pm

Fighting the breaking news cycle - Foresight Factory

Consumers are adopting a prepper mind-set to gain a greater sense of control. Learn how brands can play a supportive role and stay heard by building brand stories in a hyper-sensitive and uncertain world.

1.00pm - 1.45pm

Special Guest TBA

Lunch available

2.00pm - 2.35pm

How the UK is leading the way in neuromarketing - Hey Human

HeyHuman will demonstrate how they use neuroscience at every stage of the creative process, granting them a unique

perspective on how to connect better with people.

2.35pm - 3.10pm

Can advertising heal a divided world? - System1

System1 will show how advertising is losing its human dimension; its ability to express itself through characters and metaphor. They will show how we can recapture this human touch to improve effectiveness, entertain and rebuild trust in an increasingly technological and divided world.

3.10pm - 3.50pm

Reaching Brand Nirvana: Closing the human experience gap - Karmarama

New research from Karmarama shows that brands which offer a more human experience, not just a customer experience, being significantly more engaging and valuable. There are clear steps for brands to help deliver experiences which combine humanity and technology to reach Brand Nirvana, where their attraction is irresistible, irreplaceable and illogical.

3.50pm - 4.30pm

Augmented AI: Creative problem solving comes from processors and people - Iris

This session will look at how best to structure an AI and human collaboration project, avoiding bias in algorithmic design and show some key successes and failures we can all learn from.

4.30pm - 5.10pm

Finding the humanity within technology - Crowd

In a world where friends are made at the click of a button, brands realise that people are longing for meaningful relationships and true-to-life experiences. Learn how brands can be more human in their approach.

To find out more email aisling@ipa.co.uk

Promote UK Advertising Mission 2019

For the first time, UK advertising has a mission of delegate businesses at SXSW. We aim to explore the challenges and opportunities of the US advertising and tech landscape, build connections with partners and clients and get new ideas from the wealth of learning opportunities at the festival.

The UK creative agencies' inaugural takeover of the British Music Embassy on Saturday 9th March presents a diverse mix of British talent and thinking from across the advertising and creative tech sector - addressing whether humanity and creativity can conquer digital mistrust? Companies taking part include HeyHuman, System1, Karmarama, Crowd, and Iris.

Public Events

*British Music Embassy,
512 San Jacinto Blvd Austin, TX 78701*

Friday 8th March, 8pm-12pm

UK Advertising @SXSW Opening Reception. Join us for networking, food and entertainment from top UK bands

Registration: www.ukataustin.com

Saturday 9th March, 10am – 5.30pm

Creative Agency Takeover of the British

Music Embassy – ‘Trust is the new currency’ – presentations and discussions

For full details: www.ukataustin.com

The mission is delivered by the Promote UK which includes:

Institute of Practitioners in Advertising – www.ipa.co.uk

Department for International Trade –

www.invest.great.gov.uk

The Advertising Association – www.adassoc.org.uk

Organiser contact details

Email: aisling@ipa.co.uk or

david.moody@trade.gov.uk

Mission website: <https://www.ukataustin.com/>

Delegation details

- **Bartle Bogle Hegarty (BBH)** - Ben Shaw
- **Croud** - Kris Tait
- **Crowd** - Jamie Sergeant
- **Elvis** - Caroline Davison
- **Foresight Factory** - Heather Corker
- **Good-Loop** - Amy Williams
- **Happy Finish** - Richard Tisdall
- **HeyHuman** - Neil Davidson
- **Imagination** - Katie Streten
- **Iris Worldwide** - David Caygill
- **Karmarama** - Sid McGrath
- **Sagittarius** - Paul Stephen
- **System1 Research** - Brent Snider
- **WAA Chosen** - Liam Batch



FRIDAY 8TH

8pm - 10pm

ADVERTISING AND INTERACTIVE MISSIONS

Welcome Reception in association with LUSH

FEMME // FERRIS & SYLVESTER

SATURDAY 9TH

9am - 5:30pm

PROMOTE UK AND DIT AT SXSW 2019

The UK's Brand and Marketing day at SXSW

8pm - 1am

FUTURE ART AND CREATIVE CULTURE AND IMMERSIVE MISSION LAUNCH PARTY

SUNDAY 10TH

10am - 6pm

FUTURE ART AND CULTURE ART AND INNOVATION LAB 1.0

7:30pm - 11pm

BRITISH MUSIC AT SXSW PRESENTS

In association with Funnel

FATHERSON // ALEX FRANCIS // THE DESERT // CURSE OF LONO

SCHEDULE
★★★

MONDAY 11TH

10am - 6pm

LUSH PRESENTS

John Robb in conversation

8pm - 2am

Official SXSW Showcase

DIY MAGAZINE PRESENTS

In association with DIT

SPORTS TEAM // KING NUN // WHENYOUNG
ANTEROS // THE NINTH WAVE // WILLIE J. HEALEY

TUESDAY 12TH

9:30am - 11am

BRITISH MUSIC AT SXSW PRESENTS

Digital Catapult's 'Music Meets Tech Networking Breakfast,' in association with AIM

12pm - 4pm

ABBEEY ROAD RED TALK

4:30pm - 5:30pm

UK MUSIC PRESENTS

How do we maintain the UK music industry's global success after Brexit?

8pm - 2am

Official SXSW Showcase

ATC LIVE PRESENTS

In association with The BPI

GEORGIA // BLACK MIDI // FONTAINES D.C. // EZRA COLLECTIVE // LAFAWNDAH // LUCIA

WEDNESDAY 13TH

10:30am - 12:30pm

COUNTRY CONNECTIONS

'It's a Small World' speed meetings

2pm - 6pm

BRITISH MUSIC AT SXSW PRESENTS

THE JOY FORMIDABLE // THYLA // THE DUNTS // ORCHARDS // SAINT PHNX

8pm - 2am

Official SXSW Showcase

BBC MUSIC INTRODUCING PRESENTS

In association with PRS Foundation

ANOTHER SKY // BIG JOANIE // SAM FENDER // GRACE CARTER // GEORGIA // THE HOWL & THE HUM

THURSDAY 14TH

10.00am - 12.30pm

INTERNATIONAL MANAGERS BRUNCH

Hosted by the Music Managers Forum (Invite Only)

2pm - 6pm

OUTPUT BELFAST PRESENTS

THE BRUMMIES // JEALOUS OF THE BIRDS // LOUIS PRINCE // JOSHUA BURNSIDE // ROE

8pm - 2am

Official SXSW Showcase

BBC RADIO 6 MUSIC PRESENTS

In association with AIM

THE BLINDERS // NOVELIST // FLOHIO // SQUID // THE PEARL HARTS // PENELOPE ISLES

FRIDAY 14TH

10:30am - 12:30pm

BUSINESS NETWORKING INTERNATIONAL ROUNDTABLES

2pm - 6pm

BRITISH MUSIC AT SXSW PRESENTS

ELDER ISLAND // HUSKY LOOPS // WESTERMAN // MINKE // HÆLOS

8pm - 2am

Official SXSW Showcase

BBC MUSIC PRESENTS

In association with PPL & PRS for Music

HER'S // THE COMET IS COMING // BAD SOUNDS // DYLAN CARTLIDGE // ANNABEL ALLUM // FERRIS AND SYLVESTER

SATURDAY 16TH

2pm - 6pm

BRITISH MUSIC AT SXSW PRESENTS

FATHERSON // THE SNUTS // ISLAND // HARKIN // PENELOPE ISLES

8pm - 2am

Official SXSW Showcase

BBC RADIO 1 PRESENTS

In association with PPL & PRS for Music

THE AMAZONS // EASY LIFE // CELESTE // ANTEROS // BOY AZOOGA // APRE



Immersed in Northern Ireland Day

*Sunday March 10th
2019: 9:30am – 7pm
at The Victorian Room,
The Driskill Hotel,
6th Street, Austin*

Northern Ireland *Teresa Madden*

Email:

Teresa.madden@investni.com

Web: <https://www.investni.com/sxsw.html>

Twitter: [InvestNI.com/SXSW@InvestNI_USA](https://twitter.com/InvestNI_USA)



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Invest Northern Ireland

CATAPULT
Digital

Northern Ireland

9:30am-10:30am:

**Breakfast & Networking
with NI companies,
featured VR Showcases**

10:30am-11:30am:

Machine Learning and Life

Northern Ireland is a hotbed for activity in Artificial Intelligence, with innovative new business and products being developed with AI at their core. This session will feature discussions with some of the key people in Northern Ireland involved in driving the application of AI and the regional capability. It will highlight some excellent examples of AI being used in healthcare, government and in the development of VR applications for training.

12:00 noon-1:30pm:

**Lunch & Networking with
NI companies, featured
VR Showcases**

1:30pm-2:30pm:

**Generation Creativity: The
Race to Break the Mould**

With emerging technology enabling exponential advantages, and the cost of failure running to zero, what are the next generation of ideas, tools and skills that will drive the next wave of disruption? And, what can creatives do now to get ahead? Join our panel of experts whose backgrounds include comic book art, design, robotics, AR and VR and running national science attractions, to delve into the insights of the next generation of creativity. Explore lessons we can learn from creative and technology visionaries to move faster, think differently

and what tools are laying the ground work for the next generation of creativity.

2:30pm-3:30pm:

**Drinks, Demos and VR
Showcases**

3:30pm-4:30pm:

Future of Film

What are the ramifications for content makers and immersive technology companies in the race to find the ultimate future screen? And are we, the audience, ready for Ready Player One? Join our distinguished panel of international experts whose backgrounds include art, VFX, design, film, broadcasting and technology to delve into what awaits us in the future of immersive experiences.

4:30pm-7:00pm:

Networking Reception

NI Demo and Showcase Companies



Axial Medical Printing Ltd

Software and services to create 3D printed models for medical applications.



Italic Pig

Interactive studio creating strong, sarcastically epic narrative adventures.



Kainos PLC

Provider of digital services and platforms. Over 1,100 staff across ten offices in Europe and the USA.



PJ Holden

Immersive Illustration utilising the latest tech and comic artistry best known for his work on Judge Dredd 2000AD.



Sentireal

AR/VR/AI software and digital media platforms which provide unique forms of personalized training and guidance.



Snappd

Giving brands and businesses longevity and discoverability to their Instagram videos after they have expired.



Yellow Branding & Digital Media Ltd

Digital branding agency, specializing in immersive technology for advanced manufacturers and tourism.



NEW ADVENTURES IN FILM AND MUSIC

SXSW

MAR 13, 2019 | 3:30PM – 4:30PM

AUSTIN CONVENTION CENTER
ROOM 15

This session will explore new adventures and opportunities for artists, musicians and film-makers at the intersection of some of the most innovative music, video and film projects.

We have a panel of UK creative innovators: Will Theakston from Warp Records, a label continually expanding opportunities for their artists through cutting edge video and film projects; Amar Ediriwira, Creative Director of Boiler Room's 4:3 platform which showcases original filmmaking, documentary and music video; and Lisa Brook from Live Cinema who commissions artists and musicians to create unique and inspiring live film scores, digital and VR projects. Chaired by the British Council's Joel Mills.

@BritishMusic

@British_Film



FUTURE ART AND CULTURE

Presented by British Underground with the support of Arts Council England, Future Art and Culture at SXSW Interactive aims to create opportunities for collaboration and business where the lines between art, innovation and technology converge.

SXSW ART PROGRAM
8TH – 15TH MARCH
EVERY THING EVERY TIME

PANELS AND WORKSHOPS
SATURDAY 9TH MARCH – 12:30 PM
HOW BOOKS ARE FIGHTING BACK IN THE DIGITAL AGE

SUNDAY 10TH MARCH – 15:30 PM
DANCING TO ALGORITHMS: HOW TO ALGORAVE

TUESDAY 12TH MARCH – 17:00 PM
THE ART OF FAILURE: DRIVING CREATIVE INNOVATION

VIRTUAL CINEMA SHOWCASE
11TH – 13TH MARCH
NOTHING TO BE WRITTEN

LAUNCH PARTY
SATURDAY 9TH MARCH – 20:00 PM
FUTURE ART AND CULTURE AND IMMERSIVE MISSION

ART AND INNOVATION LAB
SUNDAY 10TH MARCH – 10 AM - ALL DAY
MIXED REALITY FROM RSC AND THE IMAGINARIUM STUDIOS
IN PARTNERSHIP WITH MAGIC LEAP

UK IMMERSIVE PITCH & DEMO
MONDAY MARCH 11TH, 14:00 PM TO 17:00 PM
PRESENTATIONS AND NETWORKING AT CAPITAL FACTORY

CONVERGENCE SHOWCASE
TUESDAY 12TH MARCH – 22:00 PM
LUSH PRESENTS ALGORAVE: LIVE CODING PARTY

www.futart.net



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Abbey Road Studios comes to SXSW

Abbey Road Red, our music technology incubator, is presenting the most exciting innovations in music tech at **SXSW**.

From **AI** to **immersive content**, **augmented reality** and the **spatialisation of audio**, meet our experts and discover how tech is shaping the future of music making.

Where to find us?

Each day on the **Britain Is Great** stand at the Interactive Trade Show from 10 to 13 March.

**10 - 13
MAR**

**12
MAR**

An afternoon of inspiration at the **British Music Embassy** on Tuesday 12 March.

For more info and to register for 12 March:

www.events.great.gov.uk

Abbey
Road
Studios



Abbey Road Studios comes to SXSW

Schedule

Britain Is Great Stand

Stand 315 at the Department of International Trade

10 - 13
MAR

Abbey Road Red, Europe's first music tech incubator, presents the **best of British music tech**:

Pioneering music tech across the value chain from music creation to consumption

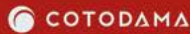
Red execs will be present to discuss advancements in music technology and future trends

Companies include **Scored** (adaptive music), **Humtap** (generative composition), **Vochlea** (intelligent microphone), **Almusic** (music shapeshifting), **COTODAMA** (realtime lyric visualisation), **Broomx** (immersive projection) and more

Plus 30 companies representing the best of British **immersive tech and ad-tech**

Meet the **founders** and experience their products, including an **immersive projection** booth containing the **Broomx MKPlayer360**

Scored Humtap  vochlea



12
MAR

British Music Embassy

Latitude 30, 512 San Jacinto Blvd, Austin, TX

Abbey Road Red takeover at the **British Music Embassy**, 12pm to 4pm on Tuesday 12 March:

Three panels on the **future of music tech**: AI, immersive tech and spatial audio

Featuring founders in AI music, intelligent instruments, immersive tech, experts in spatial audio and more

Exclusive performance from UK **Mercury Prize nominated artist Novelist** with Cotodama's dynamic lyric visualisation technology

Live edition of the **Abbey Road Spatial Audio Forum** discussing advancements in spatial audio and how to bring it fully into the music value chain

Networking with the founders and experts

For more info: abbeyroad.com

Sponsors





LUSH

Lush is more than cosmetics,
Lush is a lifestyle.

We're excited to be
participating in SXSW 2019,
where we're highlighting a
selection of digital, musical &
cultural experiments.

Be a part of future-focussed
storytelling #LushSXSW

British Music
Embassy x
Lush Presents
—
Latitude 30
512 San Jacinto St
Monday March 11th

#LUSHLABS
Tech x Retail
pop-up
—
Austin
Convention Center
March 10th to 13th

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—
The Main II
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Tuesday March 12th



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Marshmallow Laser Feast
London



Revealing the world beyond our senses, Marshmallow Laser Feast map environments to sub-millimetre accuracy to create virtual reality experiences. For cutting-edge creativity, choose the UK.



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Profiles

*All of the Department
for International Trade
Mission delegates can be
found at stand 315.*



AI Music *Inderjit Birdee*

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Web: aimusic.co.uk

Twitter: [AI Music \(@TheRealAIMusic\)](https://twitter.com/TheRealAIMusic)

AI Music is on a mission to change how we create, consume and interact with music. Our tools use the latest AI techniques to adapt music in real time.

We believe in music that listens to you, that shape changes to fit your context and creates deeper music experiences through co-creation.

Our first product scales the personalisation of audio ads. Meaning everyone gets an ad that matches their audio experience. No one-size-fits-all or interruptive ads anymore.

Our proprietary software can be used to rapidly adapt and audition audio for other creative uses with simple onward licensing and usage rights.

We've just soft-launched a new consumer app for IOS and are building game-changing search and recommendation products.

*Department for International Trade
Mission Delegate*

Big Sync Music

Eddie Walker



Email: eddie@bigsyncmusic.com

Web: www.bigsyncmusic.com

Twitter: @BigSyncMusic



Big Sync is the largest global music buyer of its kind, working directly for leading multinational brands and their independent and networked partner agencies, including WPP, Omnicom, IPG, Publicis Groupe, Havas, R/GA, 72andSunny, MullenLowe and adam&eveDDB.

With operations in London, LA, New York, Stockholm and Singapore, and across LATAM, APAC and Africa, the company works on global, regional and local advertising campaigns for clients such as Unilever, Samsung, Amazon and Diageo.

The Big Sync model consolidates the music licensing, creation and strategy of clients into one unified music hub. Now tried and tested with award winning campaigns for some of the biggest brands on the planet, this blueprint delivers clients complete transparency, concentrated buying power and maximum value (cost save and quality).

*Department for International Trade
Mission Delegate*

Croud

Kris Tait



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Web: www.croud.com

Twitter: [croudmarketing](https://twitter.com/croudmarketing)



Powered by the best talent, custom-built tech, and the world's first crowd-sourced network of digital experts, Croud is a global digital agency with a difference. With offices in New York, Sydney, London and Shrewsbury, our in-house teams are supported by our network of 2,000+ digital experts, known as 'Croudies'.

This network of on-demand digital experts provides a first-rate service, 24/7/365 and across 112 markets and 77 languages. We connect our globally-recognised clients and our talented Croudies through our proprietary technology platform Croud Control.

Croud delivers international campaigns across PPC, SEO, content, programmatic, paid social, creative and analytics for some of the world's leading brands, including IWG, The North Face, Virgin Trains, AMC Networks, Hiscox and Vans.

*Department for International Trade
Mission Delegate*

Draw & Code

John Keefe



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Twitter: [@drawandcode](https://twitter.com/drawandcode)



Draw & Code is a UK-based immersive experience studio. Working with AR (augmented reality), MR (mixed reality) and VR (virtual reality) for over eight years, this team of creative technologists are the go-to immersive experts for innovation-hungry brands such as Philips, Red Bull, Hyundai, Warner Bros, Mercedes and the BBC.

The studio boasts technology partnerships with the latest hardware and software including close working relationships with game engine Unity 3D, mixed reality headset Magic Leap and AR toolkit Vuforia.

Co-founders John Keefe and Andy Cooper have 25 years' experience and an established record working with creative, interactive technologies. Draw & Code are also the studio behind the successfully crowdfunded SwapBots - an AR-infused toy and video game.

*Department for International Trade
Mission Delegate*

HeyHuman

Neil Davidson & Aoife McGuinness

HeyHuman

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Twitter: [@HeyHumanAgency](https://twitter.com/HeyHumanAgency)



HeyHuman is the behavioural communications agency, focused on brand, content, social and experiential. We help clients grow Human Brands.

We grow Human Brands through changing behaviours. Human Brands understand that the relationship between people and brands have changed.

For businesses and brands to grow today they need to connect differently with people. We help brands grow by thinking differently about people, brands and marketing. We help brands make new connections and create effective content by being MindKind™. By using our neuroscience thinking and research tools, we help clients develop more effective category strategies, campaigns and content.

Our clients include Diageo, Sony Xperia, Mondelez, SlimFast, Merlin Entertainments, Natures Menu and Typhoo.

*Department for International Trade
Mission Delegate*



Igloo Vision

Pippa Halliday & Jessica Cooper

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Web: <https://igloovision.com>
Twitter: @IglooVision

Igloo Vision is the shared VR company. In its ten-year history, Igloo Vision has worked on hundreds of Immersive VR projects for many of the world's biggest brands. Based in rural Shropshire, Igloo Vision also has offices in London, the USA (both in the New York metro area and Los Angeles), Australia and Canada.

Igloo Vision designs, develops and delivers immersive 360° domes, cylinders, and all of the enabling technologies to play VR and 360° video content as a shared group experience.

Igloo Vision offers a range of Igloo projection domes and projection cylinders, ranging from 5 to 21 metres in diameter. It also creates custom-built projection spaces and installations.

*Department for International Trade
Mission Delegate*



Kainos

Austin Tanney

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Web: www.kainos.com
Twitter: @kainossoftware

Kainos provides digital technology services and platforms that help people work smarter, better and faster. We empower our teams to think big, be bold and do great things, whether that's transforming healthcare delivery, becoming a leading Workday partner in Europe, or spearheading large-scale digital transformation across the commercial and public sectors.

We have been researching and developing AI-powered solutions for over three years and are prioritising Artificial Intelligence as a core part of how we work, embedding it as a key component of our solutions to ensure optimal outcomes and customer value.

Clients include Netflix, Airbus, Booking.com, the NHS and many UK government departments.

Kainos employs more than 1,400 people across 12 offices in Europe and the USA.

*Department for International Trade
Mission Delegate*

Marmalade on Toast

Simon Harmer & Chris Pasche

**Marmalade on Toast
Creative Studio**



Email:

simon.harmer@marmaladeontost.co.uk
chris.pasche@marmaladeontost.co.uk

Web: <http://www.marmaladeontost.co.uk>

Twitter: @marm_on_toast

We are a creative studio focused on producing thoughtful, considered design. Design is key to everything we do and as every project starts with an idea, we then research, listen and challenge. We are dedicated and passionate about producing work with thought and strategy to change people's perceptions and create timeless creative. We help brands create and tell their stories through a multitude of disciplines with informed design at the core.

Our Services

- Strategy
- Positioning
- Naming
- Art Direction
- Brand Identity
- Digital design & build
- Experiences
- Environments
- Photography
- Animation
- Digital Marketing
- Print

*Department for International Trade
Mission Delegate*

MXX

Ken Lythgoe & Damon Minchella



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Web: www.mxxmusic.com

Twitter: @mxx_ai

MXX is a creative AI technology company, which has developed the world's first AI engine that atomises and edits music to video instantly.

MXX is the only artificially intelligent music editor that can work on the stereo file alone, without the need for stems, and can re-purpose a track to fit the length of any given set of visual assets.

Music is one of the very few remaining static artefacts in a world of personalisation and on-demand services however, with the MXX products, music can be adapted to perfectly wrap around certain experiences such as UGC of different lengths and forms; users' workouts and runs; computer game dynamic narratives; and object-based media viewing of dynamic lengths.

*Department for International Trade
Mission Delegate*

MishiPay

David Grenham



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Twitter: twitter.com/info_mishipay



MishiPay is a mobile self checkout solution that brings the best of the online checkout experience to physical retail stores.

Our technology allows in-store shoppers to pick up a product, scan the barcode and pay with their phone, and simply walk out of the store with their purchase. This means shoppers beat the queues at checkout, receive convenient digital receipts and experience a more personalised journey whilst in the store. Retailers benefit from increased sales, improved profitability and priceless data insights about their in-store customers.

*Department for International Trade
Mission Delegate*

Pugpig

Jonny Kaldor



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Pugpig is the mobile platform that powers the world's biggest and most exciting media brands, from The Economist, Conde Nast and Hearst, to Tortoise, Amnesty International and Net a Porter.

Come and see us to find out how you can use Pugpig to drive up audience engagement and better exploit the value of your content on web, mobile and TV.

*Department for International Trade
Mission Delegate*

Scored *Luke Dzierzek*



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Scored is a music technology company incubated out of Abbey Road Studios with a global vision to redefine the way we create, consume and interact with music.

We are a team of technologists, musicians, audio developers, researchers, machine learning & AI experts who are building next-generation tools for the advertising, post-production, music, publishing and gaming industries.

Music buyer, seller, or creator, our multi-platform music & sound solution is designed for the needs of today, with an eye on tomorrow. Scored's mission is to enhance storytelling and profitability for all stakeholders, across all mediums, efficiently, and at scale.

*Department for International Trade
Mission Delegate*

Seymourpowell *Richard Seale*

seymourpowell

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Twitter: [@seymourpowell](https://twitter.com/seymourpowell)



Seymourpowell is the UK's leading and most awarded design and innovation agency. We specialise in helping businesses grow by designing transformative product and brand experiences that people love. We believe in making things better for people, better for the world and better for business. Based in London with a 60-strong cast of experts encompassing design researchers, strategists, brand experts, product, transport, UX, UI designers, makers and material specialists we combine our unique set of strengths to see and shape the future.

Most recently, Seymourpowell have been experimenting with the latest technologies such as VR, AR and MR to pioneer the development of new tools that redefine design processes from conception to consumer testing. Operating for nearly 35 years, with a portfolio spanning everything from spaceships to sex-toys, we have a renowned heritage in innovating for some of the world's best loved brands and disruptive startups.

*Department for International Trade
Mission Delegate*

System1 Research ***Brent Snider***

System1

Email: Brent.snider@system1research.com

Web: www.system1research.com

Twitter: @System1Research



System1 Research is an effectiveness prediction agency. We pioneered the use of behavioral science to predict innovation, advertising and brand equity that drives profitable growth.

We measure emotion at scale, help brands with creative guidance, tap the wisdom of crowds to spot winning ideas and trends, and leverage the common heuristics that underpin all decision-making to predict brand growth.

Our clients include global brands in every sector from tech to FMCG, and our aim is to help them get to 5-Star marketing - marketing that delights people, makes brands famous, and drives growth.

Profitable Growth, Zero Waste.

Department for International Trade
Mission Delegate





Abbey Road Studios

Isabel Garvey

Web: abbeyroad.com

Twitter: twitter.com/abbeyroad



The world's most famous recording studios & the birthplace of stereo, Abbey Road has been shaping the future of music technology since 1931. Abbey Road Red launched in 2015 as Europe's first music tech incubator and is showcasing some of the most exciting businesses and innovations at SXSW.



www.broomx.com



<https://lyric-speaker.com/en>



www.humtap.com



www.vochlea.co.uk

amazerealise

KIN+CARTA



AmazeRealise Kin+Carta

Richard Neish

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Twitter: [@richardneish](https://twitter.com/richardneish) [@amazerealise](https://twitter.com/amazerealise)

AmazeRealise bring together a deep understanding of human behaviour with the limitless possibilities of technology. We create human advantage: data-informed CX, digital platforms and communications that put people first and create measurable outcomes.

We think deeper, act faster, and work smarter onsite with you, at our Chicago technology base, or our UK centres of excellence.

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GOOD-LOOP
ADS FOR GOOD



Good-Loop

Amy Williams

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Web: www.good-loop.com

Twitter: [@GoodLoopHQ](https://twitter.com/GoodLoopHQ)

Good-Loop uses ad money to make the world a better place (whilst delivering 50-70% higher ad engagement).

We wrap your existing advertising in our 'ethical ad wrapper' and then distribute the ads programmatically. If people choose to engage, they 'unlock' a free donation for one of your chosen charity partners.

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Happy Finish *Richard Tisdall*

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Twitter: @happy_finish



Happy Finish is a global creative production collective, making new things in new ways. As a collective of multi-disciplined artists, we bring fresh content and products to life for our clients by combining varied creative techniques with world-class production expertise.

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Mission Delegate*



numbereight



NumberEight *Abhishek Sen*

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Web: <https://www.numbereight.me>
Twitter: @ne_sdk @1_abhi_1

NumberEight develops AI software to enable media and entertainment companies deliver hyper-personalized experiences based on user context using sensors in mobile devices. The software runs natively on the device without requiring any internet access, ensuring privacy by design. Our sector foci: audio (music streaming, radio, podcast, audiobooks), mobile gaming, advertising.

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Passion Animation Studios *Katie Grayson, Shannon Lewis, Sam Gray*

PASSION ANIMATION STUDIOS®



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samuelg@passion-pictures.com
shannonl@passion-pictures.com
Web: <http://www.passion-pictures.com/usa/animation-studios/>
<http://www.passion-pictures.com/experience/>
Twitter: @Hello_Passion

Passion Animation Studios collaborate with and nurture the world's best creative talent. 30 years of innovation in motion results in memorable characters, Oscar winning stories, incredible experiences and work like you've never seen before.

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Superla.tv Ltd *Lucie Warrington & Stuart Warrington*

Email: hello@superla.tv

Web: superla.tv

Strategy/Film/Animation/VR/Motion Capture Interactive

We are pioneers in video. A tight team of video designers, collaborators, geeks and trailblazers focused on creating powerful visual stories.

We make videos with inventiveness, creativeness and bravery.

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Mission Delegate*



Sagittarius *Paul Stephen*

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Web: www.sagittarius.agency

Twitter: @SagittariusMktg

Sagittarius is a global leading Sitecore and Microsoft Azure Cloud Services Partner.

Our award-winning websites and customer experience optimisation solutions use analytics, machine learning and personalisation to help brands achieve their business objectives.

We specialise in delivering digital marketing strategies and transformation projects, alongside skills training for digital teams via class-leading workshops which we will be bringing to the USA in 2019.

*Department for International Trade
Mission Delegate*





Bartle Bogle Hegarty (BBH) *Ben Shaw*

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Founded in 1982, BBH is one of the world's most famous creative advertising agencies - named IPA Effectiveness Company of the Year (2018).

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Mission Delegate



Bristol Media *Chris Thurling*

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Twitter: @bristol_media



Bristol Media is a thriving membership organisation which champions and supports the SW England's creative industries.

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Mission Delegate



City Web Consultants Ltd *Kate Bauchere*

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@katebauchere



A full stack software developer delivering innovative/emerging tech prototypes and projects for clients from blue chip multinationals to startups.

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ClicknClear *Chantal Epp*

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Twitter: @clicknclear_



ClicknClear delivers the power of officially licensed music to performance sports worldwide entering an untapped revenue stream worth \$1bn+.

Department for International Trade
Mission Delegate



Crowd Jamie Sergeant

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Crowd is an independent global creative agency born in 2012. We have built up a reputation for helping brands grow their audiences, sales and brand awareness.

*Department for International Trade
Mission Delegate*

ELVIS

ELVIS Caroline Davison

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ELVIS is a global creative partner for famous brands, including Budweiser, Cadbury, Bud Light, OREO, Stella Artois, and Honda.

*Department for International Trade
Mission Delegate*



Foresight Factory Int'l. Heather Corker

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Our global research programme combined with innovation scanning enable us to identify and prioritize the trends influencing different consumers and markets/sectors.

*Department for International Trade
Mission Delegate*



Imagination Katie Streten

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Twitter: @ImaginationLabs



Imagination is an independent creative company with 13 studios worldwide. Established in 1968 we are recognised as one of the world's leading authorities on brand experience.

*Department for International Trade
Mission Delegate*



The IPA *Aisling Conlon*

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Twitter: @The_IPA

UK advertising agencies are fast-paced, dynamic and produce advertising, media and marketing that is the envy of the world. That's why they have us - The IPA. We are the people behind the people, who make UK advertising what it is today, and shape what it will become tomorrow.

*Department for International Trade
Mission Delegate*



Iris Worldwide *David Caygill*

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Twitter: @irisworldwide

Iris is a multi-specialist creative network for adventurous progressive spirits. Voted one of the Best & Bravest agencies in the world.

*Department for International Trade
Mission Delegate*



Karmarama *Sid McGrath*

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Twitter: @karmarama

Karmarama is the UK's most progressive creative agency, now part of Accenture Interactive.

*Department for International Trade
Mission Delegate*



Meyouandus *Alastair Eilbeck*

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Twitter: @Alastair_E

Meyouandus are a small creative technology arts company. With a recent focus on Augmented Reality storytelling on moving passenger vehicles.

*Department for International Trade
Mission Delegate*



WAA Chosen

Liam Batch & Craig Matthews

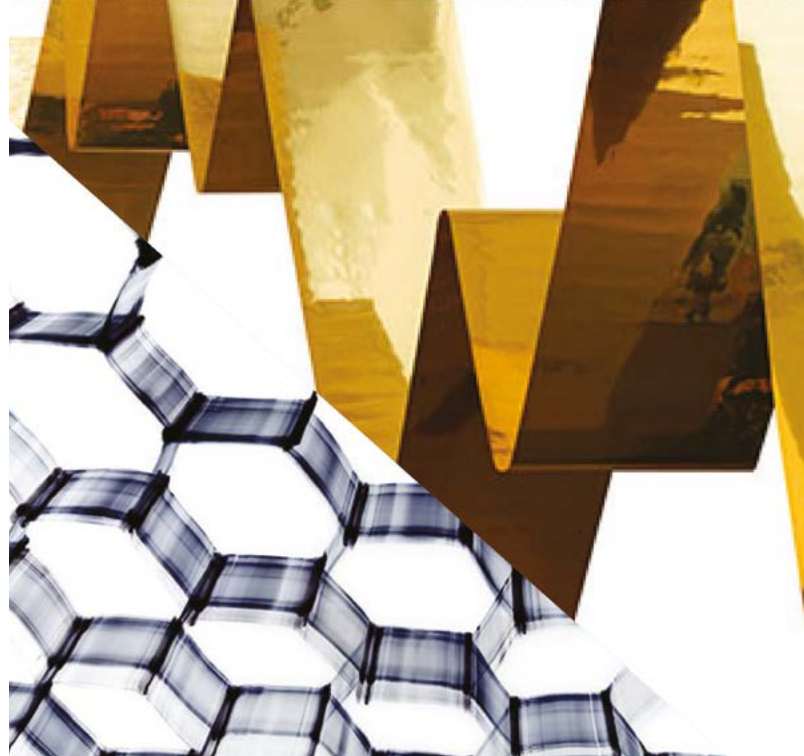
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Twitter: @waa_chosen

WAA Chosen is a full service marketing & advertising agency celebrating over 30 years of BUSINESS CREATIVITY™.

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Mission Delegate*



UK activity at SXSW

UK speakers and exhibitions

Speaker: **Tanya Tarr**

Tanya Tarr is Vice President for the North American region for advantageSPRING, a global commercial negotiation consultancy based in the United Kingdom.

Session: Cultural Appropriation vs. Cultural Appreciation

Date: Mar 9, 2019 | 3:30pm - 4:30pm

Location: Fairmont Congressional C

<https://schedule.sxsw.com/2019/speakers/2005577>

Speaker: **Ben Sheppard**

Based in London, Ben leads the United Kingdom Product Development Practice and is a senior leader of McKinsey Design.

Session: The Business Value of Design: A New Global Study

Date: Mar 9, 2019 | 11:00AM - 12:00pm

Location: JW Marriott Salon 5

<https://schedule.sxsw.com/2019/speakers/2004855>

Speaker: **Alex Bruford**

Alex Bruford is the founder of ATC Live, an artist booking agency based in London, United Kingdom, operating in partnership with ATC.

Session: Alex Bruford (ATC Live): Mentor

Date: Mar 14, 2019 | 2:00pm - 3:15pm

Location: Austin Convention Center Room 17A

<https://schedule.sxsw.com/2019/speakers/2006990>

Speaker: **Francis Runacres**

Francis Runacres, Arts Council England (Executive Director, Enterprise & Innovation). Francis is responsible for the Arts Council's third strategic goal: ensuring the arts, museums and libraries are resilient and environmentally sustainable.

Session: The Art of Failure: Driving Creative Innovation

Date: Mar 12, 2019 | 5:00pm - 6:00pm

Location: Hilton Austin Downtown Salon J

<https://schedule.sxsw.com/2019/speakers/2005354>

Speaker: **Mark Ellwood**

British-born, New York-based Mark Ellwood has lived out of

a suitcase for most of his life. Contributing Editor, Condé Nast Traveler

Session: Don't @ Venice: Instagram is Killing Bucket Lists

Date: Mar 10, 2019 | 3:30pm - 4:30pm

Location: The LINE Topaz Ballroom 1-2-3

<https://schedule.sxsw.com/2019/speakers/2006030>

Speaker: **John Davidson**

Manchester-born John Davidson works with cutting-edge tech companies and Fortune 500 corporations to create contemporary executive portraits and workplace culture lifestyle imagery.

Session: Portraits and Stories in the Age of #MeToo

Date: Mar 8, 2019 | 5:30pm - 5:45pm

Location: The LINE Onyx Ballroom 1

<https://schedule.sxsw.com/2019/speakers/2006700>

Speaker: **Lisa Brook**

Lisa is the director of Live Cinema UK: the country's only organisation focused on bringing artists, exhibitors, distributors and producers closer together to create

amazing experiential cinema projects.

Session: New Adventures in Film and Music

Date: Mar 13, 2019 | 3:30pm – 4:30pm

Location: Austin Convention Center Room 15

Session: The Redux Project: Remaking Movies on a Shoestring

Date: Mar 11, 2019 | 12:30pm – 1:30pm

Location: Austin Convention Center Room 11AB

<https://schedule.sxsw.com/2019/speakers/1946746>

Speaker: Kate Baucherel

COO of City Web Consultants, a full-stack digital consultancy building and maintaining

enterprise-level and innovative web-systems for clients from start-up to blue chip multinationals in the UK, Europe and further afield.

Session: Kate Baucherel (City Web): Mentor

Date: Mar 14, 2019 | 11:00am – 12:15pm

Location: Hilton Austin Downtown Room 406

Session: IP, Brand and Blockchain: Business on the Block

Date: Mar 16, 2019 | 11:00am – 12:00pm

Location: Hilton Austin Downtown Salon J

<https://schedule.sxsw.com/2019/speakers/5366>

Speaker: CJ Clarke

CJ Clarke is currently creating a multi-screen and projection installation of Magic Party Place, to premier in Rich Mix, London in April 2019.

Session: Blood Speaks:

Agency, Voice and Gender

Date: Mar 10, 2019 | 11:00am – 12:00pm

Location: Austin Convention Center Ballroom F

<https://schedule.sxsw.com/2019/speakers/2009028>

Speaker: Dr Tim Brown

Tim is a kidney transplant surgeon in Belfast, Northern Ireland.

Session: Tumours, Transplants and Technology: AI For Life

Date: Mar 12, 2019 | 12:30pm – 1:30pm

Location: JW Marriott Salon FG

<https://schedule.sxsw.com/2019/speakers/2005455>

Speaker: Nigel McAlpine

Nigel engages with a wide range of stakeholders to highlight the potential of immersive technology in driving innovative business opportunities in Northern Ireland, by showcasing the cutting-edge technology available at the Digital Catapult Immersive Lab in Belfast, Northern Ireland.

Session: Tumours, Transplants and Technology: AI For Life

Date: Mar 12, 2019 | 12:30pm – 1:30pm

Location: JW Marriott Salon FG

<https://schedule.sxsw.com/2019/speakers/2005458>

Speaker: Lucy Nicholson

Lucy is a senior photographer for Reuters Pictures. Originally from London, she is now based in Los Angeles and covers news, sports, & feature assignments.

Session: Capturing the Beautiful Game

Date: Mar 10, 2019 | 3:30pm – 4:30pm

Location: JW Marriott Salon 3

<https://schedule.sxsw.com/2019/speakers/2005633>

Speaker: Kate Riley

Riley has almost 15 years in broadcast media from radio to international tv and podcasting. She began her TV career with the BBC in Norwich, UK and became the station's youngest ever sports anchor and reported on Norwich City's promotion to the English Premier League.

Session: The Future of the North American Soccer Experience

Date: Mar 9, 2019 | 11:00am – 12:00pm

Location: JW Marriott Salon 1-2

<https://schedule.sxsw.com/2019/speakers/2008441>

Speaker: Antonio Roberts

Antonio Roberts is a new media artist and curator based in Birmingham, UK. His practice explores what ownership and authorship mean in an age impacted by digital technology.

Session: Dancing to Algorithms: How to Algorave

Date: Mar 10, 2019 | 3:30pm – 5:30pm

Location: Westin Austin Downtown Continental 3

<https://schedule.sxsw.com/2019/speakers/2006181>

Exhibition: EVERY THING EVERY TIME by Naho

Matsuda

Producer: FutureEverything

Dates:

Mar 8, 2019 | 9:30am - 6:00pm
 Mar 9, 2019 | 11:00am - 6:00pm
 Mar 10, 2019 | 9:30am - 6:00pm
 Mar 11, 2019 | 9:30am - 6:00pm
 Mar 12, 2019 | 9:30am - 6:00pm
 Mar 13, 2019 | 11:00am - 6:00pm
 Mar 14, 2019 | 11:00am - 6:00pm
 Mar 15, 2019 | 11:00am - 6:00pm
 Mar 16, 2019 | 11:00am - 2:00pm

Location: Brush Square Park
 EVERY THING EVERY TIME transforms urban data into poetry presented on a mesmerising, large-scale mechanical screen. The work is part of the Future Art and Culture programme at SXSW, presented by British Underground and supported by Arts Council England.
<https://schedule.sxsw.com/2019/events/OE38348>

UK bands in the SXSW Music Festival

Band: The Snuts

From: Bathgate, UK-SCOTLAND
<https://schedule.sxsw.com/2019/artists/2006172>

Band: Fatherson

From: Glasgow, UK-SCOTLAND
<https://schedule.sxsw.com/2019/artists/2004757>

Band: Kapil Seshasayee

From: Glasgow, UK-SCOTLAND
<https://schedule.sxsw.com/2019/artists/2007084>

Band: The Dunts

From: Glasgow, UK-SCOTLAND
<https://schedule.sxsw.com/2019/artists/2004586>

Band: PAWS

From: Glasgow, UK-SCOTLAND
<https://schedule.sxsw.com/2019/artists/2004613>

Band: The Ninth Wave

From: Glasgow, UK-SCOTLAND
<https://schedule.sxsw.com/2019/artists/2004535>

Band: Rascalton

From: Glasgow, UK-SCOTLAND
<https://schedule.sxsw.com/2019/artists/2006599>

Band: LUCIA

From: Glasgow, UK-SCOTLAND
<https://schedule.sxsw.com/2019/artists/2004594>

Band: Nancy

From: London, UK-ENGLAND
<https://schedule.sxsw.com/2019/artists/2006572>

Band: Stealth

From: Birmingham, UK-ENGLAND
<https://schedule.sxsw.com/2019/artists/2004708>

Band: ROE

From: Derry, UK-N. IRELAND
<https://schedule.sxsw.com/2019/artists/2006188>

Band: Joshua Burnside

From: Belfast, UK-N. IRELAND
<https://schedule.sxsw.com/2019/artists/2004712>

Band: Kidsmoke

From: Wrexham, UK-WALES
<https://schedule.sxsw.com/2019/artists/2004640>

Band: Darren Eedens & the Slim Pickin's

From: Cardiff, UK-WALES
<https://schedule.sxsw.com/2019/artists/2008349>

Band: Seazoo

From: Wrexham, UK-WALES
<https://schedule.sxsw.com/2019/artists/2004639>

Band: BABii

From: Margate, UK-ENGLAND
<https://schedule.sxsw.com/2019/artists/2004565>

Band: Ezra Collective

From: London, UK-ENGLAND
<https://schedule.sxsw.com/2019/artists/2004427>

Band: Glass Caves

From: Leeds, UK-ENGLAND
<https://schedule.sxsw.com/2019/artists/2007944>

Band: Annabel Allum

From: Guildford, UK-ENGLAND
<https://schedule.sxsw.com/2019/artists/2004443>

UK participants in the SXSW Film Festival

For more information on the following listings:
<https://schedule.sxsw.com/2019/films>

Screening Section: **Narrative Spotlight**

Film: The Day Shall Come
 Director: Chris Morris,
 Screenwriters: Chris Morris, Jesse Armstrong
 An impoverished preacher who brings hope to the Miami projects is offered cash to save

his family from eviction. He has no idea his sponsor works for the FBI who plan to turn him into a criminal by fuelling his madcap revolutionary dreams.
Cast: Marchánt Davis, Anna Kendrick, Danielle Brooks, Denis O'Hare (World Première)

Screening Section: Narrative Spotlight

Film: Pink Wall

Director/Screenwriter: Tom Cullen

Six scenes. Six years. Six moments that shaped the relationship of Jenna and Leon. Pink Wall examines what defines us, the pressures of gender expectations, and our perpetual struggle between life and ambition.
Cast: Tatiana Maslany, Jay Duplass (World Première)

Screening Section: Documentary Spotlight

Film: Romantic Comedy

Director: Elizabeth Sankey
 Musician and writer Elizabeth Sankey investigates the past, present and future of romantic comedies, assisted by a chorus of critics, actors and filmmakers. (North American Première)

Screening Section: 24 Beats Per Second

Film: Everybody's Everything

Directors: Sebastian Jones, Ramez Silyan

Everybody's Everything is the story of artist Lil Peep (Gustav Ahr) from his birth in Long Island and meteoric rise as a genre blending pop star & style icon, to his death due to an accidental opioid overdose in Arizona at just 21 years of age. (World Première)

Screening Section: 24 Beats Per Second

Film: Show Me The Picture:

The Story of Jim Marshall

Director: Alfred George Bailey
 Jim Marshall was a maverick with a camera. An outsider who captured the heights of Rock'N'Roll music and the seismic changes of an era, from the Beatles and Jimi Hendrix, to the civil rights movements and some of the most iconic moments of the 60s. (World Première)

Screening Section: 24 Beats Per Second

Film: Teen Spirit

Director/Screenwriter: Max Minghella

The film follows Violet, a shy teenager who enters an international singing competition with the help of an unlikely mentor. Driven by a pop-fuelled soundtrack, Teen Spirit is a visceral and stylish spin on the Cinderella story.
Cast: Elle Fanning, Zlatko Buricteent, Rebecca Hall (U.S. Première)

Screening Section: 24 Beats Per Second

Film: Wild Rose

Director: Tom Harper

Screenwriter: Nicole Taylor
 A musician from Glasgow dreams of becoming a Nashville star.
Cast: Jessie Buckley, Julie Walters, Sophie Okonedo (U.S. Première)

Screening Section: Special Events

Film: Ra: Path of the Sun God

Director: Lesley Keen
 Austin based electronic and experimental label Holodeck Records is partnering with Austin Film Society for a special live re-score screening of the 1990 animated film Ra: Path of the Sun God, a beautiful re-telling of one of Ancient Egypt's most famous myths.

UK finalists in the SXSW 2019 Interactive Innovation Awards

Category: Innovation in Connecting People

Finalist: The Wayback - 1953
 Queens Coronation by The Wayback / Thomas Thomas Films, London, United Kingdom

Category: Speculative Design

Finalist: what3words Voice by what3words, Bayswater, London, United Kingdom

Category: Music & Audio Innovation

Finalist: NSynth Super by Google Creative Lab, London, United Kingdom

All found at <https://www.sxsw.com/interactive/2019/announcing-the-2019-sxsw-interactive-innovation-awards-finalists-and-hall-of-fame-inductee-kimberly-bryant/>

All details correct at the time of going to press



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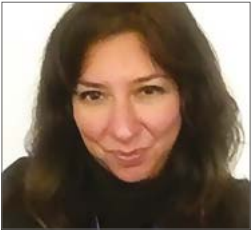
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Map



Venues

Austin Convention Center,
500 E Cesar Chavez St, Austin, TX 78701

Latitude 30,
512 San Jacinto Boulevard, Austin, TX 78701

Capital Factory,
701 Brazos St, Austin, TX 78701



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