

## **Interactivos? Birmingham Press Release:**

Interactivos? Birmingham is a two-week international seminar and open innovation prototyping workshop bringing together artists, designers, scientist and digital developers to the mac in June 2014.

Arts Council England funded, Interactivos? Birmingham, led by Birmingham City University in partnership with Medialab Prado, Sampad, mac and the BBC is driving a cultural change in innovation, working with an entrepreneurial community to deliver a hybrid of activity that combines seminar, workshop and exhibition showcase.

The process is open to the public from beginning to end with an international open call determining the proposals chosen that will be developed, completed and displayed. In doing so, an international community of creative and digital professionals will be established to motivate change in this creative and technological production space.

Interactivos? is an innovation production workshop, conceived by Medialab Prado. A space for reflection, research, collaboration, and creation and widely regarded as a model of best practice. And in bringing the project to Birmingham, this will be the first time the Interactivos? project will have been hosted in the UK.

*Marcos Gracia, Medialab Prado Director says "We are really pleased to be part of a European partnership working in Birmingham to develop their ideas to provide a collaborative context for artists, designers, technologists and anyone interested in getting together to share skills and knowledge, through the development of open innovation projects"*

*Clayton Shaw from Sampad says "We're really pleased to be part of a European partnership working to bring artists*

*together with people working with digital technology to find new ways to create interactive experiences that surprise and delight audiences.”*

Steve Harding Head of Policy at Birmingham City University says “

*“We feel proud and excited to contribute towards the development of Interactivos? Birmingham and it’s local communities and cultural producers. The project brings together an eclectic mix of fresh new thinking, talent and cooperation between different sector over a 2-week workshop using open innovation process to expand the use of electronic and software tools for artists, designers and educators.*

*Our involvement in such activity successfully enables the transfer and application of our research and expertise into economically relevant practice. It is vital as a University we evolve and redefine our purpose, place and distinctive contributions within a rapidly changing world.”*

If you would like to know more about Interactivos? Then you can find more information on our website ([www.interactivos.com](http://www.interactivos.com)) or by contacting [Alexa.Torlo@bcu.ac.uk](mailto:Alexa.Torlo@bcu.ac.uk).