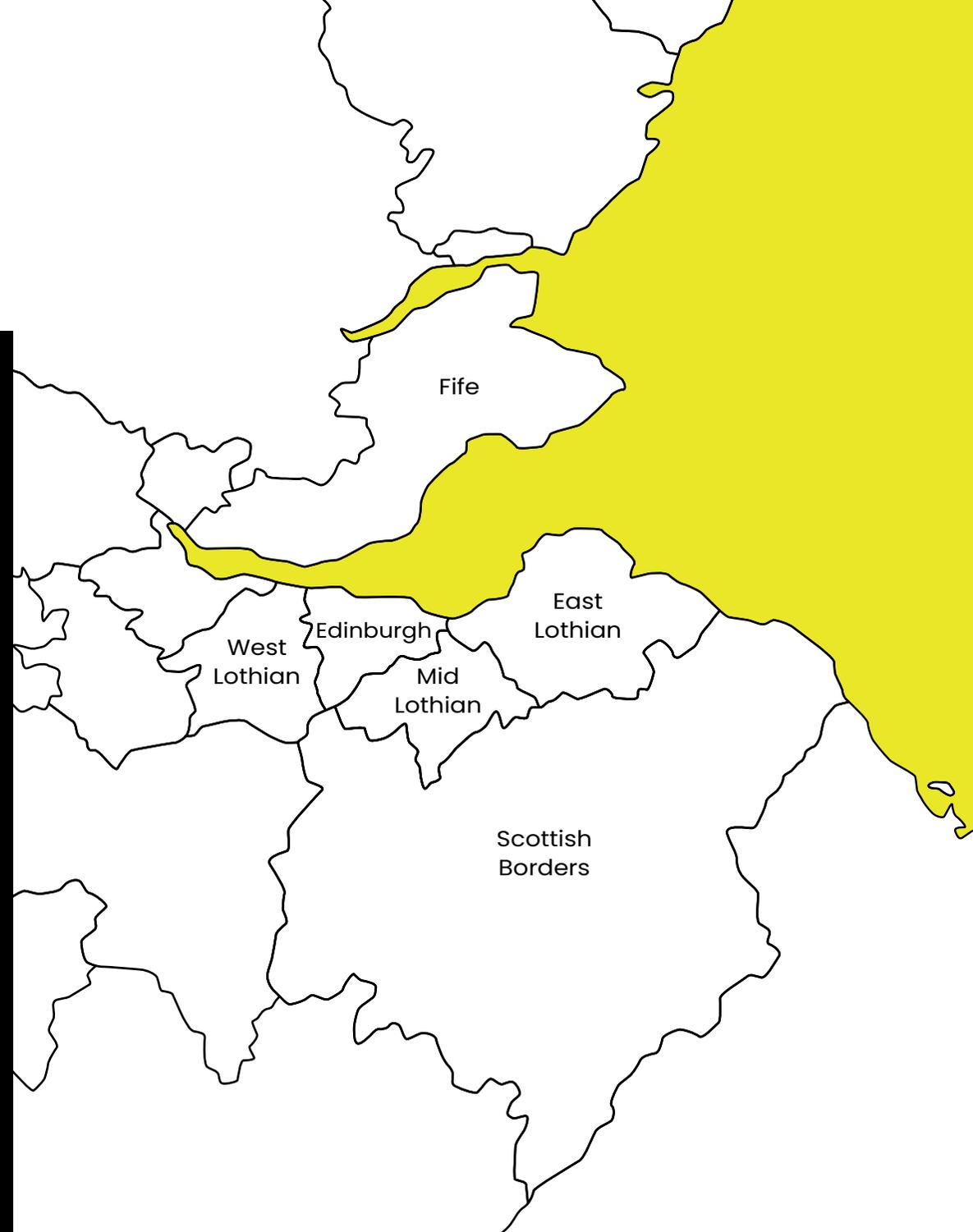




Annual Report

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Director's Introduction



Welcome to the Creative Informatics annual report, covering activities between June 2021 and June 2022.

Professor Melissa Terras, Director

Creative Informatics is now in its fourth year of operation and it is a delight to see the programme reaching maturity, with a great and committed team supporting a wide range of activities. The programme is now having real economic impact: in 2021, £847k of new funding was committed to projects across our Edinburgh and South-East Scotland creative industries cluster, bringing the programme total to £3.5m to date. In response to our ongoing investment, companies supported by Creative Informatics have also matured, with many evolving from early start ups to SMEs that have succeeded in attracting a total of £6.35m in follow on grants, investment and funding. We have also exceeded our target for new and safeguarded jobs with a further 88, bringing the total to 132 supported employment opportunities to date.

We supported the skills development of 227 people across six initiatives in 2021, and alumni from our skills development programmes have been successful in securing funding from Creative Informatics and other external funding calls to develop new creative products, services, businesses and experiences. Put simply, our model is working in supporting innovation with data in the creative industries across Edinburgh and South East Scotland.

We remain committed to supporting the diverse range of creative sub sectors within the creative industries in their innovative work with data, and to ensuring our programmes support a truly diverse set of participants. We published our 'Equality, Diversity and Inclusion Policy and Action Plan' in August 2021, consulting with our community at our two Partnership Forums (August and January) to develop and implement the policy. As with all our project documentation we were proud to publish this under open license for others to scrutinise, reuse, and adapt (you can find this, and other documents such as our ethics framework, on our [Zenodo account](#)).

After a busy online events programme in 2020, in 2021 the team focused its efforts on a smaller number of high-quality events, which reached over 1300 participants. CI Lab events (five in total) were shifted into experimental online and hybrid events, including CI Lab #19, which ran during the COP26 climate summit in November and featured the extraordinary premiere of Michael Begg's climate data work 'Light Water is Black Water'. The online Creative Informatics Innovation Showcase in June 2021 attracted over 235 participants from around the world and we were pleased to receive excellent feedback from attendees.

Director's Introduction

The range and depth of data collected across Creative Informatics continues to provide rich insights into the nature of creative research and development in the region, and particular needs and trends in the creative industries. The COP26 UN Climate Change Conference was an important focus for us throughout 2021, with Dr Inge Panneels leading on a diverse range of partnership work associated with this major event. This included work with Marine Alliance for Science and Technology for Scotland, Blue Action EU, and People Ocean Planet; Applied Arts Scotland, the British Council in Nepal, and Kathmandu University; and Creative Informatics Connected Innovators Sustainable Fashion Scotland.

This report illustrates the benefits that Creative Informatics has brought to the creative industries in Edinburgh and South-East Scotland, with case studies showcasing the range of innovation taking place across our various funding and development strands. The success of Creative Informatics is due to the strong project team and their excellent organisation and communication (especially over various lockdowns), and the response the community has had to our opportunities, evolving into a co-created innovative landscape that is moving at pace.

Our 2021/22 Annual Report demonstrates exceptional levels of achievement and activity within our creative cluster, and is one the team is rightly proud of, while looking forward to another two years of activities still ahead of us.

Prof Melissa Terras
Director, Creative Informatics

Creative Informatics in numbers

£3.5M

Funding committed to
Edinburgh and South East
Scotland's creative industries



326

participants received
funding through all
Creative Informatics strands



3902

engagements with
creative enterprises

109

Minimum
Viable Products



£6.35M

External investment raised
by Creative Informatics
participants

£3.2M

In-kind support for Creative
Informatics projects and
participants



30

Spin Outs,
Start Ups and
Pivots from
CI participants

Our Funding Programmes



Creative Informatics is nurturing local talent in Edinburgh and South East Scotland through five key funding and development programmes that support individuals and organisations working in the creative industries to do inspiring things with data.

Our programmes are designed to support the development of new products, businesses and experiences using data and data-driven technologies. Anyone working in or with the region's creative industries is eligible to apply.

Creative Bridge

Creative Bridge is a free course for creatives in Edinburgh and the surrounding areas, run by [CodeBase](#). Whether you have a business idea, or you'd just like to know more about start up thinking, Creative Bridge aims to demystify the tech world and its jargon, sharing the building blocks of digital product development over 10 weeks.



[Click to find out more](#)

Resident Entrepreneurs

Resident Entrepreneurs are open to individuals and small teams that would like to develop a new product or service using data or data-driven technology. Successful applicants receive £12,000 of funding, plus mentoring and support from the Creative Informatics team. Applications for Resident Entrepreneurs open twice a year in April and October.



[Click to find out more](#)

Challenge Projects

Challenge Projects offer an opportunity for creative and cultural organisations to bring forward challenges relating to their work that require innovative, data-driven solutions. Challenge Holders can come with unformed or semi-formed challenges that can be co-designed with the Creative Informatics team. Individuals or SMEs with the skills to answer a Challenge Project can apply for funding of up to £20k as a Challenge Respondent.



[Click to find out more](#)

Connected Innovators

Connected Innovators supports emerging leaders from within the creative industries who want to take time out to conduct research and development that will enable them to advance their own careers and/or business, as well as benefit the wider creative community. Successful applicants receive £10,000 of funding to develop a specific area of their creative practice or business using data or data-driven technology.



[Click to find out more](#)

Creative Horizon Projects

Creative Horizon Projects are aimed at interdisciplinary teams of academic and industry partners. Up to £25,000 of funding is available for projects that explore the potential of emerging technologies to create new technical and business opportunities for the creative industries in Edinburgh and South East Scotland.

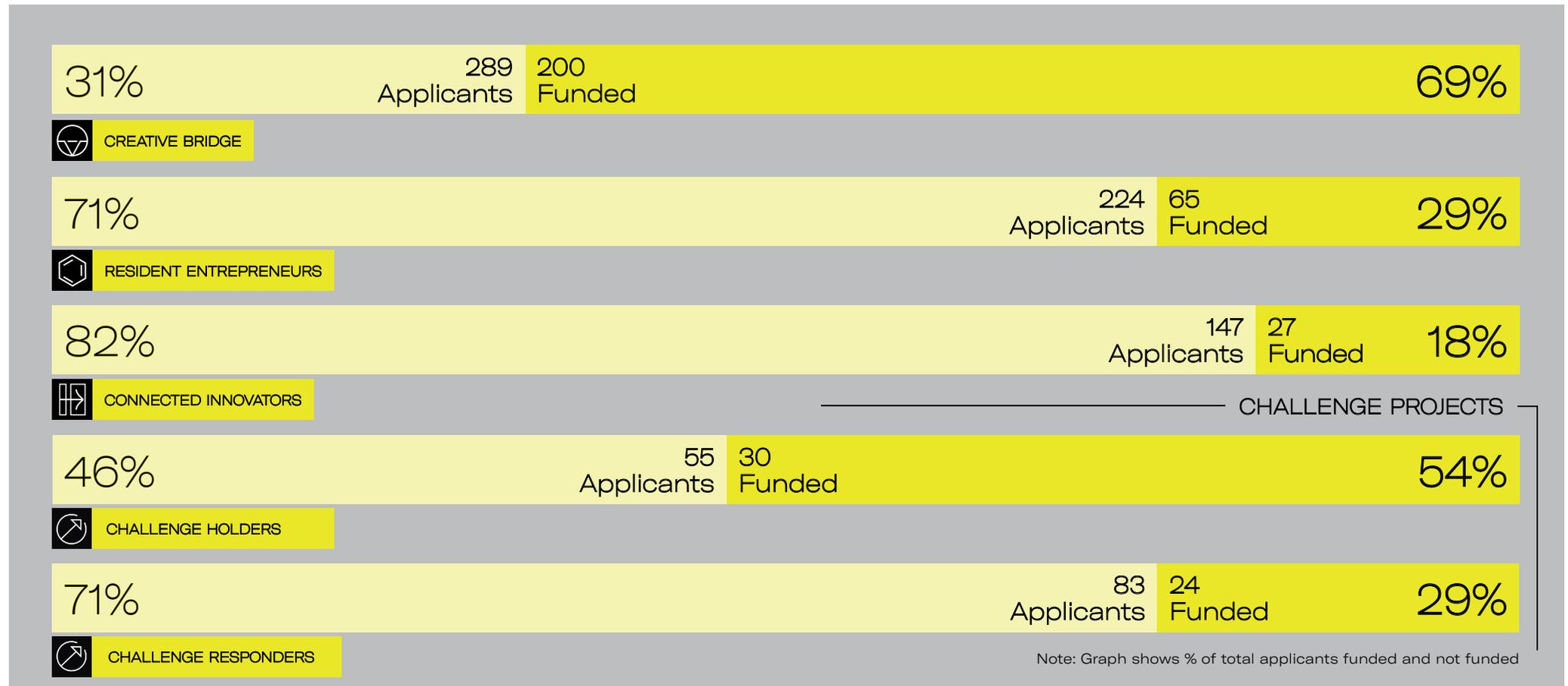


[Click to find out more](#)

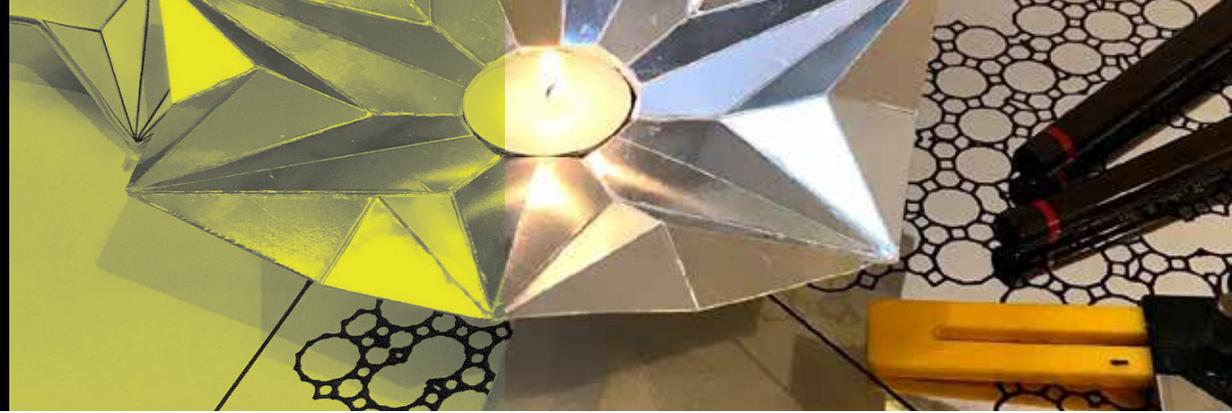
Who We Support

Our funding and development opportunities are open to anyone working in or with the creative industries in Edinburgh and South East Scotland. We work with individuals and organisations across all creative sectors and this is reflected

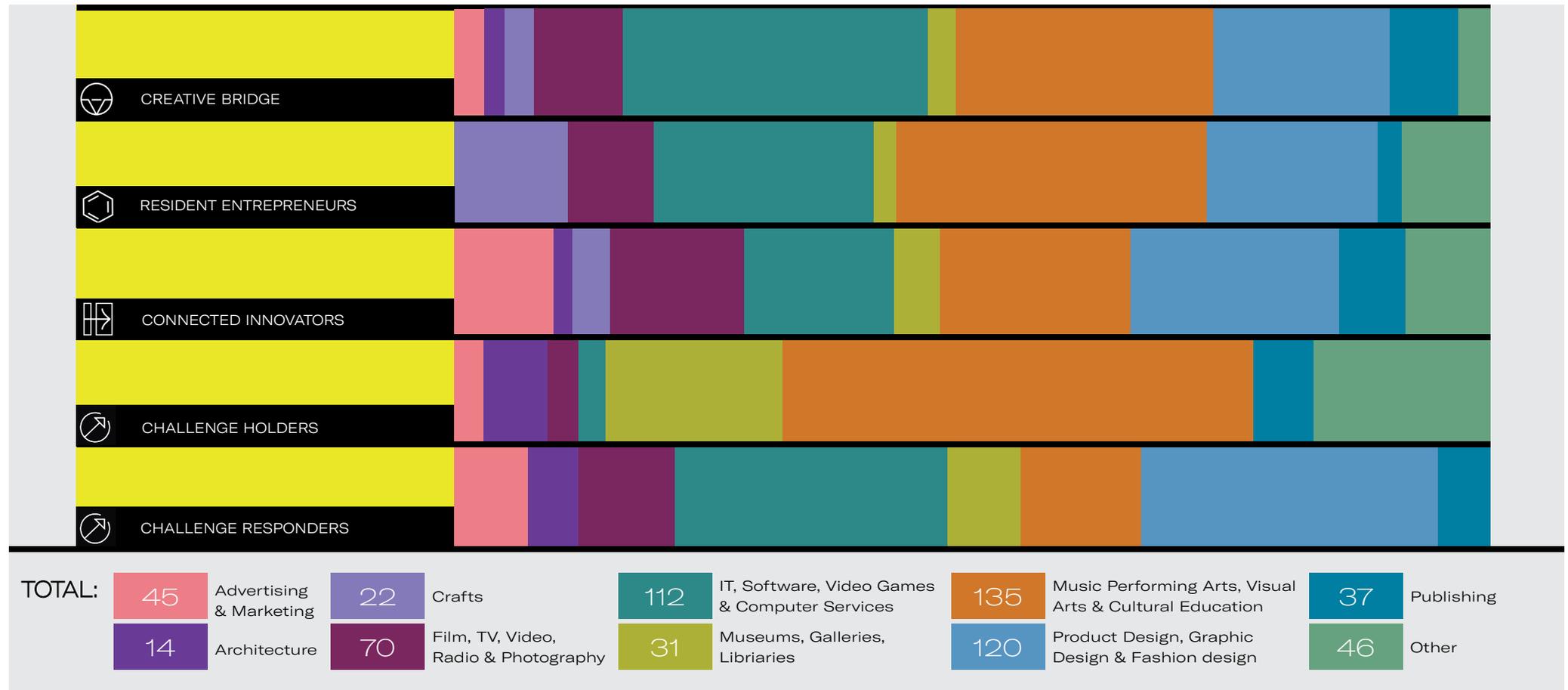
in the diverse range of applications we receive and projects we have supported to date.



Who We Support



Funded participants span the creative sectors with many identifying across more than one sector. Participants are particularly drawn from Design; Music, Performance and Visual Arts; and IT, software & computing services.



Equality, Diversity & Inclusion

We are committed to providing a welcoming and supportive programme and community for all interested in data-driven innovation in the creative industries in Edinburgh and South East Scotland. We want Creative Informatics to be a safe and approachable space for everyone, regardless of background or status.

In August 2021 we published our Equality, Diversity and Inclusion Policy and Action Plan 2021-2023, which is reviewed regularly and shared with the CI community for feedback at our bi-annual Partnership Forum events.

We continuously track and measure the diversity of the individuals we engage with through our funding and development programmes and particularly welcome applications to our programme strands that directly challenge the status quo – we are here to support innovation and (positive) disruption.



Equality, Diversity & Inclusion Strategic Objectives

1. Ensure the Creative Informatics programme is open to all and reaching the diversity of creative communities across Edinburgh and South East Scotland.
2. Ensure Creative Informatics represents or exceeds a representative proportion of participants from diverse backgrounds.
3. Make our commitment to Equality, Diversity & Inclusion visible and open to all, ensuring the full range of our communities feel welcomed and included.
4. Ensure monitoring is in place and that Creative Informatics is held accountable for our Equality, Diversity & Inclusion aspirations.

Equality, Diversity & Inclusion

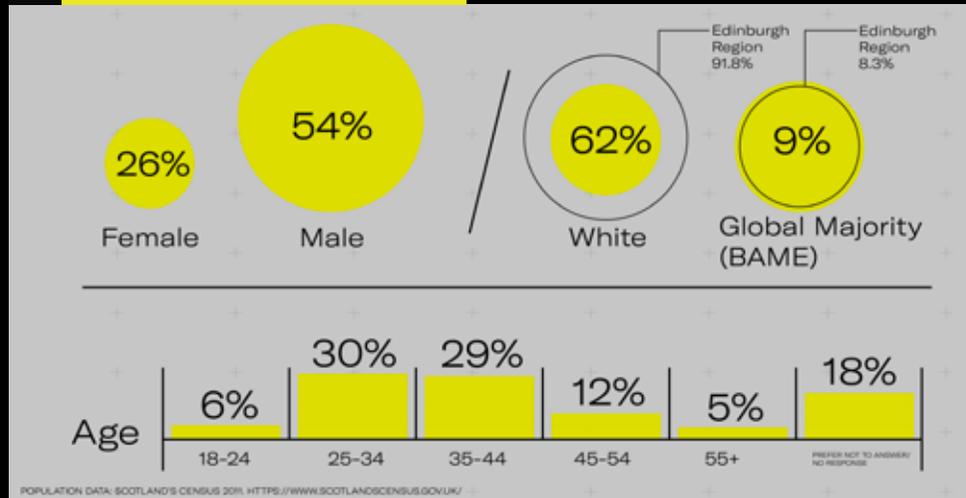
Click here to view:

[Equality, Diversity and Inclusion Policy and Action Plan 2021-2023](#)

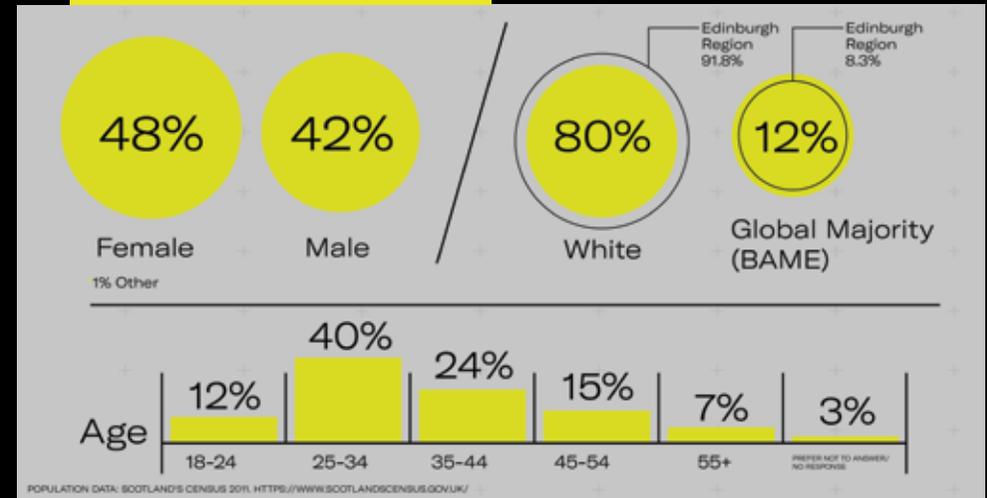
Note: all E, D&I data is provided through optional questions, for this reason, not all percentages shown will add up to 100%, with missing data reflecting those who have "preferred not to say".



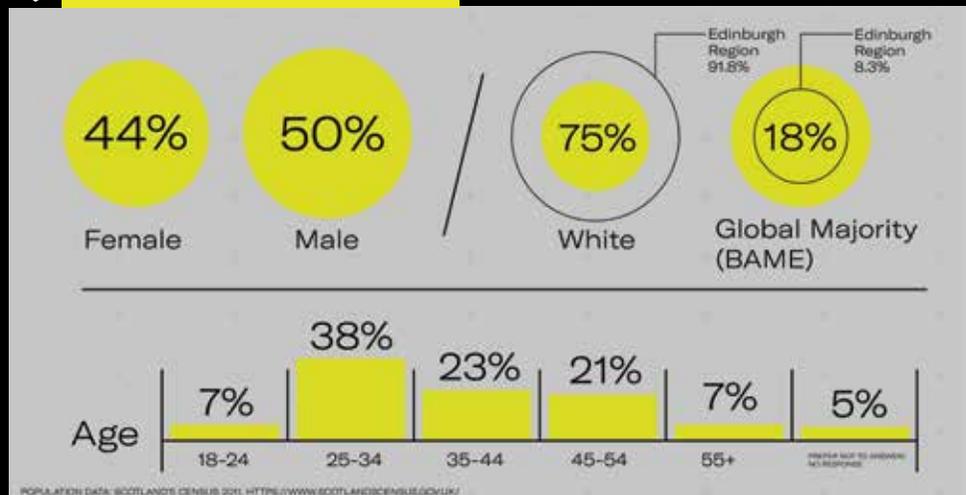
CHALLENGE RESPONDERS



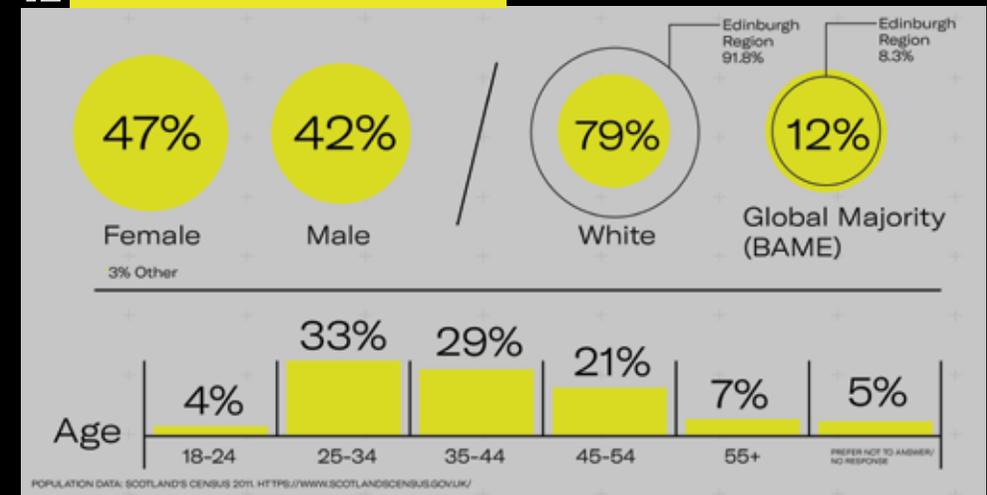
CREATIVE BRIDGE



RESIDENT ENTREPRENEURS



CONNECTED INNOVATORS



Workshops & Events



As social distancing measures have eased, we've been delighted to welcome in person audiences back to our workshops and events. However, we recognise that online and hybrid models for events are here to stay, and offer previously untapped opportunities for as many people as possible to engage with Creative Informatics in ways that are comfortable and convenient to them.

Workshops for individuals interested in applying for Creative Informatics funding opportunities continue to run as online events, as do our bi-annual Partnership Forums, which provide an opportunity for individuals working in the creative industries in Edinburgh and South East Scotland to share their thoughts on what we are doing well and where we could be doing better.

CI Labs

CI Labs feature talks, demonstrations and/or live performances from creative practitioners and academics who are working with data and data-driven technologies, as well as providing opportunities to network and hear about upcoming and current Creative Informatics funding calls.

In 2021, our CI Labs were broadcast live from venues in Edinburgh and South East Scotland to online audiences, including CI Lab 18: Crossing Creative Borders, which explored innovation in the Scottish Borders and beyond from the majestic surroundings

of Marchmont House, and CI Lab 19: Ocean ARTic Showcase, presenting new work commissioned through our Ocean ARTic partnership from environmental artist Eve Mosher and composer Michael Begg.

In 2022 we welcomed in person and online audiences to CI Lab 20: Care and Repair at Edinburgh's Fruitmarket Gallery, with special guest speaker Julia Watson, and presented three performance based project using data as the subject matter and driver for creative work at CI Lab 21: Bringing Data to Life.

You can watch our CI Labs again over on our [Vimeo Channel](#).

Workshops & Events



CI Studios

CI Studios provide opportunities for creative practitioners of all disciplines to explore new approaches to working and experiment with data and emerging technologies in a friendly, practical environment.

In 2021 we continued with our online CI Studios programme, with sessions exploring NoCode tools and creative coding, before returning to in person sessions at Edinburgh Napier University's [E11 Studio](#) in 2022, which included an introduction to coding with BBC Micro:bit computer and a chiptune studio with musician Elif Yalvac.

CI Innovation Showcase 2021

In June 2021 we held our second [CI Innovation Showcase](#) as an online event, taking place over two days and featuring nine of our Creative Informatics project holders, who shared and discussed their work, exploring our key research themes of engaging and accessing new audiences, unlocking hidden value in datasets, and creating new modalities of experience.

Our CI Innovation Showcase panels explored the future of ecosystems and emerging opportunities for innovation in Scotland's creative industries, and we were joined by Dr Anne-Marie Amifidon, co-founder of the award winning social enterprise Stemettes, who shared her thoughts on building a more diverse tech sector in the UK.

Elevate Your Event – A toolkit for digital events

Building on our experience of producing online and hybrid events since the start of the pandemic, we worked with our partners at Creative Edinburgh to develop [Elevate Your Event](#), a new toolkit, sharing our learning and providing what we hope is a helpful guide to planning and delivering online events.

Elevate Your Event is free to use and includes technical advice, top tips and questions you should ask yourself whether you are new to hosting events or a more seasoned pro, providing a structured journey through the event planning and delivery process.

Research

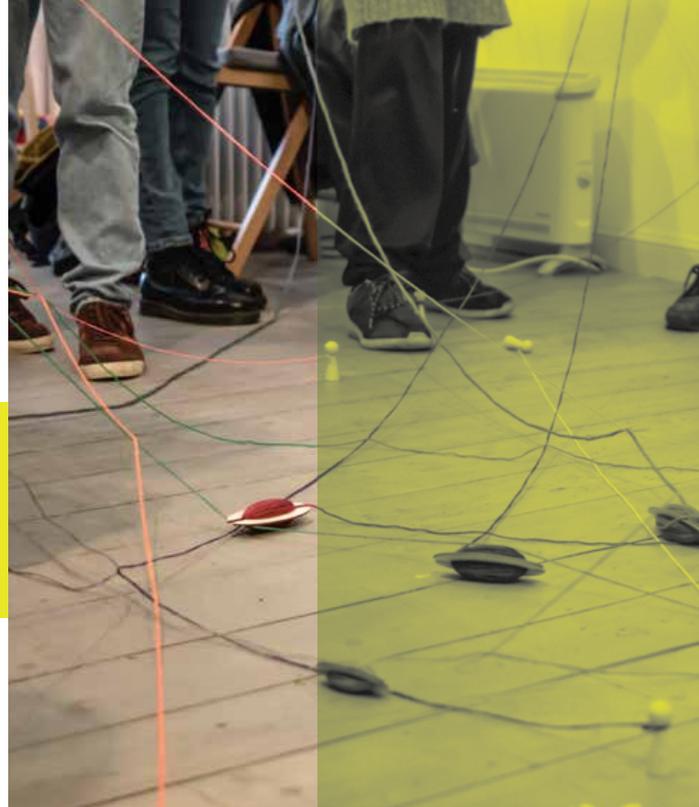
Our Creative Informatics research team continue to undertake a variety of research projects exploring challenges and innovation within the creative industries and monitoring the impact that Creative Informatics is having on the creative landscape in Edinburgh and SE Scotland.

Sharing insights from the Creative Informatics programme

Our research on [Cataloguing Creative Informatics funded projects](#), led by Dr. Susan Lechelt and Dr. Chris Elsdon, has produced insights into a number of ways our funded projects are addressing core creative industries challenges through the use of data and technology.

This research has explored the ways in which data and technology are serving as tools to enable new forms of engagement with artistic collections, create new markets for creative work, and provide assistance and support to creative practitioners. We have discovered just how diverse the forms of “data” embedded in data-driven creative work can be, and shared examples with our Creative Informatics community to inspire them to think about how they can utilise data more effectively in their own work.

The first [public facing report on our cataloguing work](#) was published in 2021. Work is ongoing to update the catalogue and include projects funded in the past year, with a journal article in progress to share findings from this research with an academic audience.



Supporting Edinburgh’s wider creative research community

innovation in the creative industries, our Creative Informatics research team have supported the wider research community at the University of Edinburgh and Edinburgh Napier University through our [CI Small Research Grants Programme](#). To date we have awarded 20 small research grants of £5,000 to researchers to carry out six month research projects with a creative industries focus.

CI Small Research Grant holders cover a wide range of activity and creative research areas with projects exploring sound-gesture relationships in British Sign Language music interpretation, Scottish-Gaelic chatbots for cultural exhibitions, audience engagement with sound archives, collaborative storytelling with Artificial Intelligence, and the dramatic potential of Augmented Reality sound in a mainstream television drama.

Research



Exploring young people on the autistic spectrum's experience of Edinburgh

Over the last year, Creative Informatics researchers Dr Caitlin McDonald and Dr Ingi Helgason have been working with have been working with the Edinburgh Festival Fringe Society, Branch Out Together (formerly known as Lothian Autistic Society) and inclusive play company Play Radical, on a project to encourage young people on the autistic spectrum to think about their experience of Edinburgh and games-based ways in which they would like to explore the city.

The aim of the project was to better understand the kind of experience young people would like to have, particularly during the Edinburgh Festival Fringe when the population more than doubles and noise and visual disturbances substantially increase. Findings from workshops with young people were captured in a zine that was published in April 2022.

Edinburgh Festival Fringe Society has proposed a number of ways to move forward with this work to produce inclusive digital experiences and is considering a substantially expanded consultation with neurodiverse audiences, including those across a wider range of ages, and those with more experience of the challenges of navigating the city during August.



WHAT'S THE STORY?

(AND IS STORY IMPORTANT?)

YES ... BUT NOT AS IMPORTANT AS STRONG, MEMORABLE CHARACTER AND FUN GAMEPLAY ACTION

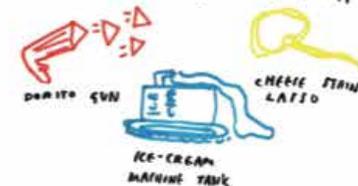
"CRASH = BAD"

SOME STORYLINE IDEAS:

"EXPLOSIVE COCONUTS DROP FROM A PLANE"



"YOU MUST SEIZE POWER BY CONTROLLING THE FAST FOOD INDUSTRY"



Creative Informatics & the Climate Crisis

The climate crisis was a focus for many of our project holders and researchers in 2021, in the run up to the UN Climate Change Conference UK 2021, which took place in Glasgow in November. Here are some of examples of the individuals and organisations we have supported that are working to raise awareness of the ongoing impact of the climate crisis on our planet.



Raising awareness of the climate crisis through Ocean ARTic

[Ocean ARTic](#) was launched in spring 2021, with the aim of bringing creative practitioners and marine climate scientists together to explore the consequences of climate change for marine ecosystems and communities in the Arctic and Scotland, ahead of the COP26 UN Climate Change Conference. Ocean ARTic was delivered by Creative Informatics in partnership with the Marine Alliance for Science and Technology for Scotland and Blue Action.

Composer [Michael Begg](#) collaborated with researchers from the Alfred Wegener Institute for Polar and Marine Research in Germany, the University of Edinburgh and the Scottish Association for Marine Science

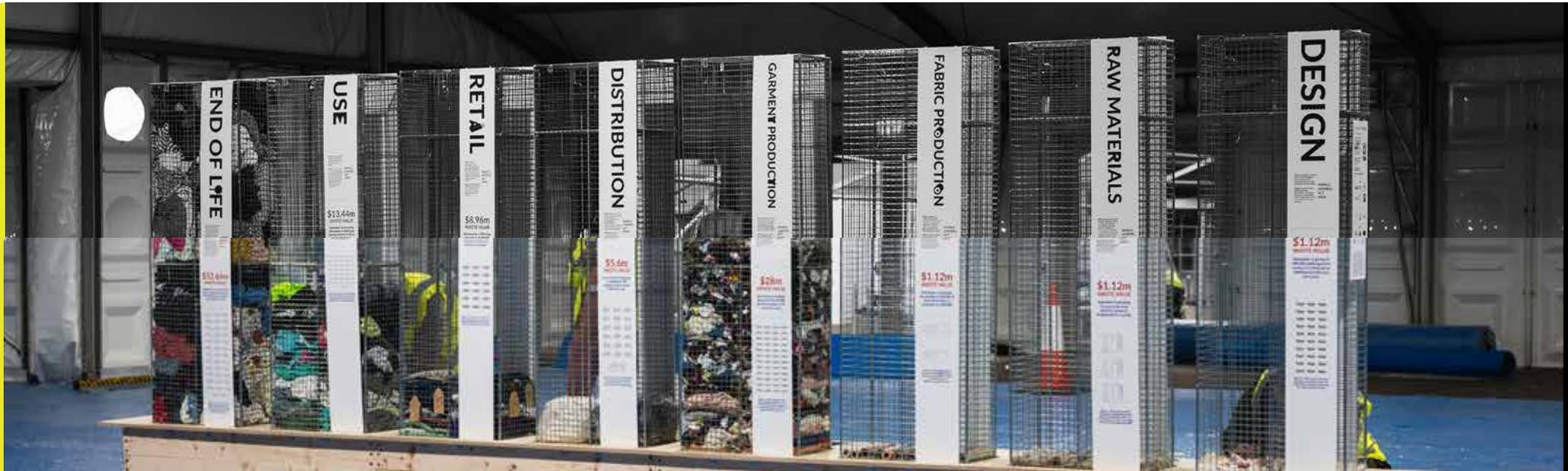
to develop 'Light Water is Black Water', a new musical work from data models describing the impact on atmospheric and ocean conditions as a consequence of diminished Arctic Sea ice.

Environmental artist [Eve Mosher](#) worked with Creative Informatics Resident Entrepreneurs InChat to develop 'Ossian,' a chatbot that allows people to interact with climate change stories of marine researchers and change-based communities, conveying a sense of the opportunities and capacity that we

have individually and collectively to take meaningful action for ocean and planetary health.

Michael and Eve shared their work for the first time at [CI Lab 19: Ocean ARTic Showcase](#), which took place at Inspace at the University of Edinburgh during the COP26 Conference. 'Light Water is Black Water' was performed for an in person audience at The Queen's Hall in Edinburgh in June 2022.

Creative Informatics & the Climate Crisis



Sustainable Fashion Scotland – Generation of Waste

[Sustainable Fashion Scotland](#) (SFS) was awarded Connected Innovator funding to map Scotland's fashion industry and bring the fashion community together to explore more sustainable approaches to fashion production and distribution.

During the project, SFS was selected by the UK Cabinet Office to exhibit in the official delegate blue zone at the COP26 conference. They worked with partners Zero Waste Design Online Collective and Beira to develop [Generation of Waste](#), a physical 'bar chart' designed to draw delegates attention to the estimated 144 million tonnes of textile waste generated globally every year through the production and consumption of clothing. The exhibit included videos from global voices,

exploring the interconnected complexities of fashion woven throughout and beyond the eight areas of the textile value chain, from 'design' to 'end of life'.

Alongside the physical installation, an interactive digital representation of the exhibit was launched to allow audiences from all over the world to engage with and learn more about the shocking environmental impact of textile waste.



Challenge Projects

24

Challenge Respondents selected to date

30

Challenge Projects selected to date



Challenge Projects offer an opportunity for creative and cultural organisations to bring forward challenges relating to their work that require innovative, data-driven solutions.

Challenge Holders can come with unformed or semi-formed challenges that can be co-designed with the Creative Informatics team.

Up to £20,000 is available to support Challenge Respondents (individuals or SMEs) that suggest research and development proposals to answer a Challenge Project.

Applications for our final round of Challenge Holders closed in February 2022. Challenge Projects from Edinburgh Printmakers, Fairy Pley, Outer Spaces, Arts Resource Management Scotland, Pollyanna, and the John Byrne Award were selected to take forward and will commence in August 2022, following selection of our final six challenge respondents.

“Pianola Nova was a valuable and challenging research and development project for Tinderbox, as both an experimental art installation and a chance to look at finding creative ways of connecting people remotely. It was also a great opportunity to explore the technical possibilities and creative technology involved.”

Luci Holland, Tinderbox Collective

Peering into Scotland’s past with SENSEcity

[SENSEcity](#) is an experience design studio based in Glasgow, specialising in the development of Augmented Reality (AR) experiences for the cultural heritage and tourism sectors. In 2020 SENSEcity were selected to respond to Historic Environment Scotland’s [Creative Informatics Challenge Project](#). They developed and tested a proof of concept of a viewing scope with integrated AR software that enabled visitors at Urquhart Castle to look back and experience everyday scenes at the Medieval Castleton that occupied the site in the 15th century.

Through further support from UKRI’s Audiences of the Future Challenge and as Creative Informatics Resident Entrepreneurs, they have developed and tested a new prototype of [Historiscope at Stirling Castle](#), restoring the castle to its former glory and recreating scenes featuring one of its most famous residents, Mary Queen of Scots.

Creating a unique musical dialogue with Pianodrome & Tinderbox

[Pianola Nova](#) is an interactive sculpture that links two acoustic pianos in different locations. When played, notes on one piano are recreated on the other in almost real time, enabling people in different geographic locations to play live duets remotely.

Pianola Nova was developed by Tinderbox Collective, in response to a Creative Informatics Challenge Project set by Edinburgh-based sculptors [Pianodrome](#), who create new experiences and venues from abandoned pianos. The sculpture premiered at Leeds International Piano Competition in September 2021, connecting pianos in Leeds and Edinburgh. The Tinderbox team are still developing the hardware and software involved in the Pianola Nova and are currently exploring other potential projects where this tech could be deployed.



Resident Entrepreneurs

“The Resident Entrepreneur programme provided us with a much needed platform to deep dive into an entrepreneurial journey with our start-up, helping us reach out to potential customers and talk about our solution offerings with confidence.”

Yiqiang Zhao, Co-Founder, Looper

Resident Entrepreneurs receive up to £12,000 of funding, plus mentoring and support to develop a new creative product or service using data or data-driven technologies.

To date we have funded 65 Resident Entrepreneurs, supporting designers, artists, makers, community organisations, creative technologists and publishers to develop innovative data-driven products and services.

Applications for our final round of Resident Entrepreneurs will open in summer 2022.

Improving accessibility in the film industry with Screen Language

Screen Language Ltd was founded by translator, subtitler and accessibility expert Elena Zini. It offers accessibility and linguistic services for the film industry such as multilingual subtitling, subtitling for D/deaf and hard of hearing, audio description, live captioning, translation, transcription and BSL interpreting.

Through their Resident Entrepreneur project, Screen Language researched multiple ways of improving access to cinema for visually and hearing impaired audiences. Their RE funding enabled the Screen Language team to focus on research aiming to address challenges in the field of disabled access to cinema. With further support from Creative Informatics as Connected Innovators, Screen Language is currently developing their My Sound Cinema project, an online Audio Description-only cinema for blind and visually impaired audiences.

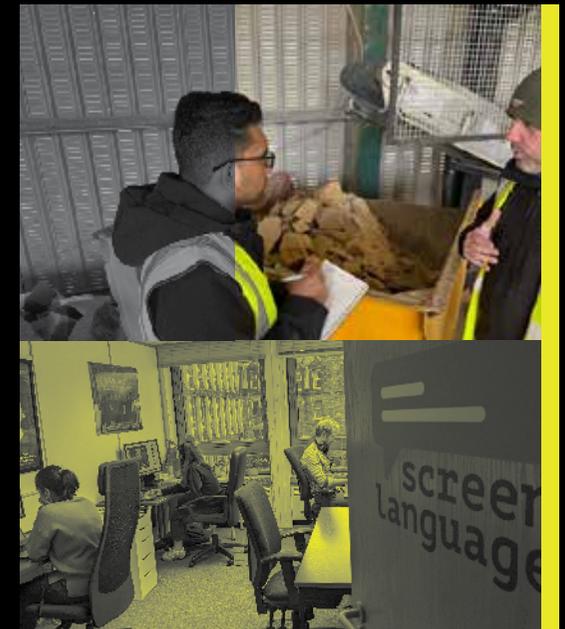
Helping the construction industry to achieve ‘net zero’

Looper is an AI-powered Life Cycle Assessment (LCA) software, developed to accelerate architectural design towards net-zero. Co-founded by Yiqiang Zhao and Dr Shashwat Ganguly, Looper’s next-generation LCA engine provides a digital data infrastructure to help engineers find the most cost-effective solutions across a projects whole life cycle.

Through their Resident Entrepreneur project, the Looper team developed a state of the art web-based design app and ran pilot studies with architecture firms to test their product. They conducted customer and market research, and honed their low carbon design tool to help architects, consultants and contractors achieve their ‘net-zero’ targets.

In 2021 Looper were selected for the UK High Speed Rail (HS2) business accelerator programme, gaining significant traction and new routes to market while working with the HS2 carbon team and construction contractors. In 2022, they won a contract

from the Scottish Government to help hundreds of SMEs quantify the climate impact of their products and services, scaling up to different industries, and moving towards their goal of fostering a resilient society towards net-zero and circular economy.





Connected Innovators

Connected Innovators receive up to £10,000 of funding and support to develop a specific area of their creative practice or business using data or data-driven technology.

Connected Innovators is delivered by [Creative Edinburgh](#), which plays a crucial role in the Creative Informatics partnership, ensuring that our funding and development opportunities reaches its creative network of more than 5,000 members, and providing creative industries mentors for our Resident Entrepreneurs and Connected Innovators.

Our final round of Connected Innovators were selected in May 2022, bringing the total number of projects funded to 27.



Painting Music with Kate Steenhauer

[Kate Steenhauer](#) is a visual artist and filmmaker whose practice focuses on dynamic and interactive artforms. Through her Connected Innovator project Kate developed Painting Music, a collaboration with AI engineers Dr Andrew Starkey and Jack Caven that uses artificial intelligence (AI) to generate music from live-painting drawings in real time as part of unique live performances.

During her project Kate worked with Edinburgh-based interactive technologies specialists Ray Interactive to create a portable and autonomous system that enables live broadcasting of Painting Music performances through both physical and digital platforms.

“Connected Innovators enhanced my development in a comprehensive set of creative and technical skills. The programme encouraged advancements in all areas such as, visual art, videography, public speaking, academic publication, as well as technical/digital skills capabilities.”

Kate Steenhauer

Facilitating immersive collaboration for makers

The [DISTANCE Project](#) (Digital Immersive Technologies and Craft Engagement) is a multi-stage project that offers makers opportunities to collaborate and share experiences and objects in new ways through immersive digital technologies. Applied Arts Scotland used its Connected Innovator funding to support phase 1 of the DISTANCE project, which enabled six makers from Edinburgh and SE Scotland to experiment with immersive technologies individually and collaboratively over two months.

Learning from phase 1 informed a second, Scotland wide phase of the DISTANCE Project, funded by The National Lottery through Creative Scotland, where nine makers took part in a series of guided workshops that enabled them to explore their practice in an immersive environment using Oculus Quest2 headsets.

The DISTANCE Project presents new possibilities for environmentally friendly collaboration, at a distance, without the need for physical travel.

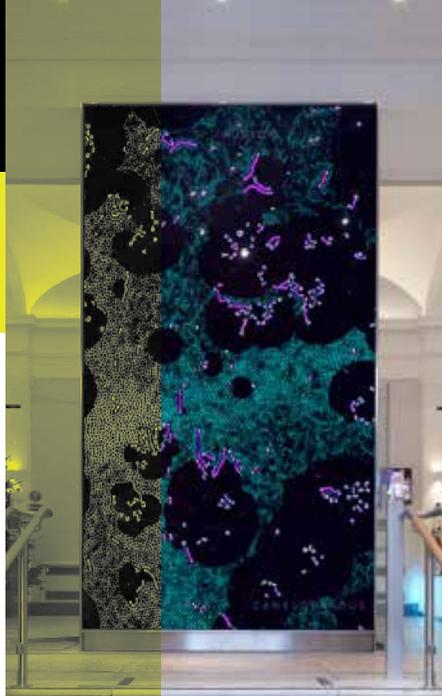


Creative Bridge

200 Participants in Creative Bridge to date

88 Minimum Viable Products developed by Creative Bridge alumni

CODEBASE



Creative Bridge is a free, 10-week course for creatives with early stage ideas who want to learn about startup thinking, innovation and digital product development, delivered by [CodeBase](#).

Creative Bridge is primarily designed for creatives with early stage ideas, or no ideas, with core sessions on Markets, Understanding Customers and Pitching.

The course also hosts creative entrepreneurs from around the world, who share stories about how they made something amazing happen, and how they've failed.

Ray Interactive

[Ray Interactive](#) is a creative tech studio based in Leith, specialising in hybrid (digital and physical) interactive projects. As well as bringing their own ideas to fruition, they support artists, creative agencies and cultural organisations to realise their ambitious concepts.

Ray Interactive co-founder Brendan McCarthy participated in the pilot of Creative Bridge in 2019. Building on the skills and learning from Creative Bridge, Ray Interactive has continued to develop as a business and successfully applied for further funding through Creative Informatics to respond to Challenge Projects set by New Media Scotland and St Giles' Cathedral, and Resident Entrepreneur funding to develop a new hardware/software solution which connects spectators' mobile devices with on-site audio-visual kit at live events.



The Flock

[The Flock](#) is an ethically driven women's magazine site, launched in June 2020 amid the UK's first Covid-19 lockdown. Covering everything from progressive politics to parenting, sustainable fashion and ethical beauty to careers, culture, and the arts, it aims to address the issues affecting adult women in Britain today.

The Flock's founder Jennifer Crichton participated in Cohort 5 of Creative Bridge to find out more about building a digital business. After completing the course Jennifer was successful in applying for funding as a Creative Informatics Resident Entrepreneur. Jennifer's RE project explored the potential of non-advertising models for media that better meet the needs of both readers and writers. In 2021 Jennifer was shortlisted for the Female Founder Award and received a 'Fairy Godmother Award' at the Holly & Co Independent Awards.



Creative Horizon Projects

Creative Horizon Projects bring academics and industry partners together to explore the potential of emerging technologies to create new technical and business opportunities for the creative industries in Edinburgh and South East Scotland.

The Creative Informatics research team lead on the development of Creative Horizon Projects, setting the theme for projects and creating spaces for industry and academia to work together.



Creative Cred: An alternative currency for the creative industries

Creative Cred is a Creative Horizon Project run by Ostrero, Dr Juli Huang at Edinburgh University and Dr Tom Flint at Edinburgh Napier University, exploring the idea of an alternative currency for the creative industries that incentivises a move towards the Circular Economy.

The idea is that for every circular action taken by a creative practitioner or organisation, Creative Cred is earned. This credit can then be exchanged with others in the creative industries for materials, skills, spaces, products or knowledge, shortening supply chains, saving cash, diverting waste from landfill and creating new networks. Creative Cred was launched in May 2022 with an exhibition and CI Studio at Inspace (University of Edinburgh).

There be Dragons: Navigating the uncharted data territories of creative practice.

For our [fourth Creative Horizon Project](#), we invited applicants to respond to an open call for an exhibition of informative, provocative and engaging works on issues of data and creative practice. The purpose of the exhibition is to encourage a critical interrogation of data; its form, function, collection and use for the creative industries.

Five projects were selected to take forward from visual artist Elke Finkenauer, Applied Arts Scotland, games designer and story teller Mel Frances, More Fun With Games, and artist and musician Theodore Koterwas.

Throughout the summer, funding recipients will engage in a collaborative process with one another and with academic researchers associated with the Creative Informatics community to critically interrogate questions about data and the creative industries to shape their exhibition pieces. The outcomes of their work will be featured in an exhibition in September 2022.

Future Plans

Creative Informatics was originally funded until Spring 2023, although we are delighted to share that we will now be here and supporting innovative creative work with data until March 2024.

We are currently running our last funding calls, with Resident Entrepreneurs Round 8 opening in late summer 2022, and Creative Bridge Cohort 9 running in autumn 2022 (applications are open now, closing 22nd August). So what happens next?

Over the next 18 months we will continue to support the wide range of projects that we currently have underway and continue research activities around the programme. We will be celebrating the successes and sharing the work of brilliant funded projects and people, and supporting them to take their new products, services, experiences and skills forward. Over the coming year you will see our website shift more towards highlighting these stories through case studies, highlighting the work and development of people and companies we've been working with, and publishing resources that share our learning. We will continue to run events that bring the community around Creative Informatics together, and do all the behind-the-scenes work to connect people, projects, and funding opportunities.

The Creative Informatics team is also looking forward to reflecting on what we have learned since the programme began in 2018, sharing our experience on the kind of support, funding and resources the creative sector in the region needs to thrive in the future. We have been running a number of surveys with both funded and unfunded members of our community, and will also be conducting a number of interviews over the coming months

(as well as our usual Partnership Forums), to better understand the impact of our work to date. We are particularly keen to understand where there are still issues and skills gaps to be addressed, and to identify areas where we should be encouraging policy makers and funders to focus future support for the sector.

We are, of course, also making our own plans for what comes next. We are actively engaged in a number of activities that are enabling us to share the strongest models and elements of Creative Informatics with wider audiences, including international creative communities. As we approach spring 2024, we anticipate a number of our activities to move into the Edinburgh Futures Institute, as part of Creative Tech Scotland – a broader community of creative innovators across the country, which we launched with the inaugural Creative Tech

Scotland Gathering in March 2022 (funded under the Scottish Government Ecosystem Fund in connection with the Scottish Technology Ecosystem Review).

As we develop our plans for the future, we would strongly value your comments, experiences and feedback on Creative Informatics, and any ideas you may have for potential future activities or support for the sector around data and data-driven innovation.



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Creative Informatics Funders & Partners

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Creative Informatics Annual Report 2022

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