

<b>08:15</b>	<b>ARRIVAL AND REGISTRATION</b>	
<b>09:00</b>	<b>WELCOME &amp; INTRODUCTION</b>	
<b>09:10</b>	<b>REMIX TREND BRIEFING 2025: FUTURES FOR THE FEARLESS</b> <ul style="list-style-type: none"> <li>• Simon Cronshaw – Co-Founder, REMIX Summits</li> <li>• Peter Tullin – Co-Founder, REMIX Summits</li> </ul> <p><i>We curate a single stage to create moments of real serendipity. REMIX is an increasingly rare opportunity to hear lots of talks from outside our comfort zones – people, ideas and topics that we aren't normally exposed to – and the magic happens by weaving new connections and creating serendipitous, creative collisions. Here the Co-founders set the scene: highlighting trends and opportunities for creatives and innovators at this intersection of culture, tech and entrepreneurship in 2025.</i></p>	
<b>09:40</b>	<b>CLASSICAL FOR WELLBEING: BBC RADIO 3 UNWIND &amp; NEW LISTENING HABITS</b> <ul style="list-style-type: none"> <li>• Sam Jackson – Controller, BBC Radio 3 &amp; BBC Proms</li> </ul> <p><i>BBC Radio 3 is launching a digital extension, Unwind, on Sounds and DAB+ in response to audience demand for classical music that helps listeners unwind, destress and escape the pressures of daily life. In this Opening Keynote, hear how the BBC navigates the intersection between classical music and consumer trends around mindfulness, wellbeing, focus and sleep aids.</i></p>	
<b>10:00</b>	<b>BRIDGING CULTURE WITH CONSUMER TRENDS</b> <i>How do the latest consumer trends impact expectations, and inspire new creative experiences – across wellbeing, digital and climate action?</i>	<b>FOLLOW THE SPEAKER</b> <ul style="list-style-type: none"> <li>• Sam Jackson – BBC</li> <li>• Speaker to be announced</li> <li>• Dan Phelan – Natural History Museum</li> </ul>
	<b>10:00</b> Session to be announced	
	<b>10:15 “GET OFF THE SIDELINES” – THE NATURAL HISTORY MUSEUM AS A CLIMATE CATALYST FOR CHANGE</b> <ul style="list-style-type: none"> <li>• Dan Phelan – Director of Communications, Digital &amp; Marketing, Natural History Museum</li> </ul> <p><i>Five years after declaring a planetary emergency, the Natural History Museum is embarking upon a £500 million programme to transform itself from “a catalogue of natural history” to “a catalyst for change”. Hear how it plans to get off the sidelines, onto the pitch, and inspire people at scale to care and take action.</i></p>	
	<b>10:30 LESSONS FROM FUTURE FASHION: REVOLUTIONISING THE USER EXPERIENCE</b> <ul style="list-style-type: none"> <li>• Moin Roberts-Islam – Technology &amp; Innovation Manager, Fashion Innovation Agency - London College of Fashion, UAL</li> </ul> <p><i>Where fashion leads, others often follow. Hear how the Fashion Innovation Agency at London College of Fashion is using emerging technologies to take fashion beyond the physical into a new era of digital experiences.</i></p>	
<b>10:45</b>	<b>SPEED NETWORKING</b> <i>REMIX is the place to meet new collaborators and get projects started. Rapidly meet and greet a long line of potential new collaborators from the creative industries, culture institutions, brands, policy makers, media, technology and more.</i>	<b>FOLLOW THE SPEAKER</b> <ul style="list-style-type: none"> <li>• Moin Roberts-Islam – Fashion Innovation Agency</li> </ul>
<b>11:00</b>	<b>BREAK</b>	

11:30	<p><b>CREATIVE COLLISIONS: ART, SCIENCE &amp; EMERGING TECH</b></p> <p><b>11:30 MARSHMALLOW LASER FEAST: REINTERPRETING HUMAN PERCEPTION &amp; EXPERIENCE</b></p> <ul style="list-style-type: none"> <li>Robin McNicholas – Co-founder, Marshmallow Laser Feast</li> </ul> <p><i>MLF fuse creativity and technology to create immersive art, experiences and adventures, best known for multi-sensory installations on the natural world. Hear their journey to date, and their latest experiments in immersive art.</i></p>	
	<p><b>11:50 THE DIGITAL BODY: VIRTUAL PRODUCTION &amp; MIXED REALITY IN ARTISTIC PRACTICES</b></p> <ul style="list-style-type: none"> <li>Alexander Whitley – Award-Winning Choreographer &amp; Creative Director, Digital Body Festival</li> </ul> <p><i>Digital tech is enabling wildly new forms of physical experience and exploding the possible forms the moving body can take. Reaching across artforms, a new frontier of creative expression has emerged, demanding a radically different kind of stage.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>Robin McNicholas – Marshmallow Laser Feast</li> </ul>
	<p><b>12:05 MUSIC FOR ALL: MUSIC, DISABILITY &amp; TECH</b></p> <ul style="list-style-type: none"> <li>John Kelly – Musician</li> <li>Sally Currie – Interim CEO, Drake Music</li> <li>Tim Yates – Research &amp; Innovation Executive, Drake Music</li> </ul> <p><i>Everyone has the right to express themselves creatively. In this session, hear how new tech, models and ideas are opening access to music for all, as equals.</i></p>	<ul style="list-style-type: none"> <li>Alexander Whitley</li> </ul>
12:15	<p><b>GOOGLE ARTS &amp; CULTURE: ART FOR ANYONE, ANYWHERE</b></p> <ul style="list-style-type: none"> <li>Lucy Schwartz - Program Manager, Google Arts &amp; Culture</li> </ul> <p><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></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>John Kelly – Musician</li> <li>Sally Currie – Drake Music</li> <li>Tim Yates – Drake Music</li> </ul>
12:30	<p><b>IMMERSIVE FUTURES: DISTRIBUTION, R&amp;D &amp; FINANCE MODELS</b></p> <p><i>As immersive tech continues to reinvent many of our cultural experiences, what new finance and distribution models can support its growth across the UK?</i></p> <p><b>12:30 FIRESIDE CHAT: THE FUTURE OF LOCATION-BASED ART EXPERIENCES</b></p> <ul style="list-style-type: none"> <li>Samantha King – Head of Programme, VIVE Arts (HTC)</li> <li>Alexandre Roux – Director of Strategy &amp; Development, Lucid Realities / Unframed Collection</li> </ul> <p><i>What happens to the immersive art we create? What innovative models and infrastructure are there for distribution through cultural venues?</i></p> <p><b>12:45 EXPLORING THE POTENTIAL OF IMMERSIVE ARTS</b></p> <ul style="list-style-type: none"> <li>Verity McIntosh – Director &amp; Principal Investigator, Immersive Arts</li> </ul> <p><i>Immersive Arts is a new £6 million funding and support programme for UK artists, to develop their practice through immersive tech. Artists at all levels of experience are invited to apply – to explore, experiment or expand how they work.</i></p> <p><b>13:00 A NEW FUNDING MODEL FOR IMMERSIVE</b></p> <ul style="list-style-type: none"> <li>Carlota Dochao Naveira – Curator &amp; Founder, VIV Arts</li> </ul> <p><i>Hear more about this pioneering new model for immersive by selling digital artworks to fund new projects, simultaneously inspiring a new generation of collectors.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>Lucy Schwartz – Google Arts &amp; Culture</li> <li>Samantha King – VIVE Arts (HTC)</li> <li>Alexandre Roux – Lucid Realities / Unframed Collection</li> <li>Verity McIntosh – Immersive Arts</li> </ul>

<b>13:10</b>	<b>LUNCH &amp; NETWORKING</b>	
<b>14:00</b>	<p><b>TOMORROW'S CULTURE</b></p> <p><b>14:00 SHOW ME THE MONEY: PLACE-BASED PHILANTHROPY</b></p> <ul style="list-style-type: none"> <li>• Anna Rowe – Project Lead, Figurative Philanthropy for Arts &amp; Culture</li> </ul> <p><i>How to harness place-based philanthropy: donations driven by impact close to somewhere donors live, were born or feel passionately about. With models from Sunderland, Newcastle, Birmingham, Leeds, Stoke, Middlesborough and across the UK for growing confidence, raising aspirations and driving economic growth.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>• Carlota Dochao Naveira – VIV Arts</li> </ul>
	<p><b>14:15 REIMAGINING INSTITUTIONS: CREATING LONDON'S NEWEST £1.1BN CULTURAL QUARTER</b></p> <ul style="list-style-type: none"> <li>• Tamsin Ace – Director, East Bank</li> </ul> <p><i>East Bank is a major new £1.1 billion powerhouse of culture, education and innovation being built in Queen Elizabeth Olympic Park. Hear how its partners – BBC, Sadler's Wells, London College of Fashion, University College London and the V&amp;A – are approaching the reinvention of their experiences to achieve bold new ambitions.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>• Anna Rowe – Figurative Philanthropy</li> </ul>
	<p><b>14:30 INNOVATION ECOSYSTEMS: GREATER THAN THE SUM</b></p> <ul style="list-style-type: none"> <li>• Gavin Poole – CEO, Here East</li> <li>• <i>Other speakers to be announced</i></li> </ul>	
<b>14:45</b>	<p><b>LAUNCHING SADLER'S WELLS EAST – A NEW KIND OF VENUE FOR DANCE</b></p> <ul style="list-style-type: none"> <li>• Robert Jones – Associate Artistic Director, Sadler's Wells</li> </ul> <p><i>Opening in February 2025, Sadler's Wells East will be a hub for creativity, with a 550-seat flexible theatre and six studios for creating and developing dance productions. In this session, hear how it is creating a new kind of cultural destination with local roots, national impact and global perspectives.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>• Tamsin Ace – East Bank</li> <li>• Gavin Poole – Here East</li> <li>• <i>Other speakers to be announced</i></li> </ul>
<b>15:00</b>	<p><b>PURPOSE, CREATIVITY &amp; PERSONAL GROWTH</b></p> <p><b>15:00 RECLAIMING YOUR CREATIVITY</b></p> <ul style="list-style-type: none"> <li>• Guy Armitage - Author, 'Everyone is Creative' and Founder &amp; CEO, Zealous</li> </ul> <p><i>It's easy to forget to make space for creativity. Or to doubt ourselves as creative beings. In this talk, Guy explains why permission to be creative is critical, and offers some hands-on suggestions for getting started and staying motivated.</i></p>	<ul style="list-style-type: none"> <li>• Robert Jones – Sadler's Wells</li> </ul>
	<p><b>15:10 SOULFUL SPACES</b></p> <ul style="list-style-type: none"> <li>• Zak Avery – Community &amp; Culture Director, &amp;Soul</li> </ul> <p><i>&amp;Soul brings soul to city life by connecting heart, body, mind and spirit. Discover how they nurture intentional communities with shared values in urban sanctuaries; offering a remedy for the symptoms of modern life.</i></p>	<ul style="list-style-type: none"> <li>• Guy Armitage – Zealous</li> </ul>
	<p><b>15:20 FOOD, PLACE &amp; THE 'THIRD SPACE': CREATING A CULTURAL PLAYGROUND</b></p> <ul style="list-style-type: none"> <li>• Dominic Cools-Lartigue – Founder, Dalston Yard &amp; Street Feast; Host of Channel 4's 'Cooking Up A Fortune'</li> </ul> <p><i>The story so far of Dalston Yards – a 27,000 sq ft 'cultural playground' offering art, music and wellbeing alongside food and drink – and how it taps into consumer demand for 'third spaces' away from home.</i></p>	<ul style="list-style-type: none"> <li>• Zak Avery – &amp;Soul</li> </ul>

15:30	<b>THE JOURNEY TO SXSW LONDON 2025</b> <ul style="list-style-type: none"> <li>Randel Bryan – Managing Director, SXSW Europe</li> </ul> <p><i>In June 2025, London hosts the first European SXSW in Shoreditch. Hear from MD Randel Bryan on the behind-the-scenes journey to bring this new festival to life.</i></p>	<b>FOLLOW THE SPEAKER</b> <ul style="list-style-type: none"> <li>Dominic Cools-Lartigue</li> </ul>
15:40	<b>IMMERSIVE STORYWORLDS</b> <b>15:40 IMMERSIVE AT THE MUSEÉ D’ORSAY</b> <ul style="list-style-type: none"> <li>Agnès Abastado - Deputy Director of Digital &amp; Head of the Digital Development Department, Musée d'Orsay</li> </ul> <p><i>In this keynote, discover how Musée D’Orsay has harnessed immersive to power new experiences, including its record-braking Vincent van Gogh exhibition, and the rich and passionate retelling of the beginnings of Impressionism.</i></p>	<b>FOLLOW THE SPEAKER</b> <ul style="list-style-type: none"> <li>Randel Bryan – SXSW Europe</li> </ul>
	<b>16:00 ELEVATING STORIES &amp; NEXT GEN EXPERIENCES: INSIGHTS FROM POPHOUSE ON NEW PRODUCTION DEVELOPMENT</b> <ul style="list-style-type: none"> <li>Ryan Amstad – Head of New Production Development, Pophouse Entertainment</li> </ul> <p><i>Founded by ABBA’s Björn Ulvaeus, Pophouse’s IP includes ABBA, Kiss, Cyndi Lauper, Avicii and Swedish House Mafia. In this talk, Ryan shares its concept development process – whether stage production, a new arena, events, gaming, podcasts, exhibitions or music – and insights into balancing revenue with creativity.</i></p>	<b>FOLLOW THE SPEAKER</b> <ul style="list-style-type: none"> <li>Agnès Abastado – Musée d’Orsay</li> </ul>
	<b>16:15 BREAKING THE MOLD: THE WILDCARD APPROACH TO FEARLESS STORYTELLING</b> <ul style="list-style-type: none"> <li>Ollie Jones – Co-Founder &amp; CEO, SWAMP</li> </ul>	<ul style="list-style-type: none"> <li>Ryan Amstad – Pophouse</li> </ul>
16:25	<b>ELVIS EVOLUTION: TIME TRAVEL</b> <ul style="list-style-type: none"> <li>Andrew McGuinness, CEO – Layered Reality</li> <li>Amy Farrant, CMO – Layered Reality</li> </ul> <p><i>Behind the scenes of the world’s first, multi-sensory Elvis immersive experience, opening in May 2025 using cutting-edge tech (holograms, projection mapping, sound, large-scale LED screens and haptics) plus theatre, cinema and generative AI.</i></p>	<ul style="list-style-type: none"> <li>Ollie Jones - SWAMP</li> </ul>
16:45	<b>ARTE MUSEUM: A DIGITAL CANVAS FOR MULTI-SENSORY, SPATIAL ART EXPERIENCES</b> <ul style="list-style-type: none"> <li>Sean Lee – CEO, d’strict &amp; Producer of ARTE MUSEUM (Korea)</li> </ul> <p><i>Korean design company d’strict is a true innovator in the immersive art world, welcoming over 8 million guests to ARTE MUSEUM across South Korea, US, China, and UAE. In this keynote, CEO Sean Lee explores what makes memorable spatial art experiences, and what comes next.</i></p>	<b>FOLLOW THE SPEAKER</b> <ul style="list-style-type: none"> <li>Andrew McGuinness – Layered Reality</li> <li>Amy Farrant – Layered Reality</li> </ul>
17:05	<b>LONDON MUSEUM: ONCE-IN-A-GENERATION</b> <ul style="list-style-type: none"> <li>Sharon Ament – Director, London Museum</li> </ul> <p><i>London Museum will open in 2026 breathing new life into the historic Smithfield Market. Hear more about the latest plans for this once-in-a-generation opportunity to reconceive what a museum for London can be.</i></p>	<b>FOLLOW THE SPEAKER</b> <ul style="list-style-type: none"> <li>Sean Lee – d’strict</li> </ul>
17:30	<b>CLOSING REMARKS</b>	
17:35	<b>CLOSE</b>	
18:00	<b>OFFICIAL DAY 1 AFTER PARTY</b> <b>at Jason Bruges Studio, Netil House, 1 Netil Lane, London E8 3RL</b> <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>	

<b>08:15</b>	<b>ARRIVAL AND REGISTRATION</b>	
<b>09:00</b>	<b>WELCOME</b>	
<b>09:05</b>	<b>LIGHTING UP OUR SENSES: NEUROAESTHETICS &amp; WELLBEING</b>	
	<ul style="list-style-type: none"> <li>• Robyn Landau – Neuroaesthetics Designer &amp; Co-founder, Kinda</li> </ul> <p><i>How can art, culture, tech and environments impact our brains and bodies to affect our feelings, relations and behaviours? Kinda transforms science into sensory, embodied and emotional experiences: pioneering a new approach to the creative process, and redefining the impact of art, culture and tech for our modern worlds.</i></p>	
<b>09:25</b>	<b>THE FUTURES WE CREATE</b>  <b>09:25 AN INCLUSIVE, IMAGINATIVE &amp; CARING MUSEUM</b>  <ul style="list-style-type: none"> <li>• Esme Ward – Director, Manchester Museum</li> </ul> <p><i>Lessons from Manchester Museum, which is on a mission to create the world's most inclusive, imaginative and caring museum. It aims to build stronger emotional connections with visitors; allow them to lose themselves in stories of what it means to be human; rethink our relationship with the natural world; and find joy and connection as a museum at the heart of its community.</i></p>	<b>FOLLOW THE SPEAKER</b>  <ul style="list-style-type: none"> <li>• Robyn Landau – Kinda</li> <li>• Esme Ward – Manchester Museum</li> <li>• Jo Lansdowne – Pervasive Media Studio</li> <li>• Ana Brzezińska – Tribeca Festival</li> </ul>
	<b>09:45 REIMAGINING ARTIFICIAL INTELLIGENCE: SHARING THE WORLD WITH OTHER MINDS</b>  <ul style="list-style-type: none"> <li>• Jo Lansdowne – Executive Producer, Pervasive Media Studio, Watershed</li> </ul> <p><i>AI is very useful and a little bit magic; dripping with real and imagined power. What if we try to meet AI as one of many forms of intelligence whose qualities might balance our own? Might it become our partner in revealing the world, rather than another tool with which to control it? What would we make then? Jo shares Pervasive Media Studio's attempts to explore these questions in practice.</i></p>	
	<b>09:55 IMMERSIVE AS A STANDALONE DISCIPLINE</b>  <ul style="list-style-type: none"> <li>• Ana Brzezińska – Immersive Curator, Tribeca Festival</li> </ul> <p><i>As the immersive sector matures, how can we ensure it establishes its own identity as a stand-alone creative discipline, complete with its own specialist approaches to audience development, formats and language?</i></p>	
	<b>10:10 ART WHERE YOU LEAST EXPECT IT</b>  <ul style="list-style-type: none"> <li>• May Abdalla – CEO, Anagram &amp; Emmy-nominated XR Creator</li> </ul> <p><i>Digital gives us the ultimate opportunity to make arts and culture accessible for all. In this talk, explore how expectations can be turned upside down: creating art experiences in environments where they are least expected; and adding layers of reimagination and reinterpretation to spaces where culture is traditionally found.</i></p>	

10:25	<p><b>THE NEXT CHAPTER: R&amp;D AT THE HEART OF STORYTELLING, STORYTELLING AT THE HEART OF R&amp;D</b></p> <ul style="list-style-type: none"> <li>• Professor Will Saunders MBE – Chief Creative Officer, CoSTAR, the UK's first National R&amp;D Lab for the Creative Industries</li> </ul> <p><i>Will was BBC Creative Director and architect of its digital transformation, and co-authored the landmark 2018 DCMS report 'Culture is Digital'. As Creative Head of StoryFutures, he pioneered new forms of award-winning creative experiences and ground-breaking R&amp;D projects. StoryFutures is Lead Partner in the CoSTAR National Lab, a £51.1m investment to ensure the UK's screen and performance industries have the infrastructure and skills to compete globally. In this talk, Will shares his personal journey through the creative R&amp;D landscape, and explores how organisations might best capitalise on the opportunities it provides.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>• May Abdalla – Anagram</li> </ul>
10:40	<p><b>FIRESIDE CHAT: REIMAGINING CREATIVE FINANCE</b></p> <ul style="list-style-type: none"> <li>• Kevin Osborne – Founder &amp; Executive Chair, Create Equity &amp; MeWe360</li> <li>• Fran Sanderson – CEO, Figurative</li> </ul> <p><i>In an era of reduced grant funding at local and national levels, what other sources of finance are available, and how can we ensure these are more equitably distributed? What are the opportunities to leverage legacy investments and assets to safeguard the future for emerging organisations and creative talent?</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>• Will Saunders – CoSTAR National Lab</li> </ul>
<p><b>11:00 BREAK</b></p>		
11:30	<p><b>CREATING A SCENE: PLACEMAKING &amp; DIY CURATORS</b></p> <ul style="list-style-type: none"> <li>• Dr Will Dutta – CEO, Sound and Music</li> <li>• Provhat Rahman – Co-founder, Daytimers &amp; Dialled In</li> <li>• Emma Warren – Journalist</li> </ul> <p><i>Launched by creative entrepreneurs, grassroots scenes are the unsung powerhouse of culture across the UK. New music scenes often come about through the work of a handful of individuals or collectives of individuals, investing time and their own money into building like-minded communities. In an increasingly fragile ecosystem, this session explores the vital role of the DIY ecology, including the techniques and strategies deployed by these scene makers and creative entrepreneurs, often against all the odds.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>• Kevin Osborne – Create Equity</li> <li>• Fran Sanderson – Figurative</li> </ul>
11:45	<p><b>NURTURING 24-HOUR PLACES</b></p> <p><i>How do we nurture towns and cities between 6pm and 6am to create ever-more vibrant, diverse, safe and inclusive towns and cities after dark?</i></p> <p><b>11:45</b> <i>Speaker to be announced</i></p> <hr/> <p><b>11:55 "CARPE NOCTEM... SEIZE THE NIGHT!" - TRANSFORMING SYDNEY AFTER DARK</b></p> <ul style="list-style-type: none"> <li>• Michael Rodrigues – 24-Hour Economy Commissioner, New South Wales (Sydney, Australia)</li> </ul> <p><i>A passionate and vocal advocate for Sydney and NSW's 24-hour economy for many years, Mike launched Time Out in Sydney in 2007 and served as MD until 2021. Motivated by the challenges facing Sydney's night-time economy, he also founded the Night Time Industries Association, playing a critical role in overturning Sydney's lockout laws. In 2021, he was appointed the NSW Government's first 24-Hour Economy Commissioner, heading up an incredible department at the global forefront of nurturing towns and cities after dark.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>• Will Dutta – Sound and Music</li> <li>• Provhat Rahman – Daytimers &amp; Dialled In</li> <li>• Emma Warren – Journalist</li> </ul>

	<p><b>12:15 SHAPING THE FUTURE OF THE UK'S NIGHT-TIME ECONOMY: LOCAL, NATIONAL &amp; COMMUNITY POWER</b></p> <ul style="list-style-type: none"> <li>• Michael Kill – CEO, Night Time Industries Association</li> </ul> <p><i>With more power set to be devolved to mayors and local authorities, the UK is on the brink of a major shift: an opportunity to work closer than ever with local councils and communities, crafting nightlife policies to reflect their unique cultures and needs – in order to drive job creation, tourism, and vibrant social spaces.</i></p>	
<p><b>12:30</b></p>	<p><b>INNOVATION STORIES: NEW FORMATS FOR STORYTELLING</b></p> <p><b>12:30 STORY AS THE NORTH STAR</b></p> <ul style="list-style-type: none"> <li>• Harmeet Chagger-Khan – Head of Digital &amp; Innovation, The Space &amp; Creative Director, Surfing Light Beams</li> </ul> <p><i>Behind most successful innovation projects sits a strong story. How are immersive technologies changing our understanding of storytelling, and how can we respond to changing audience expectations?</i></p> <hr/> <p><b>12:40 WEB-BASED STORYTELLING &amp; THE NATIONAL GALLERY</b></p> <ul style="list-style-type: none"> <li>• Lawrence Chiles – Head of Digital Services, National Gallery</li> </ul> <p><i>When your canvas is the browser, how can we elevate the storytelling experience for users to discover arts and culture in new, digitally-native ways?</i></p> <hr/> <p><b>12:50 ART PLAYS GAMES</b></p> <ul style="list-style-type: none"> <li>• Maitreyi Maheshwari – Head of Programme, FACT</li> </ul> <p><i>How artists are increasingly using games as a way to challenge conventional forms of storytelling and offer us new ways to make sense of the world today.</i></p> <hr/> <p><b>13:00 FROM PARENTING TO PEPPA PIG IMMERSIVE</b></p> <ul style="list-style-type: none"> <li>• Donnacadh O'Briain – Olivier Award-Winning Director, Experience Designer &amp; Story Architect</li> </ul> <p><i>How do we harness 'enthusiasm'? Does engaging the young link to how you are with your own children, and how you were engaged with as a child? In this talk, hear how parenting can interact with directing, including the mechanics of the design for the new Immersive Peppa Pig Experience.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>• <i>Speaker to be announced</i></li> <li>• Michael Rodrigues – 24-hour Economy Commissioner, NSW</li> <li>• Michael Kill – NTIA</li> </ul>
<p><b>13:10</b></p>	<p><b>LUNCH</b></p>	
<p><b>14:10</b></p>	<p><b>PANEL: 200 CREATORS – MEANINGFUL ENGAGEMENT</b></p> <ul style="list-style-type: none"> <li>• Beks Leary – Senior Content Manager, National Gallery</li> <li>• Ellie Wyant – Social Media &amp; Community Manager, National Gallery</li> <li>• <i>More speakers to be announced</i></li> </ul> <p><i>How do you engage with social media creators? And how do you do it meaningfully for them, for you, and for audiences? The National Gallery hosts a panel of content creators to discuss their 200 Creators Network, launched as part of the Gallery's 200th birthday celebrations, to bring together a wide variety of content creators to engage with many different elements of the Gallery – the first project of its kind in the cultural sector.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>• Harmeet Chagger-Khan – The Space</li> <li>• Maitreyi Maheshwari – FACT</li> <li>• Donnacadh O'Briain</li> </ul>

<p><b>14:35</b></p>	<p><b>FIRESIDE CHAT: REACHING GEN ALPHA – LESSONS FROM THE YOUNG V&amp;A</b></p> <ul style="list-style-type: none"> <li>• Helen Charman - Director of Learning, National Programmes and Young V&amp;A, V&amp;A</li> <li>• Sophie Brendel - Strategic Consultant; former Director of Audiences, Commercial &amp; Digital, V&amp;A</li> </ul> <p><i>In terms of their importance, Gen Alpha are often underestimated. In this session hear about the opportunities for this demographic, intelligence on their behaviours, expectations and needs, alongside best practice strategies in how to reach them – across audience, digital, brand and outreach – including the highly successful strategies deployed by the Young V&amp;A, the Art Fund Museum of the Year 2024 and winner of the Family Friendly Museum Award 2024.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>• Beks Leary, Ellie Wyant &amp; Lawrence Chiles – National Gallery</li> <li>• <i>More speakers to be announced</i></li> </ul>
<p><b>14:50</b></p>	<p><b>FROM STORYTELLING TO STORYLIVING: HOW AUGMENTED REALITY IS RESHAPING ARTS &amp; CULTURE</b></p> <ul style="list-style-type: none"> <li>• Julien Fleury – Creative Lead, Snapchat AR Studio</li> </ul> <p><i>Over 300 million Snapchatters engage with Augmented Reality every day – 375,000 creators have built over 4 million Lenses, which Snapchatters engaged with more than 4.5 trillion times in just the last year. Snapchat’s AR Studio drives greater awareness of AR and its impact across the culture, entertainment and education sectors. Partners include institutions and artists such as the Louvre, National Portrait Gallery, Paris 2024 Olympics and The World Of Tim Burton: Augmented Burtonesque in partnership with the Design Museum.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>• Helen Charman – V&amp;A</li> <li>• Sophie Brendel</li> </ul>
<p><b>15:05</b></p>	<p><b>PANEL: FUTURE ART AND CULTURE – NEW VISIONS, FRESH VOICES</b></p> <ul style="list-style-type: none"> <li>• <i>Speakers to be announced</i></li> </ul> <p><i>International showcase producer British Underground and multicultural creative champion B3 Media annually support a cohort of emerging artists to attend SXSW in Austin as part of the Future Art and Culture (FAC) Connect programme. This panel follows three creative pioneers at the start of their journey. FAC is a major UK showcasing initiative at the intersection of art and tech produced by British Underground and Arts Council England with support from the British Council.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>• Julien Fleury – Snap AR Studio</li> </ul>
<p><b>15:30</b></p>	<p><b>AI IN THE GALLERY</b></p> <ul style="list-style-type: none"> <li>• Laura Herman – Senior Research Lead, Adobe &amp; Researcher, Oxford Internet Institute</li> <li>• Rachel Walker – Head of Digital Product &amp; Infrastructure, Royal Academy of Arts</li> </ul> <p><i>What impact is AI having on how art is both created and consumed? How can we prepare future generations of creatives for the new realities of the art world?</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>• <i>Speakers to be announced</i></li> </ul>



<p><b>15:45</b></p>	<p><b>CREATIVE PLACEMAKERS: ARTS-LED CHANGE</b></p> <p><i>What future infrastructure, placemaking, networks and support will supercharge local creative economies?</i></p> <p><b>15:45 A PLACE TO REGENERATE</b></p> <ul style="list-style-type: none"> <li>• Jason Bruges – Multidisciplinary Artist &amp; Designer</li> </ul> <p><i>Jason Bruges' artworks are moments of theatre that transform in response to their surroundings and connect people with their environments. How can we use light, kinetic art and mixed media to offer solace and escape?</i></p>	
	<p><b>15:55 MEASURING THE IMPACT OF PLACEMAKING</b></p> <ul style="list-style-type: none"> <li>• James Bowthorpe – a-r-c-s</li> </ul> <p><i>How do we measure the impact of placemaking? Insights from Coal Drops Yard (Kings Cross), including how this informs future investments.</i></p>	
	<p><b>16:05 REUSING SPACES IN BOURNEMOUTH &amp; BEYOND</b></p> <ul style="list-style-type: none"> <li>• Paloma Strelitz – Creative Director, Patch &amp; Co-founder, Assemble</li> </ul> <p><i>How can architecture promote civic and cultural development? Discover how Patch is reusing retail space in Bournemouth for work, culture, and community, plus lessons from the Turner-prize winning architecture studio, Assemble.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>• Laura Herman – Adobe &amp; Oxford Internet Institute</li> <li>• Rachel Walker – Royal Academy of Arts</li> </ul>
	<p><b>16:15 SAVING OUR CULTURAL ECOSYSTEMS</b></p> <ul style="list-style-type: none"> <li>• Jon Ross – Founder, CRUSH! Festival; Co-founder, Mothership Group (inc. Queen of Hoxton, Patterns)</li> </ul> <p><i>Hear how East London venues are joining forces to respond to the perfect storm of COVID, pandemic aftermath, cost-of-living crisis, Brexit-related staff-shortages, cash-strapped local councils, runaway inflation and spiralling costs.</i></p>	
<p><b>16:25</b></p>	<p><b>INNOVATION IN PLACE: THE STORY OF SOMERSET HOUSE</b></p> <ul style="list-style-type: none"> <li>• Jonathan Reekie - Director, Somerset House Trust</li> </ul> <p><i>As a home for cultural innovators, Somerset House enables creative connection, driving artistic and social innovation at once. Hear more about its innovative model, which has been born out of the changes to the ways that artist think and work, technological change, and the funding environment.</i></p>	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>• Paloma Strelitz – Patch</li> <li>• James Bowthorpe – a-r-c-s</li> <li>• Dominic Cools-Lartigue – Dalston Yard</li> <li>• Jon Ross – CRUSH! Festival</li> </ul>

16:35	<p><b>EXPERIENCE DESIGN: DREAMING BIG IDEAS, MAKING MAGIC</b></p> <ul style="list-style-type: none"> <li>Megan Wastell – Global Creative Director, Merlin Entertainments</li> </ul> <p><i>Merlin is Europe’s largest and the world’s second-largest visitor attraction operator. Megan leads the creative team who work across Merlin’s 140+ global attractions, partnering with a range of IPs including LEGO, Sony Pictures Entertainment, Magic Light Entertainment and HASBRO. In this Keynote, hear how Megan approaches storytelling across different mediums, combining blue-sky thinking with creative delivery, and transcending current experience boundaries using new technology and platforms.</i></p>	
16:55	Session to be announced	<p><b>FOLLOW THE SPEAKER</b></p> <ul style="list-style-type: none"> <li>Megan Wastell – Merlin Entertainments</li> </ul>
17:15	<b>CLOSING REMARKS</b>	
17:20	<b>CLOSE</b>	
18:00	<p><b>OFFICAL DAY 2 NETWORKING RECEPTION</b>  <b>at Somerset House, Strand, London WC2R 1LA</b></p>	

Please note this is a draft Schedule and speaker line-up, which is subject to change – please view [www.remixsummits.com/ldn-2025/](http://www.remixsummits.com/ldn-2025/) for the latest version