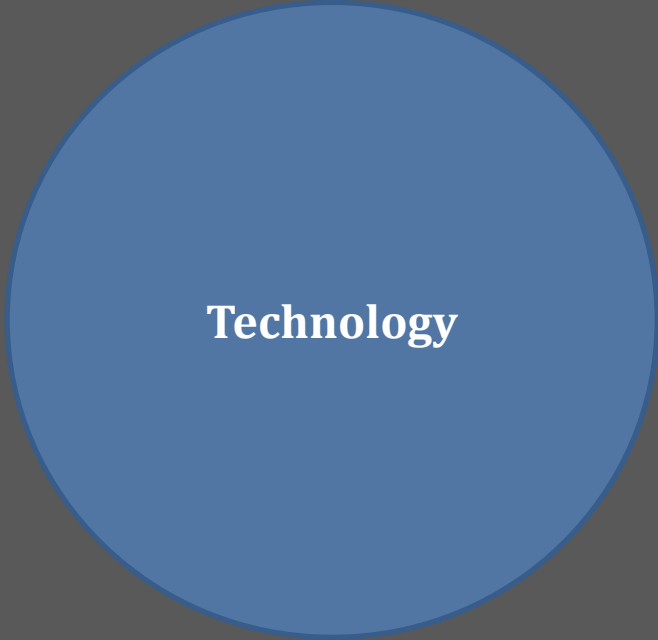


Unlocking the Digital Tools

Rob Ashelford
Programme Manager

Digital Innovation Fund for the Arts in Wales



What's possible?

Reaching out and sharing our work;

Enhancing the live experience and allowing access;

New creative opportunities;

Understanding and communicating with our audience;

Creating more efficient businesses.

Reaching out and Sharing

“An excellent performance and if it were not live streamed I would not have seen it.”

Audience feedback – Miracle Theatre

Reaching out and Sharing

'...there are huge opportunities offered through the internet for geographically remote schools like ours and also for specialised teaching, not just of music but of foreign languages...

Kevin Tasker, School Governor, Hawes CP School

Reaching out and Sharing

7.1bn Mobile Cellular Contracts

v.s.

7.5bn Global Population

ITU, 2015

Reaching out and Sharing



Digital R&D Fund
for the Arts

DIGITAL R&D FUND FOR THE ARTS



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



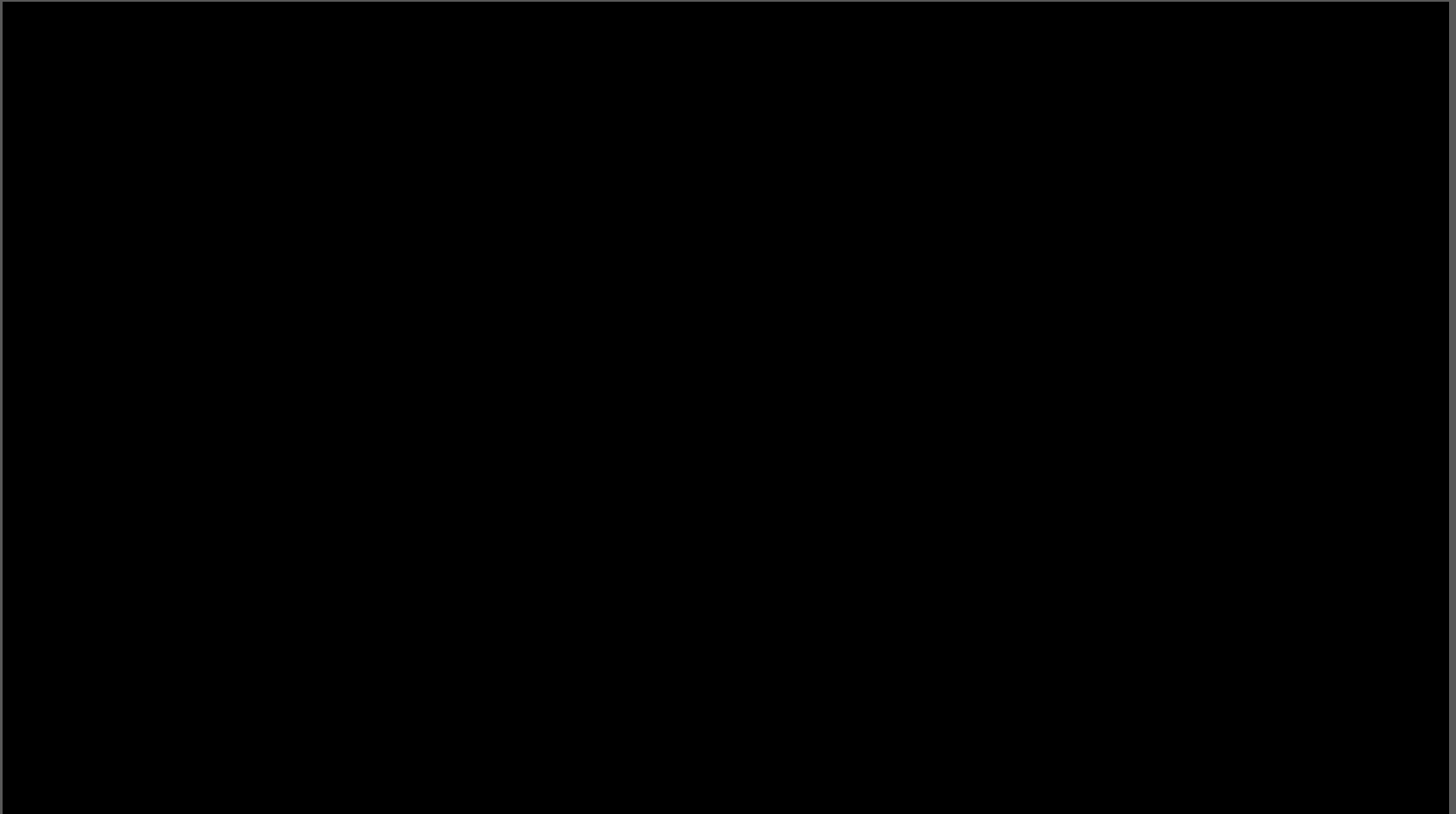
Arts & Humanities
Research Council

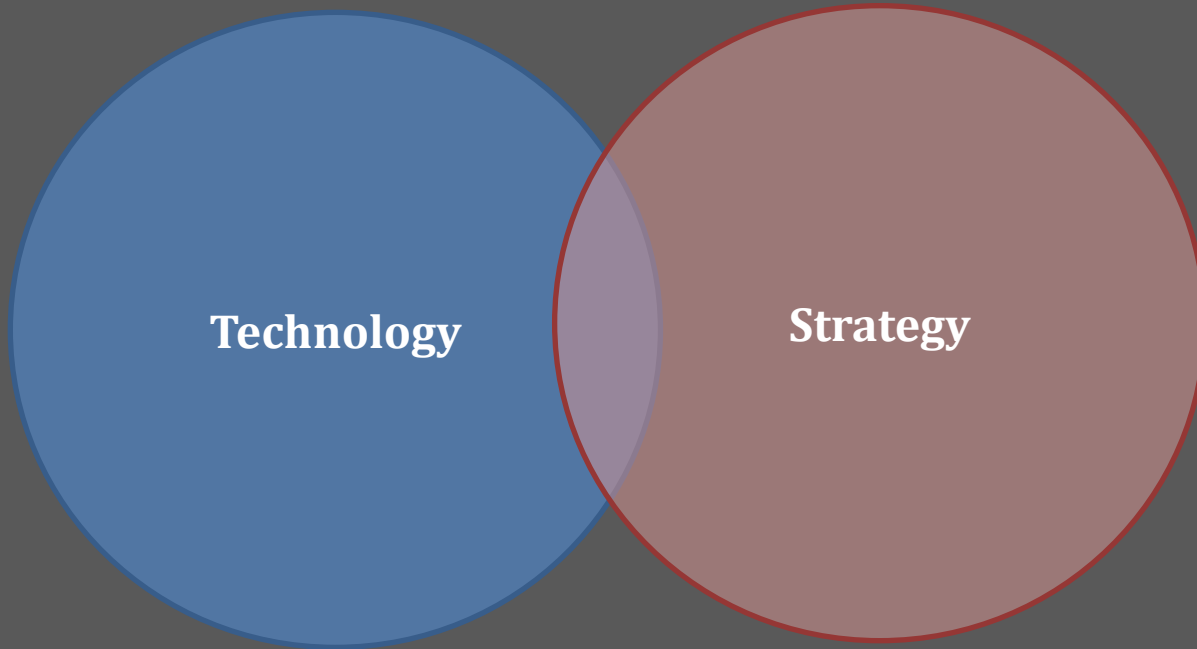
Nesta...

Enhancing the Live Experience

UCAN
GO

Enhancing the Live Experience





Technology

Strategy

How do you do it?

Identify challenges and opportunities (strategic);

Build teams and generate ideas;

Research and develop;

Embed and scale.

How do you do it?

Users first;

Iterate;

Learn (fail) fast.

Is digital always the answer?

No*

* But it's not a bad place to start...

Resources

artsdigitalrnd.org.uk

@robashelford

* also not a bad place to start...