

IW CREATIVE INDUSTRIES CONFERENCE

*'The Art of Creative Collaboration,
Innovation & Enterprise'*

Thursday 3rd October 2024
Building 41, Cowes, Isle of Wight

A creative conference and networking event, for freelance creative professionals and organisations, to explore the place and role of the creative industries on the Isle of Wight. A day of provocations identifying the benefits and ways of diversifying income streams, extending your networks, building new collaborative relationships and being enterprising.

The event has been curated by the IW Creative Network in partnership with Arts Fundraising & Philanthropy.

<https://iwcreativenetwork.com>

<https://creativeisland.org>

<https://artsfundraising.org.uk/programmes/networks-funding/>

Live streaming to YouTube @iwcreativenetwork 9.45-3.30pm



Dear Attendees,

Welcome to our IW Creative Industries Conference 2024!

It is our great pleasure to host you today as we come together to celebrate and advance the creative community on the Isle of Wight. This conference serves as a platform to explore the incredible talent, innovation, and collaboration that is helping to shape the future of the Island's creative industries. We are excited to connect artists, makers, and creative entrepreneurs, and to delve into how we can collectively drive forward cultural and economic growth in our region.

Aligning with the Isle of Wight Cultural Strategy 2023-33, *All the Wonder*, which envisions a thriving cultural sector where creativity and collaboration fuel prosperity, wellbeing, and opportunity. Today, we gather to engage in meaningful conversations, challenge ourselves with new ideas, and forge connections that will strengthen the creative sector on the Island and beyond.

This event has been curated by the IW Creative Network in partnership with Arts Fundraising & Philanthropy. The IW Creative Network is delivered through Creative Island – the cultural development agency for the Isle of Wight. The network supports over 180 Island creatives through professional business support, networking, resources and profiling. It aims to nurture and inspire, allowing creatives to thrive and become more sustainable.

I'd like to take a moment to acknowledge our sponsor for this event, Arts Fundraising & Philanthropy, for providing support through their Networks Funding Grant. Through their Networks Funding, Arts Fundraising & Philanthropy empowers arts and cultural professionals to develop their practice and find creative, innovative approaches to fundraising. We are thrilled to be part of this initiative, alongside 10 other UK networks such as Outer Limits, Sound without Sight Steering Group, and Greater Lincolnshire Producers Network.

We'd also like to extend our gratitude to Arts Council England and the Isle of Wight Council for their continuous support, in fostering creativity and growth on the Island.

We hope today's conference will inspire you, provide you with valuable insights, and encourage fruitful collaborations. Thank you for joining us, and I look forward to sharing this exciting journey with you!

Warm wishes
Georgia Newman

A handwritten signature in blue ink, appearing to read 'GN', with a long, sweeping underline.

Deputy Director of Creative Island
& Lead for the IW Creative Network
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IW CREATIVE INDUSTRIES CONFERENCE: The Art of Creative Collaboration, Innovation and Enterprise.

Thursday 3rd October 2024, Building 41, Cowes, Isle of Wight

Conference Schedule:

9.30am Arrivals & registration / drinks

10.00am Welcome/intro by Georgia Newman, Creative Island - Deputy Director

10.10am Provocation: '*Creativity is Not Enough*' by Ian Boyd, The Common Space

10.30am Keynote on Creative Collaboration: Rosie Wolfenden MBE, Co-Founder & Managing Director of Tatty Devine

11.20am Keynote & Workshop: '*Igniting Creativity: Innovation as the Catalyst for Transformation*' by Creative Catalyst Innovation - Lorraine Jones & Dawn Odoi

11.40pm Workshop/breakouts facilitated by Creative Catalyst Innovation

12.20pm Regroup & summarise

12.30pm LUNCH

1.15pm Speech by Cllr Julie Jones Evans, Cabinet Member for Economy, Regeneration, Culture & Leisure / Announcement of 'B41 Creative' by Otilie Richardson, Admin & Marketing Coordinator at Building 41

1.30pm Panel Discussion, Chaired by Visual Artist & specialist in artist support Alys Scott Hawkins with Rosie Wolfenden, Joe Plumb - Theatre Maker and Jan Frith - Visual Artist.

2.15pm Q&A + Open floor discussions, Chaired by Alys Scott Hawkins

3.00pm Closing remarks

3.30pm Networking/bookable 121 slots with Creative Advisors

5.00pm End

Feedback Form:

Please take a moment to complete our feedback form after the event.

Scan the QR code or visit: <https://forms.gle/6nyifkm8HsbxMJmA7>



Speakers/Guests

The Common Space:

The Common Space (TCS) believes in 'Shaping Better Places'. Finding new and better ways to bring public land and building into imaginative and effective use in the service of local communities, exploring the nature-based economics of the Biosphere, developing opportunities for young people to stay on the Island, come back to the Island, and move to the Island. Based in Sandown, TCS continues to build local projects such as The Lost Duver, The Willow Walk, Discovery Bay and The Science Beach.



Provocation: 'Creativity is Not Enough' Ian Boyd, The Common Space

"We celebrate creativity, we want more of it, we demand that it pours from every studio and gallery until the streets run with scintillating wonder. It's the way we collectively imagine better things, the way we frame new community futures, new spaces for fresh enterprise. But isn't the reality that we treat creativity like so much glitter, decorate another strategy with it, offload all our hopes into another spangly publication and go back to the day job, back to the exhausting treadmill of competitive funding, back to amusing the paymasters with our court jester antics, back to bandwaggoning the latest hard-to-reach priority as the only way to get near the work we are desperate to do? How do we shift our world, our Island, into a cultural constitution that doesn't settle for a half-life of expedient projects, but shapes and sustains the conditions for art, for expression, for the authentic development of people, places and possibilities? The Biosphere may just be the way..."

Keynote on Creative Collaboration: Rosie Wolfenden MBE Co-Founder & Managing Director of Tatty Devine

Rosie Wolfenden will share insights from her journey growing up on the Island, and building the renowned jewellery brand, Tatty Devine. Known for its bold, playful designs and collaborations with iconic artists, the brand has set new standards in wearable art. Rosie's presentation will focus on the power of collaboration in the creative industry.

Tatty Devine:

Tatty Devine is the go-to brand for original and fun statement jewellery. The cult jewellery label was born in 1999 in the heart of East London by founders Harriet Vine MBE and Rosie Wolfenden MBE who have become renowned for their boundary-pushing jewellery designs that blur the lines between fashion and art. After meeting at Chelsea School of Art and going on to hone their signature style of laser cut acrylic accessories, their pieces have garnered a cult following among art lovers and design fanatics alike.



Drawing inspiration from pop culture and everyday objects, Tatty Devine designs encompass all things bold, playful, and truly statement: from witty EU passport brooches and 'European' word necklaces designed in response to Brexit, to pop-art crystal studded giant lobster necklaces and acrylic floral headwear for the Frida Kahlo Foundation, all jewellery is designed by Creative Director Harriet in east London and handmade in their studio in Kent, UK.

In addition to their own genre-redefining designs, Tatty Devine has a rich tradition of collaborating with artists and creatives, from Gilbert and George, Jeremy Deller and Rachel Maclean to David Bowie, Beetlejuice and Pulp. Through these collaborations, the brand has cemented its reputation as pioneers in the world of contemporary jewellery, constantly pushing boundaries and redefining what wearable art can be.

Workshop: 'Igniting Creativity: Innovation as a Catalyst for Transformation' with Creative Catalyst Innovation – Lorraine Jones & Dawn Odoi

This workshop session is designed to inspire and ignite creative thinking and discussion. We'll explore how innovation drives change, fostering social and economic inclusion and paving the way for sustainable growth and prosperity across communities and businesses. Lorraine Jones & Dawn Odoi of Creative Catalyst Innovation specialise in helping organisations find their innovation edge.

With a focus on research, strategy, and business growth, they help organisations uncover their equivalent of “iTunes,” a breakthrough idea that reshapes their industry, helping them build a more sustainable and prosperous enterprise.

Lorraine Jones – Innovation & Strategy Specialist

Lorraine has over two decades of board-level experience, working across industries to drive strategic innovation and sustainable growth. Her expertise lies in combining data-driven insights with creative thinking to uncover new market opportunities and help businesses thrive.

Dawn Odoi – Research & Insights Specialist

Dawn specialises in gathering and interpreting research to fuel the creative process. She’s worked across sectors, from retail to tech, using her deep insights to challenge existing paradigms and drive growth through evidence-based strategy.

Panel Discussion: Collaboration, Innovation & Enterprise

Alys Scott Hawkins – Visual Artist & specialist in Artist Support

Chairing the panel discussion, Alys Scott Hawkins is an artist who works with drawing and animation. Her background is as a freelance animation director, running a small business producing short films for broadcast, not-for-profit organisations, education and the private sector, winning international awards, and screening work at more than 30 international film festivals. As a Senior Lecturer she has designed and delivered teaching and BA and MA level and produced original research: presenting at international conferences and publishing in peer-reviewed journals on the process of making animated documentary films.



Joe Plumb – Theatre Maker

Joe is the Programming Manager for Shademakers, one of Europe’s leading carnival groups, and was a Movement Director for their Platinum Jubilee Pageant performance. He co-directed Shademakers’ ‘Ad Astra’ at Shanklin Theatre in 2024 and leads the Kidzone at the IW Festival. As founder and Artistic Director of Horse Box Theatre, Joe directed a sell-out ‘A Midsummer Night’s Dream’ at Quay Arts and has written comedy for Ventnor Fringe, including ‘Bob: The Half as Sausage Musical.’ He is directing ‘Sunset Boulevard’ at Shanklin Theatre this November and writing new work for the ‘Horse’s Mouth Project.’ Joe holds an MA in Playwriting, taught Drama for eight years, and is a columnist for the IW County Press.



Jan Frith – Visual Artist

Jan Frith is a Visual Artist whose work intertwines technology, storytelling, and themes of chance and control. With a background in Fine Art from the University of Westminster and Central Saint Martins, Jan’s recent interactive piece, *Sewing Memories*, at The D-Day Story museum allowed visitors to share their memories through an innovative, tech-embedded Singer sewing machine. Showcased across multiple venues on the Isle of Wight in 2024, her work engages audiences with the past and present. Jan is also a founding member of the IW Creative Network and actively curates exhibitions to enhance local cultural engagement.

