

<b>08:15</b>	<b>ARRIVAL AND REGISTRATION</b>	
<b>09:00</b>	<b>WELCOME TO HERE EAST</b> Gavin Poole – CEO, Here East	
<b>09:15</b>	<b>REMIX TREND BRIEFING 2024</b> Peter Tullin – Co-Founder, REMIX Summits Simon Cronshaw – Co-Founder, REMIX Summits  <i>In this introductory session, the REMIX co-founders set the scene for two days of discussion and discovery. This annual briefing highlights key trends and opportunities for creative entrepreneurs, innovators and policy makers at the point of intersection between culture, technology and entrepreneurship.</i>	
<b>09:45</b>	<b>'AN ENTIRELY NEW MUSEUM EXPERIENCE': V&amp;A EAST MUSEUM &amp; STOREHOUSE</b> Tim Reeve – Deputy Director, V&A  <i>Opening at Here East in 2025, V&amp;A East Storehouse is a unique new museum experience opening up the V&amp;A collection to everyone. A short walk across the park, also opening in 2025, V&amp;A East Museum celebrates making and creativity's power to bring change. Both sites are part of East Bank, a new £1.1 billion arts, innovation and education hub in Stratford's Queen Elizabeth Olympic Park. In this Opening Keynote, Deputy Director Tim Reeve shares the V&amp;A's vision for an entirely new museum experience and platform for new kinds of creative excellence.</i>	
<b>10:10</b>	<b>INTO THE FUTURE</b>  <i>As we look ahead to a decade of rapidly-accelerating change, this session explores our evolving relationship with digital and the impact of the green transition. How will these help drive audience expectations and change future creative experiences?</i>  <b>10:10 THINK FORWARD 2024 – THE SOCIAL RECKONING</b> Mobbie Nazir - Global Chief Strategy Officer, We Are Social  <i>What are the biggest trends that will shape social media in the next 12 months? In a backdrop of increased commercialisation and commodification, people on social media are rethinking and reframing their worth. Hear about the trends driven by shifting online behaviours.</i>  <b>10:25 DRIVING THE GREEN TRANSITION</b> Justin McGuirk – Director, Future Observatory (coordinated by the Design Museum)  <b>10:35 WHAT DEFINES A MUSEUM IN THE DIGITAL AGE?</b> Nick Hodder - Assistant Director of Digital Transformation, Imperial War Museums  <i>Is digital for gaining attention; selling tickets; or a paradigm shift for what a museum actually is? A third of IWMs collection doesn't need to be limited to a room. Does that change what a museum is?</i>	<b>FOLLOW THE SPEAKER</b>  Tim Reeve – V&A  Mobbie Nazir – We Are Social  Justin McGuirk – Future Observatory
<b>10:45</b>	<b>SPEED NETWORKING</b>  <i>REMIX is the place to meet new collaborators and get projects started. Start REMIX Summit London 2024 by rapidly meeting and greeting a long line of potential new collaborators. Using our innovative networking format, you'll be asked to exchange your ideas with other innovators from the creative industries (freelancers, start-ups and established businesses), culture institutions, brands, policy makers, media, technology businesses and more.</i>	<b>FOLLOW THE SPEAKER</b>  Nick Hodder – IWM
<b>11:00</b>	<b>BREAK</b>	

<p><b>11:30</b></p>	<p><b>FIRESIDE CHAT: FUTURE OF GAMING</b>  Miles Jacobson OBE – Studio Director, Sports Interactive in conversation with Chris Michaels – Founder, Digital Advisory</p> <p><i>Sports Interactive (SI) is behind the smash hit football management simulation, Football Manager. As Studio Director at one of the most successful games studios in the world, this session explores what comes next for gaming, and where do the new opportunities and crossovers with culture sit?</i></p>	
<p><b>11:45</b></p>	<p><b>IMMERSIVE MUSEUM EXPERIENCE IS NOT A WARM BATH: FUTURE CULTURE AND THE MUSEUM OF SHAKESPEARE</b>  Sam Bompas, Director &amp; Dr Freddie Mason, Senior Creative Strategist – Bompas &amp; Parr</p> <p><i>Bompas &amp; Parr Studio are creating the Museum of Shakespeare around the archaeological remains of the Curtain Playhouse where Romeo &amp; Juliet was premiered. What can we learn about museums, as sanctuaries for the past, but also for our wildest dreams for the future?</i></p>	
<p><b>12:00</b></p>	<p><b>NEW FRONTIERS: ARTS &amp; EMERGING TECH</b>  <i>How are immersive technologies continuing to transform audience experiences and the creative process, what's next for immersive arts and learning, and which new models and technologies are emerging?</i></p> <p><b>12:00 EMERGING TECH &amp; ITS IMPACT ON ARTISTIC PRACTICES</b>  Laura Herman – Senior Research Lead, Adobe &amp; Researcher, Oxford Internet Institute</p> <p><b>12:15 BALLET, THEATRE PRODUCTION &amp; IMMERSIVE TECH: LESSONS FROM THE VIRTUAL STAGE</b>  Tom Rogers – Creative Digital Producer, Birmingham Royal Ballet</p> <p><b>12:25 VIVE ARTS (HTC): NEW THRESHOLDS OF CULTURE</b>  Samantha King – Head of Programme, VIVE Arts (HTC)  <i>How can immersive technologies open up new entry points into culture for institutions, artists and audiences, and how can tech enable more hybrid, plural, evolving, and multidimensional forms of experiences?</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <p>Sam Bompas &amp; Dr Freddie Mason – Bompas &amp; Parr</p> <p>Laura Herman – Adobe</p> <p>Tom Rogers – Birmingham Royal Ballet</p>
<p><b>12:35</b></p>	<p><b>NURTURING CONTINUOUS INNOVATION: LESSONS FROM PLEXAL</b>  Saj Huq – Chief Commercial Officer, Plexal</p>	<p><b>FOLLOW THE SPEAKER</b>  Samantha King – VIVE Arts (HTC)</p>
<p><b>12:45</b></p>	<p><b>'SPECTACULAR ARTIST-LED SHOWS': HOW THE LIGHTROOM AIMS TO CREATE SOMETHING COMPLETELY NEW</b>  Richard Slaney – CEO, The Lightroom</p>	<p><b>FOLLOW THE SPEAKER</b>  Saj Huq – Plexal</p>
<p><b>13:05</b></p>	<p><b>LUNCH &amp; NETWORKING</b></p> <p><i>Birmingham Royal Ballet will be showcasing a selection of work created for the launch of their Virtual Stage program including NutcrackAR and a Swans Story – a VR experience where you can step inside Sir Peter Wrights Swan Lake and see ballet like never before. Developed with the support of Bloomberg Philanthropies' Digital Accelerator program.</i></p>	
<p><b>14:00</b></p>	<p><b>BLOOMBERG PHILANTHROPIES: DIGITAL ACCELERATOR PROGRAM</b>  Ethan Joseph – Bloomberg Philanthropies</p> <p><i>Through its Digital Accelerator program, founding REMIX partner Bloomberg Philanthropies provides funding, expert technical assistance, and leadership development over two years to strengthen the digital infrastructure of non-profit cultural organisations to grow revenue, increase fundraising, engage audiences, improve operations, and develop programming opportunities. So far they've supported over 100 US and UK participants. Hear more about the program and the expansion plans to support up to 50 more organisations.</i></p>	<p><b>FOLLOW THE SPEAKER</b>  Richard Slaney – Lightroom</p>

<p><b>14:10</b></p>	<p><b>NEW CREATIVE JOURNEYS</b></p> <p><i>This session explores new ideas for reimagining the journey for emerging artists and creative professionals: beginning with creative education, through first steps into the arts sector, and new models of finance for professional artists.</i></p> <p><b>14:10 'OFF THE CURRICULUM' CREATIVE EDUCATION</b> Evie Manning – Co-Artistic Director, Common Wealth</p> <p><b>14:20 ARTS EMERGENCY: A FAIR START IN THE ARTS</b> Neil Griffiths – CEO &amp; Co-founder, Arts Emergency</p> <p><b>14:30 (WHAT HAPPENS IF WE JUST) LET ARTISTS BE ARTISTS?</b> Emma-Jane Benning &amp; Sarah Blowers – Co-founders &amp; Co-Artistic Directors, Strike A Light</p>	<p><b>FOLLOW THE SPEAKER: DIGITAL ACCELERATOR</b></p> <ul style="list-style-type: none"> <li>Ethan Joseph – Bloomberg Philanthropies</li> </ul>
<p><b>14:40</b></p>	<p><b>FUTURE OF PLACEMAKING &amp; PUBLIC SPACES</b></p> <p><i>How can we use arts and culture to help nurture thriving creative ecosystems within our towns and cities. What future infrastructure, placemaking, networks and support contribute towards supercharging local creative economies?</i></p> <p><b>14:40 BELONGING &amp; JOY, BY THE 'QUEEN OF COLOUR'</b> Morag Myerscough – Artist</p> <p><b>14:50 ART, TECH, ARCHITECTURE &amp; INTERACTIVE DESIGN</b> Jason Bruges – Artist &amp; Designer</p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>Evie Manning – Common Wealth</li> <li>Neil Griffiths – Arts Emergency</li> <li>Emma-Jane Benning &amp; Sarah Blowers – Strike A Light</li> </ul>
<p><b>15:05</b></p>	<p><b>PEOPLE &amp; PURPOSE</b></p> <p><b>15:05 'GROWTH ON PURPOSE': TICKET TAILOR, THE B CORP</b> Jonny White – Co-founder, Ticket Tailor <i>Ticket Tailor have rethought everything about how they do business. Every ticket sold must have a positive impact on all stakeholders: team, customers, and planet. Hear the story so far, the tactics for integrating positive impact, the incredible motivation it brings, and the surprising and glorious results.</i></p> <p><b>15:15 INSPIRING PEOPLE: TRANSFORMING OUR NATIONAL PORTRAIT GALLERY</b> Ros Lawler – Chief Operating Officer, National Portrait Gallery <i>How we transformed a national treasure for future generations.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>Morag Myerscough</li> <li>Jason Bruges</li> <li>Jonny White – Ticket Tailor</li> </ul>
<p><b>15:30</b></p>	<p><b>IMMERSIVE STORYTELLING &amp; EXPERIENCES</b></p> <p><b>15:30 CREATING REMATCH, THE 'SPORTING TIME MACHINE'</b> Richard Ayers – Founder, Rematch</p> <p><b>15:45 THE MAKING OF AURA INVALIDES : STEP INTO THE MAGIC</b> Jean-Baptiste Hardoin – Creative Director, Moment Factory <i>Dive into the creative process of bringing history to life through light, music and technology at Les Invalides in Paris. Discover the challenges faced by Moment Factory in preserving history while transforming the French Heritage Site into a fascinating experience through innovative storytelling.</i></p> <p><b>16:05 WAKE THE TIGER: WHAT IT TAKES TO BUILD A WORLD</b> Graham MacVoy – Co-founder &amp; Managing Director, Wake the Tiger <i>It's the middle of the pandemic and the music festival sector is on its knees so perhaps now is the time to finally do the thing we have spent years talking about. Risk taking and gut feeling are a huge part of business, especially for an entrepreneur, this is what it took for us to build this new world.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <p>Ros Lawler – National Portrait Gallery</p> <p>Richard Ayers – Rematch</p> <p>Jean-Baptiste Hardoin – Moment Factory</p>

<p><b>16:25</b></p>	<p><b>INVENTING TOMORROW TOGETHER: FACTORY INTERNATIONAL</b>          John McGrath – Artistic Director &amp; CEO, Factory International</p> <p>Appointed in 2015 to lead Manchester International Festival (MIF), and the development of its new building, John McGrath has since curated four festivals, as well as leading the vision and strategy for Aviva Studios. In this Closing Keynote, <i>John shares explores how creative audiences may evolve over the next few years, and how to approach managing a future-focussed organisation whilst balancing the needs of the present.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <p>Graham MacVoy – Wake the Tiger</p>
<p><b>16:55</b></p>	<p><b>CLOSING REMARKS</b></p>	
<p><b>17:00</b></p>	<p><b>CLOSE</b></p>	
<p><b>18:00</b></p>	<p><b>OFFICIAL AFTER PARTY</b>  <b>at Jason Bruges Studio, Netil House, 1 Netil Lane, London E8 3RL</b></p> <p><i>Join fellow REMIXers for an evening of immersive entertainment. Located in East London’s creative heart, Hackney, and hosted by pioneer of interactive, media art, Jason Bruges Studio, it’s set to spark imaginations and tantalise the senses</i></p>	

<b>08:30</b>	<b>ARRIVAL AND REGISTRATION</b>	
<b>09:15</b>	<b>WELCOME TO THE ROYAL ACADEMY OF ARTS</b> Axel Rüger – Chief Executive, Royal Academy of Arts	
<b>09:25</b>	<b>TRAVEL IS TRANSFORMATIONAL; 5 REASONS WHY CREATIVITY NEEDS TO HARNESS ITS POWER</b> Sam Blenkinsopp – Co-founder & CEO, A103 Group (Trippin, All Corners) Kesang Ball – Co-founder & Chief Content Officer, Trippin  <i>Trippin is powered by a global community of diverse voices that are shaping today's cultural landscape. The community uncover stories that are found at the intersection of social and cultural boundaries, championing global creativity, mapping underground scenes, unpicking cultural mosaics and connecting cultures worldwide. In this Opening Keynote, the Trippin Co-founders share their incredible journey so far.</i>	
<b>09:45</b>	<b>THE TECH FUTURES WE CREATE: PART I</b> Suhair Khan – Chair, Studio Wayne McGregor & Founder, Open-Ended Design  <i>Open-ended design is a platform and incubator for creative technologists working with artificial intelligence. Suhair's work centres on impact-driven work at the intersection of design, culture and future-facing technology: machine learning, AI, hybrid realities and search, as well as emerging markets.</i>	<b>FOLLOW THE SPEAKER</b> Sam Blenkinsopp & Kesang Ball – Trippin
<b>10:05</b>	<b>THE TECH FUTURES WE CREATE: PART II</b>  <b>10:05 WHAT DOES CREATIVITY MEAN TODAY? AI, CREATIVE HISTORY &amp; HUMAN CONNECTION</b> Charlotte Appleyard – Director of Development & Business Innovation, Royal Academy of Arts  <b>10:15 TAKING BACK THE TECH: WOMEN V'S DIGITAL CAPITALISM</b> Sarasara – Performance Artist, Songwriter & Philosopher  <i>Activist and artist Sarasara unpacks the tight intersections between technology, patriarchy and capitalism: how devices are created, who gets to use them and how. Then looking ahead, how can we turn technology into a truly emancipatory force and a leverage to create a better and more just future for women and for all?</i>  <b>10:25 BIAS, SURVEILLANCE &amp; DECOLONISING AI</b> Karen Palmer, 'Storyteller from the Future' & SXSW 2023 XR Experience Winner	<b>FOLLOW THE SPEAKER</b>  Suhair Khan – Open-Ended Design & Studio Wayne McGregor  Charlotte Appleyard – Royal Academy of Arts  Sarasara
<b>10:40</b>	<b>PANEL: MARCHING INTO THE 6<sup>th</sup> INDUSTRIAL REVOLUTION</b>  <i>This discussion explores the future potential of AI and how it can help us to create cultural &amp; global shifts, including opportunities to shift socio-political storytelling. How can we learn from the Industrial Revolution and take all of humanity with us?</i>  <ul style="list-style-type: none"> <li>• Elena Simperl – Director of Research, Open Data Institute</li> <li>• Alan Warburton – Artist working with CGI, VR, AR, installation and sculpture</li> <li>• Karen Palmer, 'Storyteller from the Future' &amp; SXSW 2023 XR Experience Winner</li> <li>• Harmeet Chagger-Khan – Executive Producer for Innovation, The Space</li> </ul> <i>Presented in partnership with The Space</i>	
<b>11:00</b>	<b>BREAK</b>	

11:30	<b>LEND ME YOUR EARS: REIMAGINING KIDS AUDIO WITH YOTO</b> Jessica Tarrant – Content Director, Yoto	<b>FOLLOW THE SPEAKER</b> <ul style="list-style-type: none"> <li>• Karen Palmer – Artist</li> <li>• Elena Simperl – ODI</li> <li>• Alan Warburton – Artist</li> <li>• Harmeet Chagger-Khan – The Space</li> </ul>
11:45	<b>THE MARKET VALUE OF GOD, LOVE, AND PASSION</b> Prof. Krzysztof Pelc – Professor of International Relations, Oxford University & Author, 'Beyond Self-Interest: Why the Market Rewards Those Who Reject It'  <i>Consumers look for authentic experiences, employees want work with purpose, and investors seek founders with passion. What's at the bottom of these demands? And how can creative industries reconcile the expectations of their audience with the constraints of the market? The cost of getting it wrong is high. So how do we attain credibility in an age of mistrust?</i>	
12:00	<b>TARGETTING NEW CREATIVE AUDIENCES</b>  <b>12:00 TOUCH, BE TOUCHED! IMMERSIVE ART AND THE PHYSICAL SPACE</b> Ulrich Schrauth – XR & Immersive Lead, BFI Film Festival <i>Emerging opportunities and challenges for immersive and XR across art and entertainment, including the correlation of physical exhibition spaces and digital creativity. Featuring latest trends, key players, and some of the main factors that could help build a sustainable economy for XR and Immersive in the creative sector.</i>  <b>12:15 GOOGLE ARTS &amp; CULTURE: CREATIVE R&amp;D</b> Freya Salway – Head of the Lab, Google Arts & Culture <i>Founding REMIX partner Google Arts &amp; Culture shares some of the latest initiatives and updates from their global collaborations and creative R&amp;D, making art available online for anyone, anywhere.</i>  <b>12:30 TRANSFORMING A MUSEUM. BUILDING A BRAND.</b> Sophie Brendel – Director of Audiences, Commercial & Digital, V&A  <b>12:40 LESSONS FROM 'THE MOST WATCHED MUSEUM ON YOUTUBE'</b> Nik Wyness – Head of Marketing & Engagement, Tank Museum  <b>12:50 HYPER LOCAL, HYPER RELEVANT</b> Sally Lockey – Director, Right Up Our Street	<b>FOLLOW THE SPEAKER</b> <ul style="list-style-type: none"> <li>• Jessica Tarrant – Yoto</li> <li>• Prof. Krzysztof Pelc – Oxford University</li> </ul> Ulrich Schrauth – BFI Film Festival  Freya Salway – Google Arts & Culture  Sophie Brendel – V&A  Nik Wyness – Tank Museum
13:00	<b>LUNCH</b>	
14:00	<b>FIRESIDE CHAT: CULTURAL CURATION</b> Jefferson Hack – Curator, Creative Director & Co-founder of Dazed Media in conversation with Suhair Khan  <i>In 2022 Jefferson Hack won the Special Recognition for Cultural Curation Award, presented by Tilda Swinton at The Fashion Awards. This celebrates his extraordinary success over the past three decades in the fields of fashion, publishing and curation. His company, Dazed Media, is renowned for producing award-winning stories across its industry leading print, digital and video brands including AnOther Magazine and Another Man, Dazed, NOWNESS and creative agency Dazed Studio.</i>	<b>FOLLOW THE SPEAKER</b> Sally Lockey – Right Up Our Street

<p><b>14:15</b></p>	<p><b>PANEL: FUTURE ART &amp; CULTURE – THE NEXT GENERATION</b></p> <ul style="list-style-type: none"> <li>• Daniel Ford – Senior Associate Producer, British Underground (Host)</li> <li>• Marc Boothe – B3 Media</li> <li>• Comfort Arthur – Animator / Writer</li> <li>• Dzifa Benson – Writer / Producer / Performance Maker</li> <li>• Jeremiah Brown – Writer / Spoken Word Artist / Actor</li> <li>• Marcus Joseph – Musician / Spoken-Word Artist</li> </ul> <p><i>Future Art and Culture (FAC) is a major UK showcasing initiative focused on art and technology that takes place annually at SXSW. Produced by British Underground and Arts Council England with additional support from the British Council, the programme has run since 2017 and has helped establish the UK as a significant player at the event. In 2023 projects that exhibited as part of FAC won 3 major awards. As part of the programme, British Underground has collaborated with multicultural creative champion B3 Media to support four emerging artists at SXSW and this panel explores their work and ambitions for the future.</i></p> <p><i>Presented in partnership with British Underground</i></p>	
<p><b>14:45</b></p>	<p><b>INNOVATION STORIES: DRIVEN BY PURPOSE</b></p> <p><i>What models and mindsets are being used to unite artistic integrity, financial sustainability, social activism, community empowerment and responses to the climate emergency?</i></p> <p><b>14:45 LUXURY BRAND PARTNERSHIPS THAT GIVE BACK</b> Stacey Langham – Head of Corporate Partnerships: Luxury &amp; Business Innovation, Royal Academy of Arts</p> <p><b>14:55 BLOOMBERG CONNECTS: OPENING DOORS</b> Jo Paton – Art Fund</p> <p><b>15:05 THE ‘GREEN SOCIAL CLUB’: UNITING URBAN AND RURAL AT OUTCROP</b> Tom Allott – Co-founder, Outcrop</p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>• Daniel Ford – British Underground (Host)</li> <li>• Marc Boothe – B3 Media</li> <li>• Comfort Arthur – Animator / Writer</li> <li>• Dzifa Benson – Writer / Producer / Performance Maker</li> <li>• Jeremiah Brown – Writer / Spoken Word Artist / Actor</li> <li>• Marcus Joseph – Musician / Spoken-Word Artist</li> </ul>
<p><b>15:15</b></p>	<p><b>DEMOCRATISING IMMERSIVE TECH – HARNESSING THE POWER OF IMMERSIVE FOR SOCIAL AND ENVIRONMENTAL CHANGE</b> Lindsey Hall MBE – Co-founder &amp; CEO, Real Ideas Organisation</p> <p><i>In 2021, Real Immersive opened a cutting-edge immersive tech centre with 360 dome in Devonport, Plymouth, one of the poorest communities in the UK. The focus – how do we stop these technologies being the sole preserve of global corporations? How can they deliver social and environmental good?</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>• Stacey Langham – Royal Academy of Arts</li> <li>• Jo Paton – Art Fund</li> <li>• Tom Allott – Outcrop</li> </ul>
<p><b>15:25</b></p>	<p><b>FIRESIDE CHAT: FUTURE OF IMMERSIVE EDUCATION</b> Matt Sanders – Education &amp; VR Director, Meta in conversation with John Cassy – Founder, Factory 42</p> <p><i>Presented in partnership with Factory 42</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <p>Lindsey Hall MBE – Real Ideas Organisation</p>

