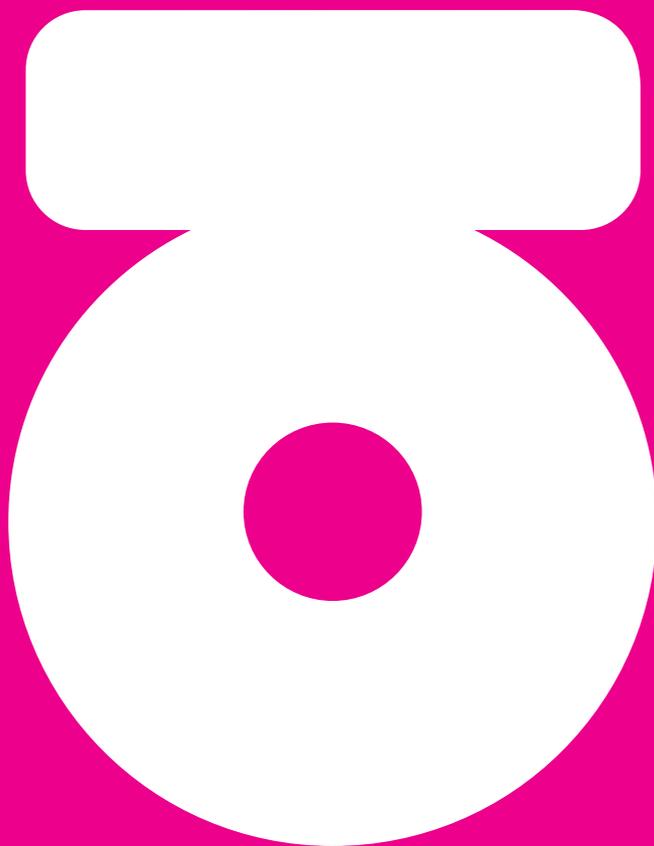


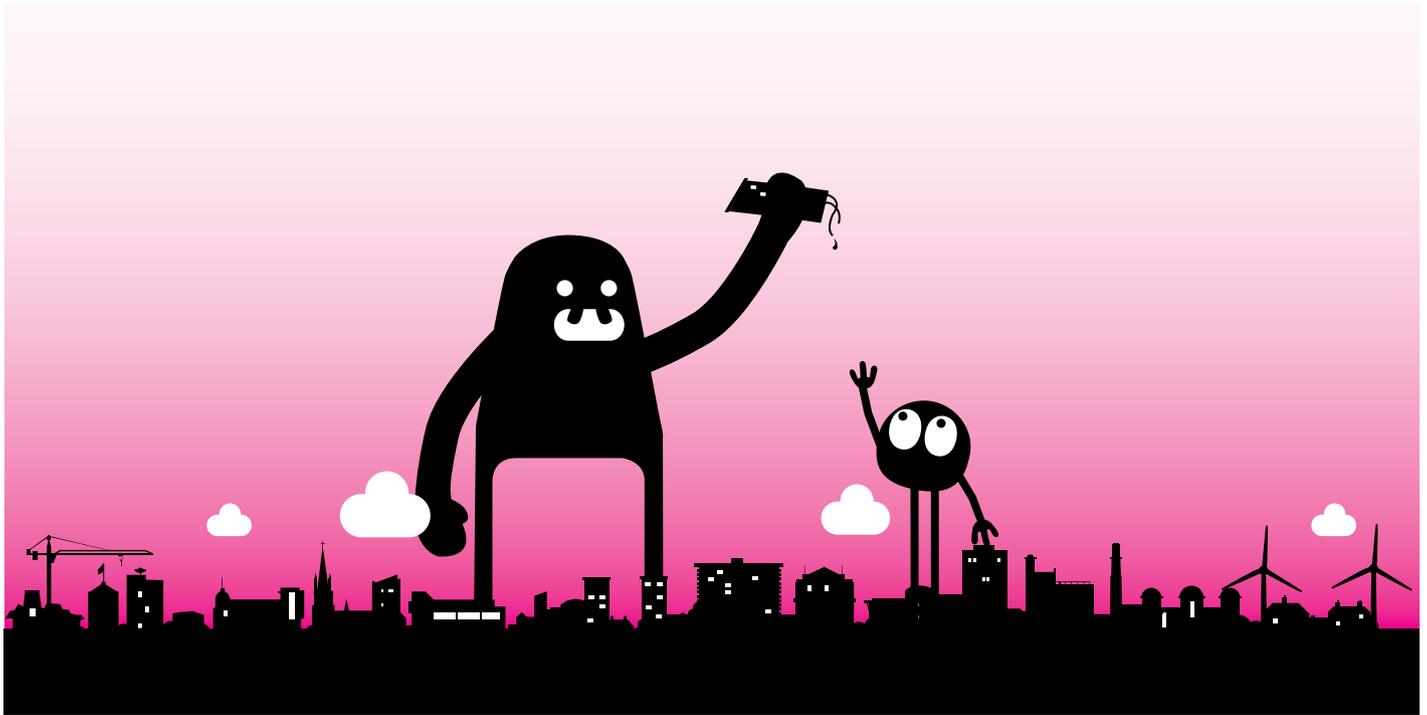


INTERNATIONAL DIGITAL ARTS FESTIVAL

8TH - 14TH NOVEMBER

WWW.NORTHEASTOFNORTH.COM | [@WEARENEON](https://twitter.com/WEARENEON)





NEoN Digital Arts Festival

NEoN 10 is a seven-day international digital arts festival featuring moving image, performance, music and technology driven arts.

The main theme this year is Character. Related concepts include going beyond the agent in a work of art, looking at the fictional aspects of character, observing the character as a symbol, or within sound or written language. Through this focused dimension NEoN intends to explore the notion of collaboration between visual art, information communication, media production and gaming that will expand digital development and knowledge.

We are pleased to be delivering a packed festival programme of talks, workshops, exhibitions, commissions, screenings, performance and more at many of Dundee's cultural, business and public spaces. All events are free unless otherwise stated.

NEoN is proud to be working with Japanese

artist Akinori Oishi, graphics duo TADO and artists from the eponymous Berlin-based project Pictoplasma. Cross sector speakers such as Simon Meeke from Tern TV, Ian Anderson from Designers Republic and artist/entrepreneur Lars Denicke will stimulate debates around development, design and digital character play.

NEoN will exchange knowledge in key areas such as new business models, digital developments and latest production techniques. It will expand on the notion that art, digital media and games communities can come together to explore new collaborations and open up new levels of opportunities. NEoN will showcase new technology, new software and new art forms that will inevitably have a developmental and cultural impact on the sectors context and will encourage growth in many areas.

Contents

4. NEoN Conference
5. International App Jam
6. NEoN Conference Speakers
8. Akinori Oishi
10. Pictoplasma
12. Tado
13. NEoN Salon
14. NEoN at DCA
15. NEoN Literary/NEoN Cinema
16. NEoN Fun Day/Digital Park/
Party in a Car Park
18. Map
19. NEoN Recommends/Booking Info

NEoN Conference

Pay

NEoN Conference is a two day event featuring a cross sector of inspirational speakers from the world of gaming, digital media and technology driven arts. The format for both days will be a morning of speaker presentations with networking opportunities along with afternoon sessions with some of today's most exciting professionals. This year the University of Abertay Dundee will host the conference at the Centre of Excellence.

Speakers include

Ken Perlin

Visual Effects genius

Ian Anderson

Founder of the Designer's Republic

Louise Ridgeway

Rare

Chris van der Kuyl

Brightsolid

Tim Pritlove

Chaos Computer Club

Kathryn Lambert

Creative Director at Folly

Ian Livingstone

EIDOS

Akinori Oishi

Multi media artist

Peter Thaler and Lars Denicke

Pictoplasma

Tagtool

Drawing and Animation for Live Performance

Simon Meek

Tern TV

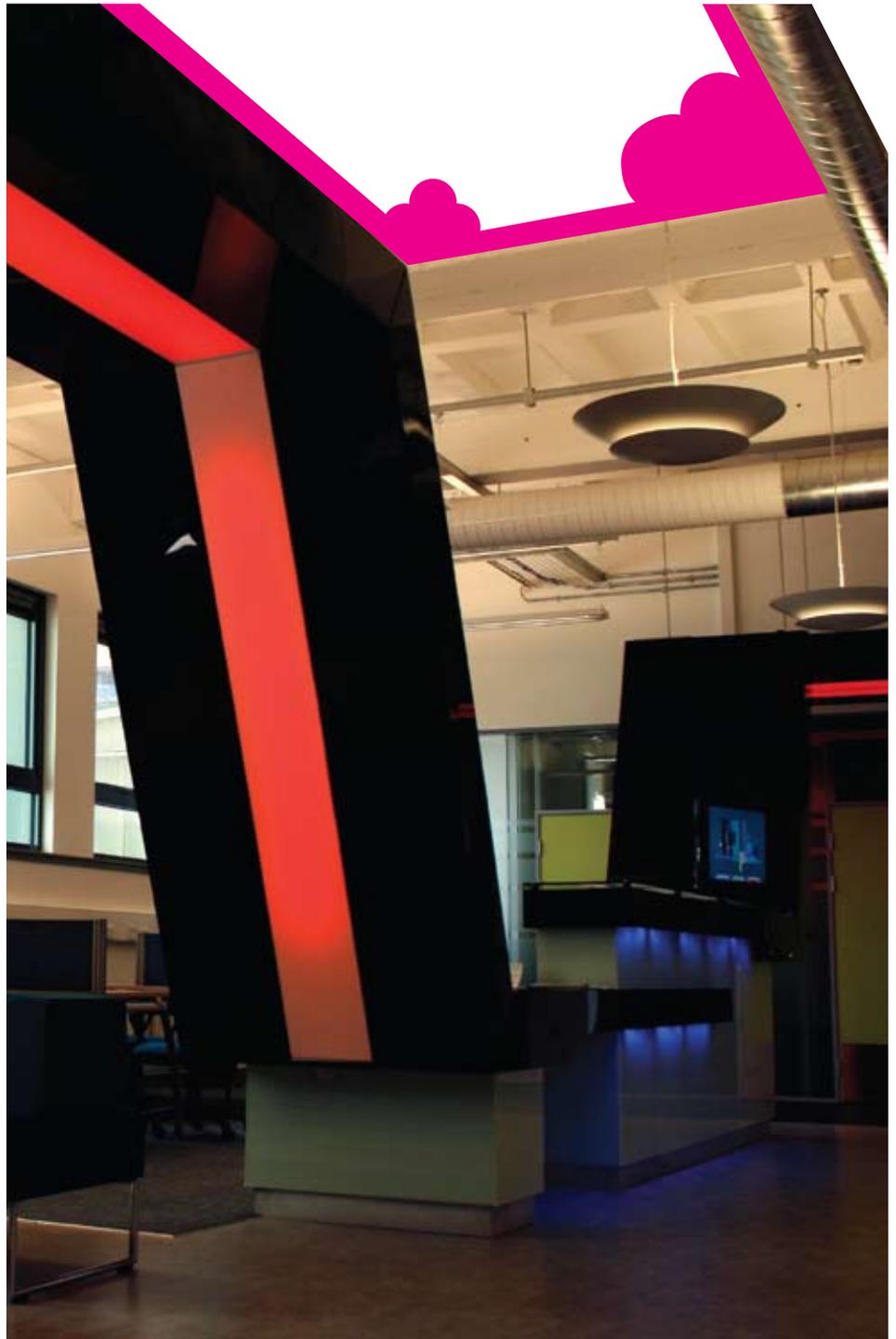
Venue: Centre of Excellence, University of Abertay Dundee

Date: 11th-12th November 2010

£125 + VAT

£30 + VAT Special student rate (limited number available)

To purchase your ticket see our tickets page on the main website: www.northeastofnorth.com



International App Development Conference & AppJam

Pay

This key conference, organised by Dundee College and part-funded by the Interreg 'Creative City Challenge' project www.creative-city-challenge.net, will bring together the very best in professional app development from around the North Sea Region. Platform providers, developers and other industry professionals will provide practical, hands-on knowledge transfer together with a real insight into the future of apps development. Places are limited to 100. Running alongside the main conference, the AppJam challenges small teams to create an original app in just 48 hours. It is free to enter and is open to everyone, from students and novices, through to experienced developers.

Visit www.appjam.eu for more information, conference tickets and application forms for the AppJam.

Venue: Discovery Point, Dundee

Date: 8th-10th November 2010

£125 + VAT

£30 + VAT Special student rate (limited number available)

Special Combo Deal

We are offering an amazing access all areas pass to those who wish to attend both the International App Development Conference and the NEEON Conference. This pass also gives you free VIP access to a NEEON cinema screening at the city's world-class contemporary arts centre. Dundee Contemporary Arts (DCA) will be hosting the screening of *The People vs. George Lucas* – the world's first digitally democratic documentary. See page 15 for more information. Booking is required please see page 19 for booking information.

£175 + VAT

£50 + VAT Special student rate (limited number available)

Tickets can be purchased from the conference website www.appjam.eu

The Conference Sessions

Keynote sessions

Paul Trowe

Founder and CEO of Replay Games (USA)

Session - Leveraging IP Across Platforms

Forum.Nokia Development Team

UK Based Forum.Nokia Development Team

including Mark Ollila & Tina Yang

Session – Developing with Nokia Qt SDK, the future of Nokia Apps

Other session speakers

Thomas Joos

Founder of Gladiator Media (Belgium)

Session - User Interface for the Small Screen

Jeroen Retrae & Lyan van Furth

Founders of moblio.nl (Netherlands)

Session - Vuvuzela 2010 & Freemium Model

Karsten Wysk

Founder of Miobilebits.de (Germany)

Session - Cutting out the Publisher

John Chasey

CEO of Metismo & Chairman of FinBlade (UK)

Session - Tools & Practicalities of Getting to Market

Mark Ettle

CEO & Founder of Cobra Mobile (UK)

Session - What Makes a Great App

Mike Wharton

Lead Programmer at Waracle

Session - Programming Project Management

Loretta Maxfield

IP Specialist for Thortons Law

Session - Creating & Protecting Original IP

Jon Jordan

Editor of PocketGamer.biz

Session – Industry panel answering the questions from the day!



NEoN Conference Speakers

Ian Livingstone EIDOS



In 1975 Ian Livingstone founded Games Workshop with Steve Jackson, introducing Dungeons & Dragons to Europe and launching the Games Workshop retail chain. In 1977 he launched White Dwarf, the UK's first interactive games magazine, and was its editor for 5 years. In 1982, again with Steve Jackson, he devised *Fighting Fantasy*, a series of interactive game books that sold over 15 million copies in 23 languages. Now at Eidos, Livingstone has been instrumental in securing many of the company's major franchises, including *Tomb Raider* and *Hitman*.

Peter Thaler & Lars Denicke Pictoplasma



Pictoplasma, the Berlin-based initiative of Peter Thaler and Lars Denicke has been a major force in promoting character design. Their dedication to characters goes far beyond purely commercial contexts. The drive behind Pictoplasma's ambitious

program of publications, animation festivals and events is rooted in the conviction that characters are "a true core stimulus of today's visual world" and are in fact a universal language that transcends cultural boundaries.

Kathryn Lambert Creative Director, folly

Lancaster-based folly is a leading digital arts organisation that works across England's North West, presenting an active artistic programme to provide creative interaction and collaboration between artists and the wider public using technology. It commissions, exhibits, promotes and supports creative work and innovation with a strong emphasis on the use of online media, networked systems and integrated technologies. Kathryn Lambert provides artistic leadership for folly and has influenced its growth and direction over the last six years, with new modes of production, presentation and distribution.

Ken Perlin



Ken Perlin is currently a professor in the Department of Computer Science at New York University. In 1985, he created Perlin noise, now widely used in computer graphics for visual effects like fire, smoke, and clouds. It is also implemented to generate textures and is increasingly used for real-time graphics in computer games. Perlin has served as director of the NYU Media Research Laboratory and NYU Center for Advanced Technology. During 1979-1984, he

was the System Architect for computer-generated animation at Mathematical Applications Group, Inc. where he worked on the ground breaking Disney movie *TRON*.

Ken Perlin is also credited with developing techniques in Hypertexture and real-time interactive character animation as well as human-computer interaction technology, such as Zooming User Interfaces and stylus-based input. His most recent work has focused on developing cheap, accurate, multi-touch input devices.

Pat Kane



Pat Kane is a writer, musician, consultant and activist, based in Glasgow and London. He is the author of *The Play Ethic: A Manifesto for a Different Way of Living* (Macmillan, 2004), and has written for many publications in the UK, including the Independent, the Sunday Times, the Observer and the Sunday Herald, for which he was a founding editor in 1999.

Carla Prada Principal Animator, Rare

Carla is the Principal Animator for Rare Ltd providing animation support to all development teams. She has created in game and cutscene animation for the game *Banjo Kazooie, Nuts and Bolts*, and worked on animations for the Dashboard Xbox 360 Avatars.

Tim Pritlove **Chaos Computer Club**



The Chaos Computer Club (CCC) is one of the biggest and most influential hacker organisations. The CCC struggles for more transparency in governments, freedom of information and a human right to communication. Supporting the principles of the hacker ethic, the club also fights for free access to computers and technological infrastructure for everybody.

Tim Pritlove is a German event manager, media artist and 'discordianist', living and working in Berlin and playing a central role in the Chaos Computer Club. From 1998 to 2005 he was the main organizer of the Chaos Communication Congress and the Chaos Communication Camps. In the 1990s he founded the MacHackers initiative, a mailing list and a wiki for the German hacker community based around the Apple Macintosh.

Akinori Oishi **Multimedia artist**

Akinori Oishi is a self-confessed 'drawaholic' who immerses himself in a landscaped playground where hierarchies have disappeared. Oishi is best known for his typographic language that seems to have no beginning or end.

After studying fine arts at Kyoto City University of Art, followed by a study of multimedia at IAMAS (International Academy of Media Arts and Sciences / Japan), Oishi in 2001 won the MILIA award (the international multimedia conference held in Cannes). Following this success, he worked at the French cutting-edge creative design studio TEAMCHMAN from 2001 to 2003. Now an independent artist, Oishi teaches at Tama Art University in Tokyo, and holds the position of guest lecturer at ECAL (Ecole Cantonale d'Art de Lausanne / University of Art and Design Lausanne) in Switzerland.

Simon Meek **Head of Multiplatform** **Tern TV**

Tern is a leading UK television and digital production company based in Scotland (Aberdeen and Glasgow), Northern Ireland (Belfast) and London. As an award-winning factual content creator, Tern's TV output ranges from returning features brands, specialist factual series, comedy animation & archive, traditional observational documentary, constructed reality and drama documentary. Tern also has a fast emerging Digital content department, which creates multiplatform content that both supports TV output and is stand-alone.

Heading up this digital arm is Simon Meek, an accomplished journalist, scriptwriter, content developer and digital producer. He specialises in multiplatform content development and production, interactive narrative, drama and children's media.

Ian Anderson **The Designers Republic**



Ian Anderson was still at school when he designed his first record cover. It was an EP for his punk band, the Infra Red Helicopters, released on his own label, Buy These Records. In 1979, he moved to Yorkshire to read philosophy at Sheffield University and soon became a central figure in the city's burgeoning music and club scene.

In 1986, Anderson founded The Designers Republic (tDR) a graphic design studio based in Sheffield, England. It was known for its anti-establishment aesthetics, while simultaneously embracing brash consumerism and the uniform style of corporate brands, such as Orange and Coca-Cola. The studio closed in January 2009, but Anderson stated that "[tDR] will go forward after this".

Chris van der Kuyl **brightsolid**



Chris van der Kuyl is a highly experienced Chief Executive and Non-Executive Director, whose expertise covers the start-up, development and market listed business arena in the technology, media and entertainment sectors.

Currently Chief Executive Officer of brightsolid Limited, which as one of the world's largest Internet-based genealogy companies owns Friends Reunited, van der Kuyl is also Chairman of 4J Studios, a next generation video game development studio. He also serves as Chairman of the Tayforth Group, which has interests in video games development, technology and intellectual property.

OMA International **TagTool**

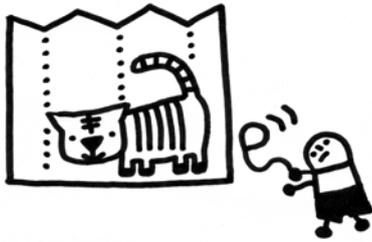


The Tagtool, a project coordinated by OMA International, is a performance-driven visual instrument used on stage and on the street. The TagTool serves as a VJ tool, a creative video game, or an intuitive way of creating animation. The system is operated collaboratively, with an artist drawing the pictures and an animator adding movement to the artwork with a gamepad. The team at OMA International believe all knowledge acquired within the Tagtool project should be shared and are inspired by the open source movement.

NEoN Exhibitions & Commissions

Akinori Oishi

Free



大石 暁規

Akinori Oishi is a self-confessed 'drawaholic' who immerses himself in a landscaped playground where hierarchies have disappeared. Oishi is best known for his typographic language that seems to have no beginning or end.

Akinori Oishi studied fine arts at Kyoto City University of Art followed by a course in multimedia at IAMAS (International Academy of Media Arts and Sciences / Japan). After winning a 2001 MILIA award (from the prestigious international multimedia conference in France), he worked at the French creative design studio TeamcHmAn (2001 – 2003). Today, Oishi is an independent artist, teaching at Tama Art University in Tokyo, and holding the position of guest lecturer at ECAL (Ecole Cantonale d'Art de Lausanne / University of Art and Design Lausanne) in Switzerland.

Venue: Hannah Maclure Centre

Date: 13th November '10 – 28th January '11

Time: Mon - Fri, 9pm – 5pm

13th-14th November, 10pm – 5pm
(festival weekend opening)



NEoN Interview

Akinori Oishi

Michael Burns (www.FiredByDesign.com) caught up with Akinori Oishi for a chat ahead of his appearance at this year's NEoN Festival.

[Michael Burns] Can you give us some background information about yourself, your training and past experience please?

[Akinori Oishi] I think I started drawing (doodling) when I was a small kid, around 3 years old. Growing-up I was inspired by Japanese Manga, but at the same time also very inspired by children's picture books from Europe and the US.

My older cousin, a university student, collected many imported books, so she showed me her collection. Of course I didn't understand the foreign languages, but I loved how they sparked my imagination. I think this experience brought me up to a dream about going abroad.

I studied oil-painting at the Art University in Japan. After 4 years, I went to another school - IAMAS. [Here] I saw a big bright future - how I could develop myself and how my drawings could become digital, animated and interactive in the Internet universe.

What artwork won you the MILIA award and how has your work/style developed since then?

I developed my drawings as an interactive

artwork based on characters in my sketchbook. Whenever I draw my characters, they always are alive in my mind. So, using the interactive software, I was able to create my own universe in which my characters were really moving around. I basically work in analogue but develop my output in a digital form to add interactivity. There are a lot of possibilities with computer techniques.

.....

“I don't know much about the UK. So, at the NEoN festival, I'd like to see how the art scene is in the UK.”

.....

Can you describe a couple of favourite examples of your commercial work please?

One of my best experiences was creating a TV commercial for one of drink products from Coca-Cola Japan. It was about 10 years ago when I worked in the design studio in France [TeamcHmAn]. I worked on the main part of the animation process. All our team except me were French guys, but it was just a coincidence the director chose me for the Japanese client. The product was very successful and our commercial was on air for a long time. Unfortunately I couldn't watch



it in Japan because I was in Europe, but still many people remember it.

Another great experience has been my latest animation work, a jingle animation for the kid's TV program "Yo Gabba Gabba" on Nickelodeon in the USA. I'm honoured that they found me, because at the moment it's one of the most popular TV shows in US and in the world. My small son and I are big fans of the programme too!

Can you give some details about your typographic work and your wider design philosophy please?

My typographic work involves repeating my characters. They are graphics but it's a pictogram. People may think it is stupid given the recent fashion for digital Copy-And-Paste. So I called it "Drawaholic". It starts from left to right and involves making lines, so is something like hand-writing letters. There's no big achievement and special meaning to it, but I feel happy when I completely hand-draw all the space. I just want to do it.

Regarding being a 'drawaholic', how does this 'addiction' manifest itself?

Drawaholic is just me concentrating on drawing for myself. It takes quite a lot of time but provides really good meditation.

What media do you use in your work?

Basically pen (or marker) to draw on the paper. And of course I use software to develop animation and interaction after

scanning my images. My favourite software for this is Flash.

Where did you get the inspiration for your last few pieces of artwork?

I travel a lot for the project, and I am inspired from the experiences at each place I visit. For example, I created a Potato character at the festival in Germany [Pictoplasma]. I know they eat a lot of potatoes, and I like them too. I've never been to Scotland, so maybe at NEoN I will have a lot of inspiration from life in Dundee.

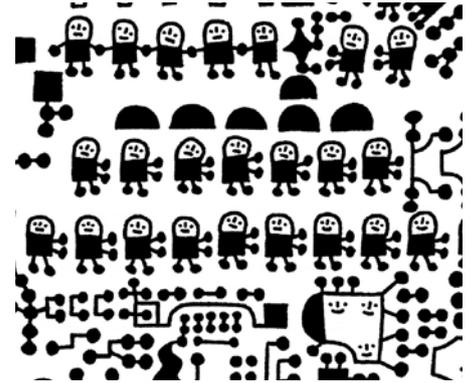
Which artists and creatives do you most admire - and why?

My favourite artist is not really an 'artist', at all. I greatly admire the French film director, Jacques Tati. I first encountered him through his classic movie "Mon Uncle" when I was a university student. I like his movies because they are very natural, with a slow and calm atmosphere. I am greatly influenced by his work when providing humour and happiness for my creations.

Can you provide a quick overview of the nature and subject of your presentation/ involvement at NEoN?

I'll be talking about the art of my character universe, and how I developed my drawings into various media.

What do you hope to achieve or experience here?



I don't know so much about the UK. So, at the NEoN festival, I'd like to see how the art scene is in the UK and how British people are thinking about digital media.

What/who else are you looking forward to seeing at NEoN?

I think it will be great to see the nice people in Dundee and staff at NEoN during the festival. The most interesting thing about participating in a festival is communicating with friendly people and native audiences.

What do you see as the challenges facing the digital arts scene in the UK and the rest of Europe? Does this differ from Japan?

I'll see this soon when I arrive at Dundee City, then I can answer it at the festival!

How important is collaboration and interaction to you, both with other artists and the wider community?

When an artist is working, they are always alone. But it's nicer to share the experience with other people, and collaboration brings us more joy in our art.

Pictoplasma

A Link to Dundee



Pictoplasma, the Berlin-based initiative of Peter Thaler and Lars Denicke has been a major force in promoting character design. Their dedication to characters goes far beyond purely commercial contexts. The drive behind Pictoplasma's ambitious program of publications, animation festivals and events is rooted in the conviction that characters are "a true core stimulus of today's visual world"—a universal language that transcends cultural boundaries.

Since 1999, they have encouraged the international character design scene by publishing collections of characters, organising character design conferences and by maintaining the Pictoplasma Archives, an extensive inventory, collection and showcase of contemporary character design.

For NEoN, Pictoplasma produces a new series of character costumes: hairy, friendly beings full of positive energy. The characters function as a communicative entity and link between archaic interaction and social networks. Several smiling siblings will invade Dundee during the festival, mingle with the visitors and go for the city in urban interventions.

Venue: The City of Dundee
Date: 8th-14th November 2010
Time: Could be anytime!



NEoN

Interview

Pictoplasma

There's definitely something a little odd in the water over at Pictoplasma HQ in Germany, Micheal Burns (www.FiredByDesign.com) attempts to find out more in an exclusive interview for NEoN.

[Michael Burns] Can you give me some background information about yourselves please?

[Lars Denicke] Pictoplasma is a little office in Berlin, where we, Lars Denicke and Peter Thaler, have our workplace, but foremost Pictoplasma is a network of thousands of artists from all over the world, a large international community of creatives, designers, illustrators, animators, artists and fans, all connected by a shared love for abstract and reduced character representation.

How and why did you start Pictoplasma?

Pictoplasma started off at the end of 1999 as a website, to serve as the first ever platform for an extensive collection and archive of contemporary character design. From the beginning Pictoplasma's main goal has been to free character representation from commercial intentions and the popular

psychology of story telling, while linking a new breed of character design to the birth of a new, graphical language beyond all cultural boundaries.

How successful have the festivals and books become?

Within the last 10 years we have published exactly 10 books, mostly compilations featuring the new works of international graphic designers, illustrators, animation directors and artists.... Our Pictoplasma Conference in Berlin has established itself as the world's only annual meeting point for a global scene in a very interdisciplinary field, with more than 600 international attendees joining a broad local audience for artist presentations, screenings, performances and exhibitions.

What else does Pictoplasma do?

In addition to our curatorial approach, we like to work on the conception and production of installations with performance and interactive elements. For example, we developed an installation similar to a mechanical bull, "The Character Ride". This happened in collaboration with Akinori Oishi from Japan, who is also speaker and participating artist at NEoN. The installation invites you to physically hop on a divine, smiling, golden sculpture, until it gradually throws you off, as its movements get increasingly brutal and robotic.



...and where is it going next?

Our next big Berlin festival in April 2011 will feature the premiere of a truly physical, breathtaking character performance and installation, of which some parts will be first presented at NEoN. But we don't want to give it away...

Also, following the success of our first New York and Buenos Aires conference editions in late 2008, we are currently preparing a comeback in the Americas. But first, during fall 2010, we are touring with a concentrated program of artist lectures and animation screenings through Europe and America.

.....

“We have witnessed web designers turn to urban art interventions, illustrators deciding for clay and pixel pushers going 100% oil on canvas”

.....

Can you provide a quick overview of the nature and subject of your presentation/ involvement at NEoN?

We have been invited to hold a lecture, in which we will give an introduction to the phenomenon of contemporary character design in its varied manifestations – and introduce our curatorial approach and own productions. We will talk about the cultural implications and links of today's aesthetics to ancient and folklore archetypes. From our perspective, characters are not representations, but have a more animistic quality, of giving objects or mere thoughts the appearance of being alive themselves. As such, characters are often nothing more than projections of guardians to unknown territories and worlds. In addition to the lecture, we are producing an installation for urban interventions in Dundee – be surprised and keep your eyes peeled.

What/who else are you looking forward to seeing at NEoN?

We are keen to meet the Dundee scene of makers and shakers interested in character design, and other than that, we are looking forward to seeing Akinori Oishi and Tado again.

What do you see as the current trends and themes for characters in design and animation?

That is always a difficult question to answer, but currently we are seeing more and more artists turn their backs on digital media and getting their hands dirty with ink, watercolor or pen on paper. This recent revival of analogue techniques has injected

immeasurable visual wealth into the world of illustration, fine art and especially character design. Artists reject the computer and channel their creativity through spontaneous freehand drawing to create untamed, edgy and exceptional beings.

What do you see as the challenges & opportunities facing the digital arts scene in Europe and elsewhere?

For us it's not as much a focus on “digital” as at our beginnings in 1999. We have witnessed web designers turn to urban art interventions, illustrators deciding for clay and pixel pushers going 100% oil on canvas. The gift of being able to create an immersive and appealing character has obviously nothing to do with the tools, but rather with a profound understanding and learning of a classical craft. Therefore the challenge and opportunity is mainly that more and more upcoming talent, established artists and forward looking agencies are embracing character visuals in their work, and it is getting more and more difficult to stand out with something unique.

Any other information you'd like to add?

Just a friendly “hello”.

Download the full interview at www.northeastofnorth.com/

TADO Cityscape



In collaboration with Akinori Oishi, TADO are working on a collaborative commission that will change the landscape of one of Dundee's main shopping streets.

Mike and Katie are TADO, the UK based duo whose darkly adorable characters have taken the design and illustration worlds by storm. The pair live and work in Sheffield, UK where they churn out fun for clients and happy people alike. Their portfolio includes a vast range of projects from fashion through to advertising and their artwork has been exhibited worldwide with several international solo shows.

Everything they do is produced in total collaboration - whether it be taking turns in painting, scribbling or clicking. Their clients include the likes of MTV, Nike, Kidrobot, Gola, Vodafone, Microsoft, Sanrio, Lucas and Virgin to name a few.

www.tado.co.uk

Venue: Union Street & secret locations!

Date: 8th-14th November 2010

Time: 24hr



NEON Salon

Free
Register First

A gathering of intellectual, social, political, and cultural elites under the roof of an inspiring hostess or host.

Enjoy great food, some good wine and stimulating conversation.

Digital Curator

Sarah Cook & Clive Gillman discuss both the creation and the curation of digital artwork.

Sarah Cook is a curator and writer based in Newcastle upon Tyne, UK and co-author with Beryl Graham of the book *Rethinking Curating: Art After New Media* (MIT Press). She is currently a research fellow at the University of Sunderland where she co-founded and co-edits CRUMB, the online resource for curators of new media art and teaches on the MA Curating course. In 2011 she will co-chair Rewire, the Fourth International Conference on the histories of media, science and technology in art with FACT in Liverpool. www.sarahcook.info

Clive Gillman works as an artist and is also Director of Dundee Contemporary Arts, Scotland's largest arts and media centre. He has a background in working with media-based arts, both as an artist and also through working on the development of the cultural infrastructure in the UK. He has shown works internationally and most recently has developed a number of internet-based public art projects including 'Metrosopes', a permanent public work in the centre of Liverpool. www.clivegillman.net

Venue: Ross Maclean's Ballroom

Date: 14th October 2010

Time: 6pm – 10pm

*Limited places, see page 19 for booking information

Sharing on a Shoestring

Leonardo da Vinci both an artist and a technologist. If art is functionless creativity, then technology is surely functional creativity? Cap'n Smollet looks at what artists can do to use technology to share their work with the world.

Venue: The Art Bar

Date: 21st October 2010

Time: 6pm – 10pm

Digital Narrative

Pernille Spence discusses the difference and use of narrative across art platforms.



Pernille Spence is an artist based in Scotland and currently lectures in the School of Media Arts & Imaging at Duncan of Jordanstone College of Art. Pernille's work explores a visual dialogue between the human body, movement and space and the body's physical/psychological limits and constraints with in these parameters. In 2006 Pernille was recipient of a prestigious Creative Scotland Award. www.pernille-spence.co.uk

Venue: A West End Living Room

Date: 28th October 2010

Time: 6pm – 10pm

*Limited places, see page 19 for booking information

A little bit cheeky!

(Adults Only)



When discussing drivers of technology one cannot exclude the adult entertainment market. Technology spreads it and its demand for content means the business has adopted technology – it increased the consumer adoption of the VCR, desktop computers, DVDs, the Internet, Web hosting, e-commerce, viral marketing, on-line payment, digital rights management, broadband connectivity, cable, satellite and digital TV, Web cams and streaming video. Going mobile is its newest adventure.

Companies such as Cherry Media have changed the landscape and business model of adult entertainment content on mobile phones. Cherry Media launched in September 2003 and it was one of the first dedicated Mobile Erotic companies on the market.

Cherry Media's main brand, Cherrysauce, is a direct-to-consumer mobile entertainment portal which offers a diverse and innovative range of 'entertainment'.

Venue: The Reading Rooms

Date: 4th November 2010

Time: 6pm – 10pm

*Please note this is for over 18's only



NEoN at DCA

The People vs. George Lucas

Anna Higgs from Quark Films introduces a special screening of *The People vs. George Lucas*.

Revered by some, feared and demonized by others, George Lucas is undoubtedly the most talked about and criticized filmmaker in movie history. So why have millions of *Star Wars* fans turned against him to decry the release of the Special Editions and the Prequel Trilogy? Why is George Lucas the constant target of bloggers, critics and self-proclaimed devotees? And why are millions of others staunchly prepared to defend him in the face of innumerable accusations? *The People vs. George Lucas* aims to answer those questions, and to impartially deconstruct the cultural legacy of a man whose life, feelings and creative impulses remain largely shrouded in mystery.

Paying tribute to the YouTube culture in unprecedented fashion, this groundbreaking documentary film features professional HD footage and amateur homemade videos in equal amounts to craft one of the most original, entertaining, cinematic, and widely anticipated portraits in the history of the medium – the world's first digitally democratic documentary.

The People vs. George Lucas explores the titanic struggle between a Godlike filmmaker and his legions of fans over the most popular franchise in movie history. The film combines key testimonies from the likes of Gary Kurtz (Producer of *American Graffiti*, *Star Wars* and *The Empire Strikes Back*), Neil Gaiman (*The Sandman*, *American Gods*), Dave Prowse (aka Darth Vader), Anthony Wayne (Executive Producer of the Bond franchise), and Dale Pollock (George Lucas's Biographer, Author of *Skywalking*) with fan footage from around the globe, and impassioned testimonies from George's staunchest fans and foes.

Chock-full of impassioned interviews, powerful musical performances, never-before-seen polaroids from the original *Star Wars* continuity script,

stop-motion and 3D animation, Super 8 action figure films, puppet rants and much much more, *The People vs. George Lucas*, is a hilarious and surprisingly moving look at what it means to truly be a fan.

Certificate: (PG)

Director: Alexandre O. Philippe

Language: English Runtime: 93 mins

Venue: Dundee Contemporary Arts

Date: 11th November 2010

Time: 8pm

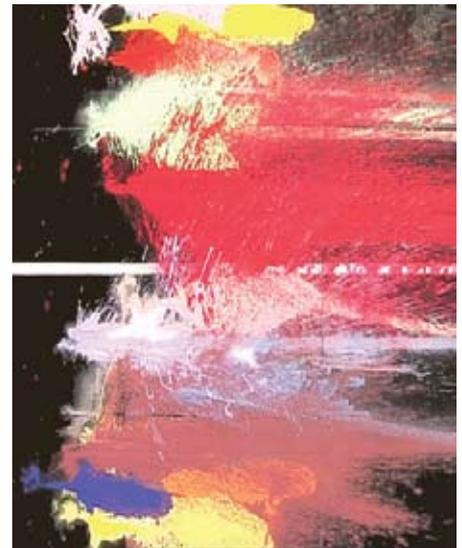
Tickets £5 available from DCA, see page 19 for booking details.

Discovery Exhibition George Barber / The Long Commute Jaygo Bloom / Arcade

This year, for the first time, Discovery Film Festival will also occupy DCA's Galleries, with exciting new work by two of the UK's most interesting video artists.

George Barber is one of the most widely seen international video artists working today, with prominent screenings on Channel 4 and in galleries including Tate Modern. At DCA, Barber's 1001 Colours Andy Never Thought Of is a clever update on Warhol's Marilyn paintings and his recent Automotive Action Painting, is a brilliant play on Jackson Pollock's abstract expressionism. His 1980s Skratch videos heavily influenced pop music in terms of sound and image and was described by NME as 'television punk rock'.

Today we can see his influence not only on artists but also on the world of advertising. Jaygo Bloom studied Sculpture at Glasgow School of Art and Electronic Imaging at Duncan of Jordanstone College of Art and Design, Dundee. Bloom has produced works for many organisations in recent years, including New Media Scotland and Glasgow Science Centre, as well as dazzling club and concert environments, including



Franz Ferdinand's world tour. He makes bright, accessible videoworks harnessing new and old technologies. For DCA, he is working on a double sided projection inspired by the early arcade game Asteroids and a sound and vision work in collaboration with vocalists from the Royal Festival Hall.

Venue: Dundee Contemporary Arts

Date: 16 October - 14 November

Time: Tuesday - Saturday 10.30am - 5.30pm,
Sunday 12 noon - 5.30pm, open late Thursday
until 8.30pm

Check www.dca.org.uk for other related events

NEoN Literary

Free
Register First

Saturday 16th October

Creative writing workshops exploring Character; this year's theme for NEoN

Make (it) Yourself

Children's workshop (age 5-11)

10.30am - 11.30am

Kids are invited to creatively explore their own character and personality using words and art together! Throughout the workshop children will construct their own "book about me", drawing inspiration from poetry, books and image, experimenting with colour, collage, drawing and painting!

Make (it) Yourself

Young Person's Workshop (age 12-16)

12pm - 1pm

Progressing from the previous session, young people will explore their identities through words and images. They will develop their own creative autobiographies using words, drawing, painting, collage and more!

Make (it) Yourself

Adult workshop (age 17+)

2pm - 4pm

Whether you're just starting out, revisiting an old pastime or just looking for an opportunity to express yourself through creative writing, this session will explore fun and practical ways to develop your writing skills. A combination of visual prompts, games and sound advice will help you to create and develop characters, as well as exploring different techniques to enhance writing.

Venue: Hannah Maclure Centre

Date: 16th October 2010

Time: as above

Places are limited so booking is essential, see page 19 for booking information.

NEoN Cinema

CINEMATIC INNOVATION: Hannah Maclure Centre

Free

5 November/13 November

Film can act as a creative way to trial computer arts technologies before they can be put to use in other industries – this is why we at the Hannah Maclure Centre thought we'd show you some of our favourite films that broke ground in cinematography, technology and ambition.

All screenings are free and available on a first come first served basis.

Friday 5th November

Curators Choice

Donna Holford-Lovell, HMC Curator and Cultural Coordinator for University of Abertay Dundee, enjoys the darker side of cinema from time to time. Here are a couple of her favourites for your delectation.

16.00 House of Wax 3D (1953)

A horribly disfigured sculptor opens up the House of Wax in New York, a waxworks museum with a macabre secret. One of the first 3D feature films in a whole barrage from 1953, *House of Wax* uses stereoscopic technology to add another dimension to the horror. *House of Wax* was also the first feature film to use stereo sound.

Certificate: (PG) Director: Andre De Toth
Language: English Runtime: 90 mins

20.00 Alien (1979)

A sci-fi and horror classic by Ridley Scott that redefined both genres. When the deep space mining ship *Nostromo* answers a distress call on a mysterious planet, little do the crew suspect the terror they are about to unleash. Superlative special effects, creature design by Swiss surrealist HR Giger and concept art by Ron Cobb, Chris Foss and Moebius perfectly complement Scott's direction. Among the hardware on *Nostromo* can also be seen an early use of wire-frame computer graphics.

Certificate: (18) Director: Ridley Scott
Language: English Runtime: 117 min

Saturday 6th November

Part of Family Fun Day, see page 17 for full details.

Monday 8th November

16.00 Westworld (1973)

A futuristic, adult-themed amusement park seems like a paradise until a computer breakdown creates havoc and sets the robots on the rampage. Though the killer automatons aren't the most sophisticated in film history, *Westworld* represents the first significant feature film to use 2D computer animation, using raster (bitmap) graphics for the viewpoint of a robot gunslinger played by Yul Brynner.

Certificate: (15) Director: Michael Crichton
Language: English Runtime: 88 mins

20.00 Metropolis (1927)

Metropolis is a wonderful city, in a prosperous opulent future, full of skyscrapers and gardens, founded and sustained by secrets. Made during Germany's Weimar Republic it was one of the most expensive films of its time and stands for all that could be achieved in film with boundless ambition. In 2001 it was the first film to be added to a commission by UNESCO called "Memory of the World-Register", while the robot costumes were used as inspiration for C3-P0 in *Star Wars*.

Certificate: (PG) Director: Fritz Lang
Language: German (English Subtitles)
Runtime: 145 mins

Saturday 13th November

13.00 Snow White and the Seven Dwarfs (1937)

This beautifully crafted retelling of a fairy tale was the first full-length cel-animated feature film, as well as the first animated feature film produced in America, and the first produced in full colour. Disney pioneered the use of the multi-plane camera on *Snow White*, a technique to add depth that is still used in computer-based animation software today. The film, with its beautiful hand painted scenery and loveable characters, is a delight for all ages.

Certificate: (U) Director: David Hand
Language: English Runtime: 83 mins

NEoN Fun Day

Free

Saturday 6th November

A day for the whole family offering exciting exploration into digital technology – experimenting with motors, LEDs, sound and animation. We will also be screening some Pixar favourites. Sessions and screenings will be running throughout the day on a drop in basis, but if you have a particular interest in attending one of the sessions you can book a place, see page 19 for booking details.

**A responsible adult must accompany all Children under 16*

Vegetables 'sound' good – pick your vegetable frequencies and make tunes.

Collage Animation – cut out, rearrange, connect and bring it to life.

Circuit Bending – ever wondered how it works? Pull it apart and make it do something else.

Fun Day Screenings

12:00 - 12.30 Pixar Shorts

Famed for children's titles such as *Toy Story*, *A Bug's Life*, *Finding Nemo* and *Monsters Inc.*, Pixar Animation Studios has been pioneering CGI animation since the mid-eighties. Showcased in this session are just a few of the groundbreaking shorts which helped in realising the blockbuster films.

Certificate: (PG) Director: John Lasseter
Language: English Runtime: Various

13.00 Toy Story (1995)

Pixar's *Toy Story* was the first fully computer-generated feature film. It features cowboy doll Woody, leader of a host of toyroom creatures whose adventures take a new turn when his status as favourite toy in the box is threatened. As an interesting aside, the New York Institute for Technology was working on a film that was abandoned in 1982 that would have beaten *Toy Story* to its title by over ten years.

Certificate: (PG) Director: John Lasseter
Language: English Runtime: 80 mins

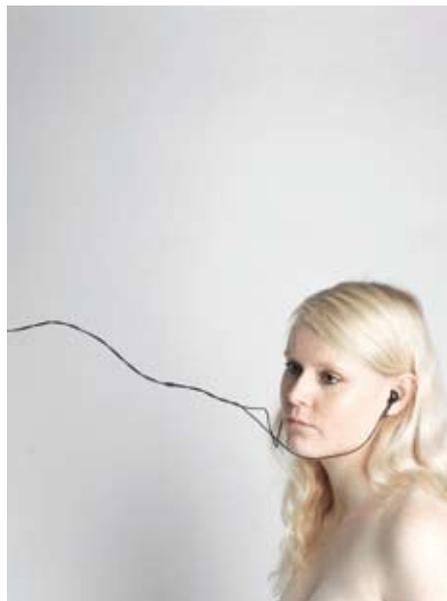
Venue: Hannah Maclure Centre
Date: 6th November 2010
Time: 10am – 5pm

NEoN Digital Park

Free

Digital Play for the Whole Family - and it's Free!

Have fun in our immersive digital playground and be amazed at the new delights on offer. This play space for all ages will be a place to experience the latest gaming releases, including gaming demos from this years Next Level Dundee and Dare to be Digital.



The park will include

Play pods to try out the new releases for the Xbox, Xbox Natal, Wii & PS3

Interactive sound & vision

Technology inspired artworks

Retro gaming

Venue: University of Abertay Student Centre
Date: 8th – 14th November 2010
Time: 10am – 6pm
(extended hours TBC, please check our website)

NEoN Party in the Car Park

Free
Register First

NEoN presents an evening of performance, music, installations and digital happenings all under the one venue – a car park – floor 6/7 of an under appreciated multi-story car park. On site facilities include a bar, food outlets, toilets and friendly first aid volunteers.

MIXED GRILLE present Noise Club

Delivering feedback layers from a van, wearable technology and Yann Seznec's LED sound piece ETA.

Guerrilla Gallery

Work by Poets, programmers, photographers, artists, designers, film-makers, animators, illustrators are exhibited alongside live drawing, music, and dancing.

Edward Shallow

A Scottish chiptune musician mixes line with a laptop, gamebot, keyboard, accordion and sometimes a ukulele.

Man Without Machines

Alt-Electro Pop from Dundee. Featuring Adam Lockhart of Spare Snare, Andrew Mitchell (Hazy Jane) and Val Campbell. Fast paced electro with comparisons to Devo, The Human League and Sparks.

Tagtool

Get your hands on – TAGTOOL, a VJ tool, a creative video game, or an intuitive way of creating animation.

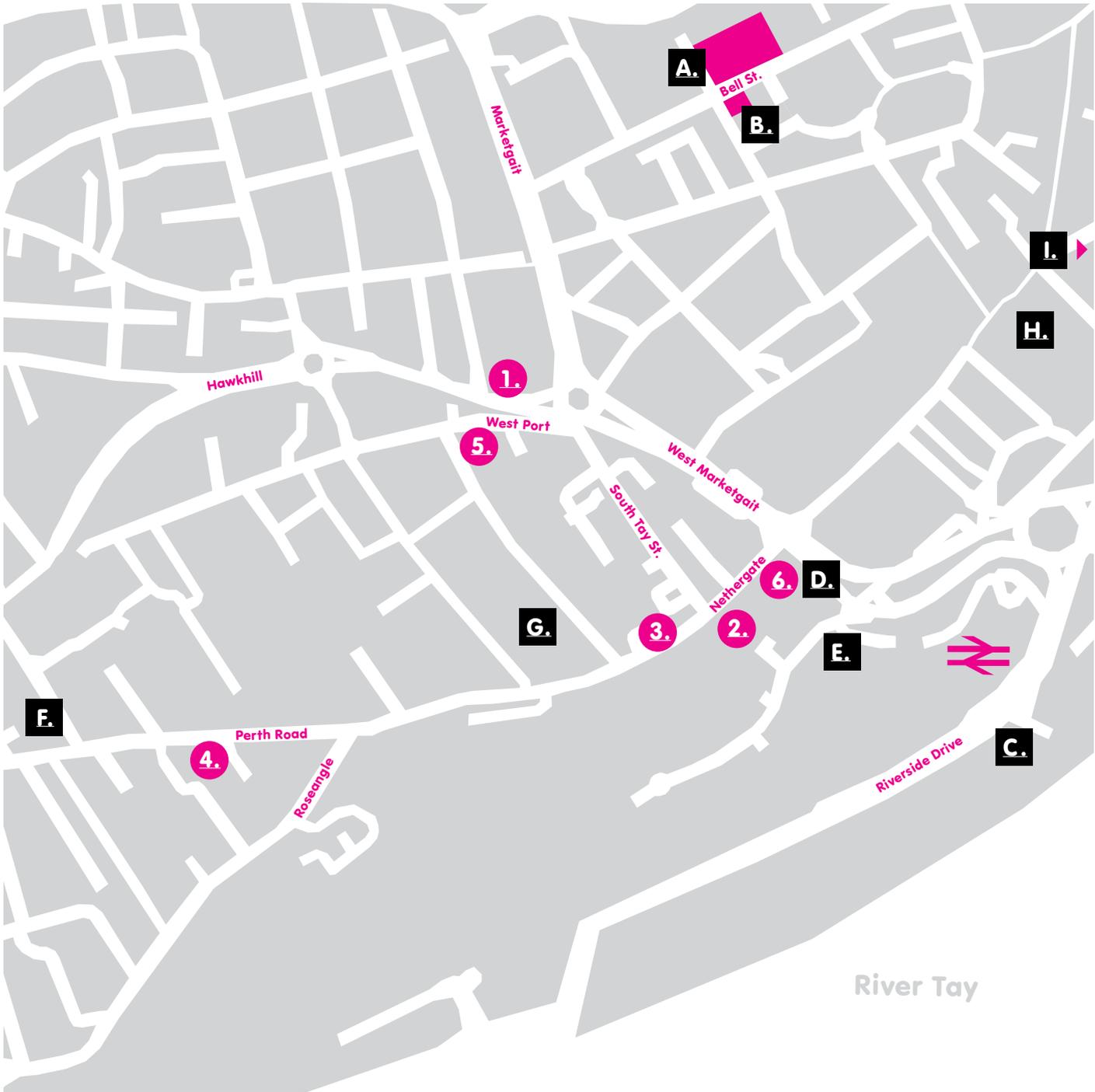
Including DJ's, VJ's, Van Art & projections, check the website for updates!

Venue: Green Market Carpark
Date: 13th November 2010
Time: 8pm - 12pm

Tickets FREE. See page 19 for booking info.

**No ticket no entry,
over 16s only**

Wrap up warm!



NEoN Recommends

1. Dukes Corner Bar & Restaurant

13 Brown Street, Dundee
01382 205052
www.myspace.com/dukescorner

Dundee's newest late night bar restaurant and venue serving a great range of beer and drinks, an all day food menu, a bespoke-design beer garden. With a 2.30am license, live gigs and DJ nights every week, it is a great place to socialise with friends into the small hours.

1. B-Movie Junkies + Iamelectron (DJ SET)

Glasgow's B-Movie Junkies bring their synth, bass-driven Pop to Duke's Corner. Definite ones to watch, with catchy and upbeat pop hooks presented in an electro-punk fashion, not unlike the more familiar names on the DFA roster. Followed by Dundee's iamelectron spinning Italo, Disco, Electrofunk and more into the early hours.

Free entry before 11.30pm & 18+
Venue: Duke's Corner, 13 Brown Street
Date: 12th November 2010
Time: 9pm - late

2. Jute Café Bar @ DCA

Dundee Contemporary Arts
152 Nethergate, Dundee
01382 909246
www.dca.org.uk/visit/jute-cafe-bar.html

A popular choice during the day for business lunches or just a quiet coffee. At night it is one of the city's most popular bars as well as being a favourite destination for stylish dining.

3. Tonic Bar & Restaurant

141 Nethergate, Dundee
01382 226 103

Tonic Cafe Bar is fun, relaxing and perfect for chilling with friends. Enjoy one of the famous Tonic burgers with 53 types to choose from washed down with a perfectly mixed cocktail. Open for breakfast and take away coffee. An iconic places in Dundee's cultural quarter, not to be missed.

4. Braes Bar & Restaurant

14-18 Perth Road, Dundee
01382 226 344

braes
contemporary bar, traditional values

5. The Parlour Café

58 West Port, Dundee
01382 203 588

Open 7 days a week The Parlour Cafe offers gourmet food in a comfortable, relaxed atmosphere - serving salads, sandwiches, soups and cakes with great vegetarian options.

Mon- Fri 08.00 – 19.00
Sat 08.00 – 17.00
Sun 10.00 - 15.00

6. Mali Thai Restaurant

134A Nethergate, Dundee
01382 224 455

Authentic Thai Cuisine in a beautiful intimate restaurant in Dundee's West End - a true hidden gem.

NEoN Venues

A. Abertay University

40 Bell Street, Dundee
01382 308 000

Venue for the NEoN Conference

B. Hannah Maclure Centre

Top Floor, Abertay Student Centre
1-3 Bell Street, Dundee
01382 308 324

C. Discovery Point

Discovery Quay, Riverside Drive, Dundee
01382 309 060

Venue for the International App Jam

D. Dundee Contemporary Arts

152 Nethergate, Dundee
Special Screenings and Talks will be happening in the cinema here. Commonly referred to as DCA.

E. Greenmarket Carpark

Greenmarket, Dundee
Scene of the closing night party in a carpark

F. Generator Projects

25-25 Mid Wynd Ind Est., Dundee

G. D'Arcy Thompson Zoology Museum

University of Dundee, Perth Road

H. City Square

Union Street, Dundee

I. The Reading Rooms

Blacksroft, Dundee
01382 228 496

Booking Information

Tickets for NEoN Conference, AppCon & AppJam see our tickets page on the main website:

www.northeastofnorth.com

For all other ticketed events go to:
www.weareneon.express.irstickets.co.uk

DCA booking line 01382 909900
or www.dca.org.uk.

To claim Special Combo Deal VIP access please quote ticket number when booking.



The team would like to thank its partners and its sponsors without whom NEoN would not take place.

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