

CreaTech Innovation Showcase



Welcome

Prof. Kirsty Fairclough
School of Digital Arts (SODA)

Prof. John McAuliffe
Creative Manchester



Jill Griffiths
Head of the School of Digital
Arts (SODA) at Manchester
Metropolitan University



Creative and digital apprenticeships at the School of Digital Arts

Jill Griffiths
Head of SODA

Degree Apprenticeships at Manchester Met

- Leading provider of degree apprenticeships, partnering with over 540 national and local organisations including AstraZeneca, Barclays, IBM, BAE Systems, Lloyds Banking Group, Thales, Asda and McDonald's
- Well-established relationships with many public sector organisations including councils and NHS trusts, and we are a national exemplar for degree apprenticeships with SMEs (Small Business Charter, 2019)



Degree Apprenticeships at Manchester Met

- With more than 2,400 apprentices enrolled, we are an Ofsted Grade 1 Outstanding provider and the top-rated university for degree apprenticeships (Rate My Apprenticeship Awards, 2019 - 2023 and University of the Year at the Multicultural Apprenticeship Awards 2023, for the second year in a row)
- Degree apprenticeships are a powerful combination of study and on-the-job learning



Degree Apprenticeships at Manchester Met

- Every qualification is designed with an employer advisory board, which helps us shape our programmes to directly meet the needs of the organisation
- Current programmes range from Digital and Technology Solutions (the first degree apprenticeship programme) to Advanced Clinical Practitioner to Digital Marketer to Senior Leader



How Degree Apprenticeships work

- Apprentices can be new recruits or existing employees who want to gain new knowledge and develop their careers. As well as learning new workplace skills, employees who complete their apprenticeship will graduate with a qualification, such as a bachelors or masters degree
- Organisations pay apprentices a salary of at least the applicable National Minimum Wage and give them paid time off to study, complete assessments and attend university



How Degree Apprenticeships work

- Study patterns vary depending on the programmes and employer needs – eg day release each week, or three-day block delivery with online learning. Apprenticeships take between two and four years to complete, depending on the programmes
- Large employers can use their apprenticeship levy contributions to pay for the cost of the programmes. The government will pay 95% of the programmes fees for smaller firms who do not pay the apprenticeship levy

“DEGREE APPRENTICESHIPS ENABLE IBM TO ATTRACT DIVERSE TALENT, WHICH IS ESSENTIAL FOR INNOVATION. OUR DEGREE APPRENTICES HAVE PROVEN TO BE HIGHLY SUCCESSFUL IN TERMS OF THEIR CAREER VELOCITY AND ADDING VALUE TO THE BUSINESS.”



KASHIF TAJ

APPRENTICESHIP LEAD, IBM

Degree Apprenticeships at SODA

BSc (Hons) Digital User Experience

BA(Hons) Creative Digital Design



Degree Apprenticeships at SODA

Standard: Digital User Experience (UX) Professional

Entry: Sept/Oct 2022 **Duration:** 48 months **Band:** £24,000

Delivery Model

- Four days teaching per academic unit, 6 units/year – 24 days
- Delivery in 6 Learning Sprints on campus of 4 day duration
- 3 units in each sprint, with Stand-ups & Retrospectives
- Interactive Q&A session online between Sprints

SODA in collaboration with:

- Manchester Met iSchool, Faculty of Arts & Humanities
- Department of Marketing, Retail & Tourism, Faculty of Business & Law
- Dept of Computing & Maths, Faculty of Science and Engineering
- Dept of Psychology, Faculty of Health, Psychology & Social Care



Degree Apprenticeships at SODA

Standard: Creative Digital Design Professional

Entry: Sept/Oct 2022 **Duration:** 48 months **Band:** £25,000

Delivery Model

- Three days teaching per academic unit, 6 units/year
- 1 intensive 2-day teaching block on-campus + 1 day online per units
- Interactive Q&A session online between Sprints

SODA in collaboration with:

- Department of Design, Faculty of Arts & Humanities
- Manchester Met iSchool, Faculty of Arts & Humanities
- Department of Marketing, Retail & Tourism, Faculty of Business & Law



SODA Apprenticeship partners



Degree Apprenticeships at SODA

- Apprentices develop the skills, knowledge and behaviours directly relevant to your organisation, often in key skills shortage areas
- Degree apprenticeships help attract and retain talented employees, providing a ladder of opportunity and progression - they are also a great way of improving the diversity of your workforce and social mobility
- Apprentices work on live projects devised by you, them and our academics - maximising tangible organisational benefits
- Programmes are supported by government funding and the apprenticeship levy scheme



Award Winning Apprenticeships

- Sian Cummings and Elliot Millward, Content Design Managers at BT, share how degree apprentices are having a positive impact on their business, whilst accelerating their own careers

<https://youtu.be/jc6jHZuOEY4?si=ySwD-Kw3UpVPLihj>



Creative and Design Degree Apprenticeships

Archivist and records manager

ST0904
Version: 1.0

✓ Approved for delivery from 12 Nov 2021 ↗ Level 7 ⌚ 36 months 💰 Max funding: £12,000

Using professional judgement and support of others to ensure the delivery, security and accessibility of records and other materials.

VFX artist or technical director

ST0902
Version: 1.0

✓ Approved for delivery from 03 Aug 2021 ↗ Level 6 ⌚ 18 months 💰 Max funding: £11,000

Create content, by producing objects, images or scenes that render together with live footage for the final image.

VFX supervisor

ST0901
Version: 1.0

✓ Approved for delivery from 27 May 2021 ↗ Level 7 ⌚ 18 months 💰 Max funding: £21,000

Liaise with the director and director of photography from the earliest stages of a production, working with clients and colleagues to create VFX/CG elements.

Senior journalist

ST0286
Version: 1.0

✓ Approved for delivery from 07 Aug 2020 ↗ Level 7 ⌚ 18 months 💰 Max funding: £14,000

To inform the public - either through news and current events, or through the creation of authoritative features, opinion or analysis.

Historic environment advisor

ST0831
Version: 1.0

✓ Approved for delivery from 09 Jun 2020 ↗ Level 7 ⌚ 36 months 💰 Max funding: £15,000

Responsible for providing specialist and authoritative advice, guidance and assessment to those working on heritage assets and the legal and policy frameworks for their protection.

Curator

ST0782
Version: 1.0

✓ Approved for delivery from 27 Apr 2020 ↗ Level 7 ⌚ 36 months 💰 Max funding: £12,000

Research, understand, develop and interpret collections, themes or subjects.

Registrar (creative and cultural)

ST0590
Version: 1.0

✓ Approved for delivery from 03 Feb 2020 ↗ Level 6 ⌚ 36 months 💰 Max funding: £16,000

Enable access and enjoyment of cultural heritage by public and other audiences now and in the future.

Storyboard artist

ST0489
Version: 1.0

✓ Approved for delivery from 03 Feb 2020 ↗ Level 7 ⌚ 18 months 💰 Max funding: £15,000

To use storyboards to visualise the narrative, planning shots and drawing panels to demonstrate the staging/action, and maintain continuity between scenes of a production.

Creative industries production manager

ST0525
Version: 1.0

✓ Approved for delivery from 18 Dec 2019 ↗ Level 7 ⌚ 18 months 💰 Max funding: £8,000

Takes responsibility for all the organisational aspects of production schedule and/or budget.

Archaeological specialist (degree)

ST0769
Version: 1.0

✓ Approved for delivery from 11 Jul 2019 ↗ Level 7 ⌚ 36 months 💰 Max funding: £15,000

Planning, undertaking and leading archaeological research and investigation.

Cultural heritage conservator (degree)

ST0628
Version: 1.0

✓ Approved for delivery from 18 Apr 2019 ↗ Level 7 ⌚ 54 months 💰 Max funding: £27,000

Preserving objects that could be housed in archives, art galleries, libraries, museums and private collections.

Broadcast and media systems engineer (integrated degree)

ST0426
Version: 1.0

✓ Approved for delivery from 24 Sept 2018 ↗ Level 6 ⌚ 36 months 💰 Max funding: £24,000

Working at the heart of the transmission process from the production studio through to the home screen/radio/streaming device.

Creative and Design Degree Apprenticeships

Outside broadcasting engineer (integrated degree) <small>ST0342 Version: 1.0</small> <input checked="" type="checkbox"/> Approved for delivery from 18 Feb 2016 <input checked="" type="checkbox"/> This apprenticeship standard is being revised. ✓ Level 7 ⌚ 12 months 💰 Max funding: £9,000 Provides picture and sound coverage of an event.
Living and commercial spaces designer <small>ST0965</small> <input checked="" type="checkbox"/> In development ✓ Level 6 Current status <input checked="" type="checkbox"/> Proposal <input type="checkbox"/> Standard <input type="checkbox"/> EPA plan
Advertising creative <small>ST1340</small> <input checked="" type="checkbox"/> In development ✓ Level 6 Current status <input checked="" type="checkbox"/> Proposal <input type="checkbox"/> Standard <input type="checkbox"/> EPA plan
Model maker <small>ST1371</small> <input checked="" type="checkbox"/> In development ✓ Level 6 Current status <input checked="" type="checkbox"/> Proposal <input type="checkbox"/> Standard <input type="checkbox"/> EPA plan
Interior designer <small>ST1361</small> <input checked="" type="checkbox"/> In development ✓ Level 6 Current status <input checked="" type="checkbox"/> Proposal <input type="checkbox"/> Standard <input type="checkbox"/> EPA plan

<https://www.instituteforapprenticeships.org/apprenticeship-standards/>

Digital Degree Apprenticeships

Game programmer

ST0953
Version: 1.2

Approved for delivery from 03 Aug 2021  Level 7  24 months  Max funding: £19,000

Program reliable and efficient software.

Artificial intelligence (AI) data specialist

ST0763
Version: 1.0

Approved for delivery from 13 May 2020  Level 7  24 months  Max funding: £17,000

Discover new artificial intelligence solutions that use data to improve and automate business processes.

Creative digital design professional (integrated degree)

ST0625
Version: 1.0

Approved for delivery from 03 Feb 2020  Level 6  36 months  Max funding: £25,000

Providing digital design solutions to internal and external clients, across a range of sectors and contexts.

Digital user experience (UX) professional (integrated degree)

ST0470
Version: 1.0

Approved for delivery from 03 Feb 2020  Level 6  48 months  Max funding: £24,000

Investigate, analyse and design the experience that people have with digital products and services.

Cyber security technical professional (integrated degree)

ST0409
Version: 1.1

Approved for delivery from 24 Sept 2018  Level 6  48 months  Max funding: £24,000

Leading teams which manage cyber security risks.

Data scientist (integrated degree)

ST0585
Version: 1.0


Approved for delivery from 17 Aug 2018  Level 6  36 months  Max funding: £19,000




Working in a team to find ways to improve an organisation's processes.

Digital and technology solutions specialist (integrated degree)

ST0482
Version: 1.0

Approved for delivery from 07 Aug 2018



 Revision banner

 Level 7  18 months  Max funding: £21,000

Investigating, identifying and implementing technological strategic solutions.

Digital and technology solutions professional

ST0119
Version: 1.2

Approved for delivery from 26 Mar 2015  Level 6  48 months  Max funding: £27,000

Maintaining digital and technology strategies through technology leadership.

Advanced digital forensic practitioner

ST1409

 In development  Level 7

Current status

Proposal Standard EPA plan

Spatial data specialist

Proposal in development  Level 7

A proposal to develop an apprenticeship standard for this occupation is currently being worked on.

Machine learning engineer

ST1398

 In development  Level 6

Current status

Proposal Standard EPA plan

Any questions?

j.r.griffiths@mmu.ac.uk

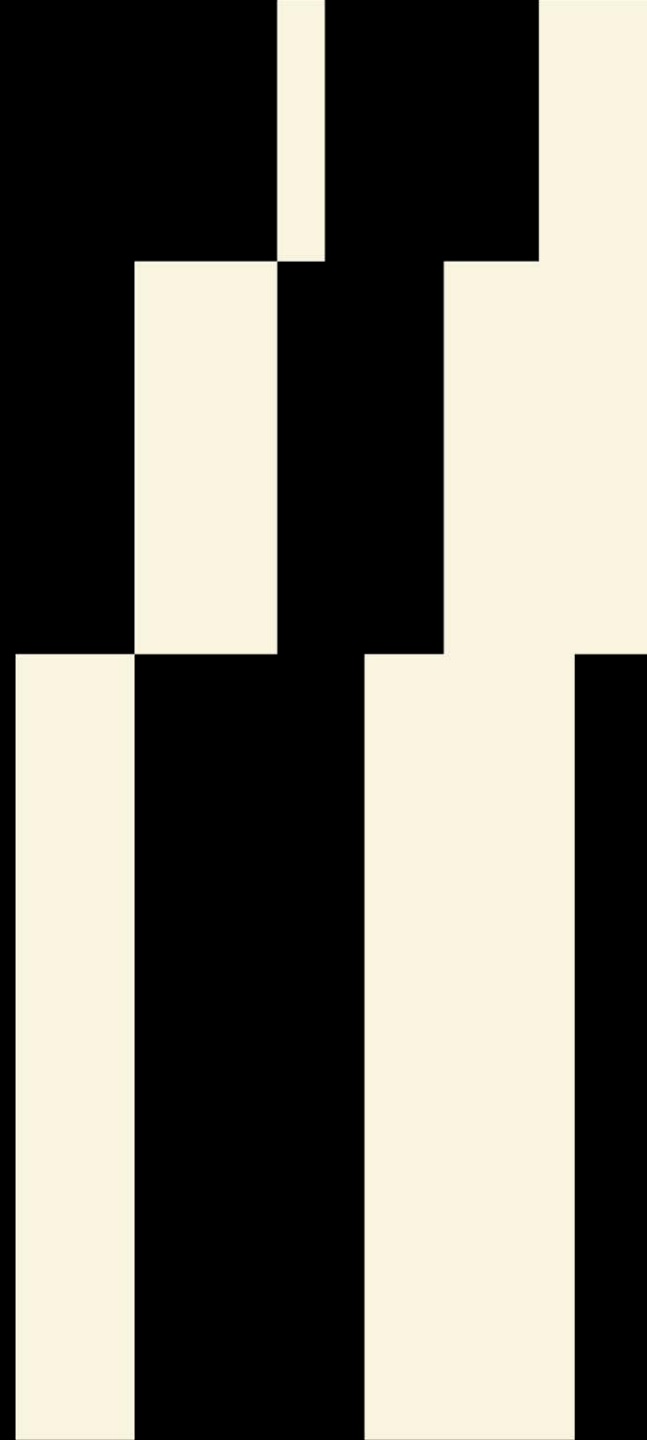
Effa Ettah
Ecosystem Engagement Manager,
Turing Innovation Catalyst Manchester



TURING INNOVATION CATALYST MANCHESTER

MANCHESTER
1824

The University of Manchester





BACKGROUND











TIC is part of the Greater Manchester Innovation Accelerator

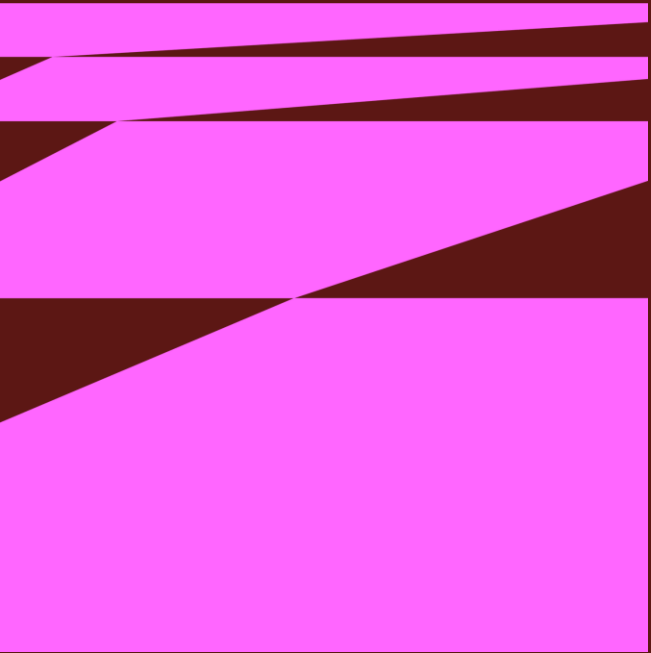
Locally-led Innovation Accelerators delivered in partnership with DSIT, Innovate UK and City Regions



Innovate UK



 <p>Future Homes The University of Salford</p>	 <p>Turing Innovation Catalyst The University of Manchester</p>	 <p>Energy accelerator for Non-Domestic Buildings Energy Innovation Agency</p>	 <p>GM Advanced Diagnostics Accelerator Health Innovation Manchester</p>	 <p>DEVOTE The University of Manchester</p>
 <p>Greater Manchester Electrochemical Hydrogen Cluster</p>	 <p>AR EdTech for Hydrogen The Blair Project</p>	 <p>CEAMS Rochdale Development Agency</p>	 <p>Centre for Digital Innovation Manchester Metropolitan University</p>	 <p>MediaCity Immersive Technologies Innovation Hub The Landing at MediaCityUK Ltd</p>



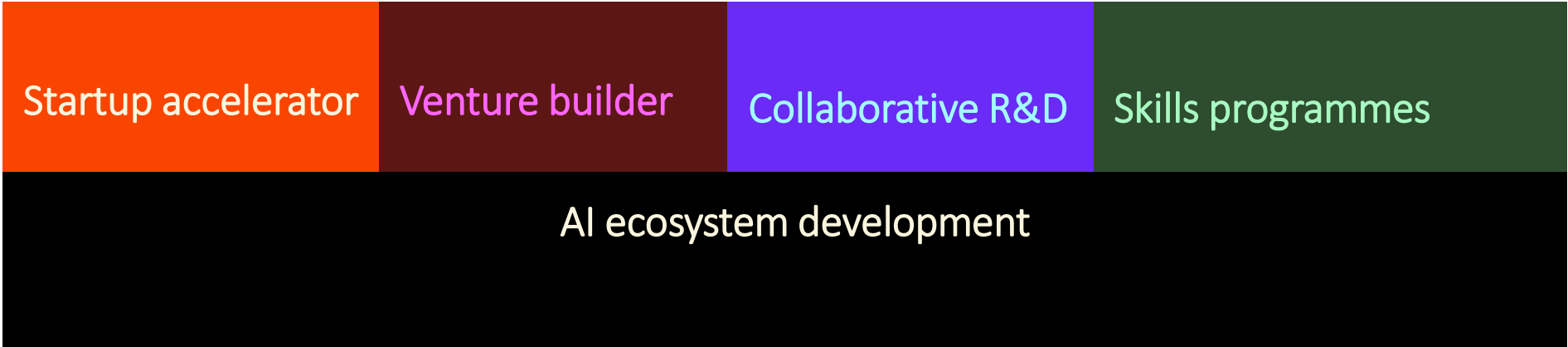
INTRODUCING THE TURING INNOVATION CATALYST

Our Vision

**A city region where AI is
supercharging the growth
of careers, businesses, and
our regional economy**



Our programme of work



Our programme of work

Startup accelerator

Hands-on accelerator support and investor connections for ambitious, early-stage AI startups.

- 2 cohorts
- 24-30 AI-first startups per cohort
- 6-9 months of support

Collaborative R&D

Innovative models to encourage research collaborations; shorten development cycles and drive commercialization of leading AI technologies

- Co-creation workshops delivering min. 28 feasibility studies
- 6-9 months support

Venture builder

Crucial commercial skills for promising PhDs ready to turn their innovations into startups.

- 2 cohorts
- 25 PhDs
- 9 months of support

Skills programmes

A portfolio of skills programmes to improve access for women and underrepresented communities and fund PhD expertise in startups

- 200+ women skilled/upskilled
- Unlimited numbers on introductory MOOCs
- AI on demand - 20 startups

Our programme of work

AI ecosystem development

A varied programme of ecosystem development and connection work including:

- The development of a community-centred HQ at ID Manchester
- A minimum of 3 Greater Manchester “spoke” presences in boroughs across the city region, (with the first being Rochdale in conjunction with Fire-Up)
- AI investor connectivity initiatives for the benefit of cohort companies and the wider GM AI community
- Designing, hosting, and contributing to AI events across GM
- Creating a new AI Skills Strategy for GM
- Forging national and international connections to share best practices, promote GM AI assets, and develop strategic partnerships



TIC

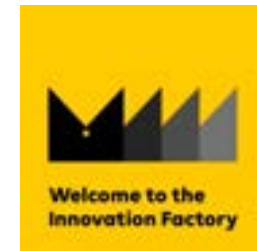
Future AI professionals	AI professionals	Startups & scaleups	AI researchers	Corporates	Investors
-------------------------	------------------	---------------------	----------------	------------	-----------

AI on demand		●	●		●
Bootcamps	●	●	●	●	●
MOOCs	●			●	●
Venture builder		●		●	●
Startup accelerator			●	●	●
Collaborative R&D		●	●	●	
Investor connectivity			●	●	●
Fire-Up Rochdale pilot	●	●	●	●	●
Ecosystem development	●	●	●	●	●
GM AI Skills Strategy	●	●	●	●	

Our partners



Locally-led Innovation Accelerators delivered in partnership with DSIT, Innovate UK and City Regions



Meet the team



Liz Scott
MBE

Director



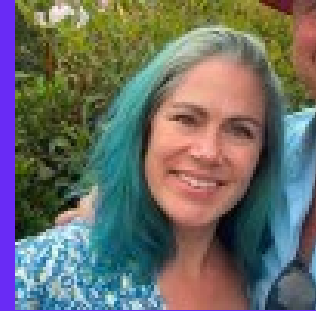
Effa Ettah

Ecosystem
Engagement
Lead



Sue Ingham

R&D Lead



Lauren Birch

Talent & Skills
Lead



Stakeholder
and
Partnerships
Lead

Talk to us about

- Startups, scaleups, and SMEs using AI to power their growth need:
 - wider ecosystem support and connection
 - introductions to relevant early-stage investors
 - access to diverse AI talent
- Hosting joint events focused on AI topics
- The AI-centred community will be at centres across GM
- Plugging into the ID Manchester ecosystem
- Our presence in spoke locations - e.g. Rochdale / ATOM Valley
- Involving our community of startups, scaleups, and SMEs in innovation projects with larger corporates and strategic partners





www.ticmanchester.org



@TICmcr



[/turing-innovation-catalyst-manchester](https://www.linkedin.com/company/turing-innovation-catalyst-manchester)



hello@ticmanchester.org

TURING
INNOVATION
CATALYST
MANCHESTER

MANCHESTER
1824

The University of Manchester

Prof. Ricardo Climent
The University of Manchester
Loui Binns
IOU



My Three Words Global Gallery



A project by



NOVARS
RESEARCH CENTRE

powered by

SonicMaps

Supported by

CreaTech

Creative Manchester



The University of Manchester

The Team:

IOU:

David Wheeler and Loui Binns (IOU)

Francesca Le Lohe (Sound & Word Network).

University of Manchester:

Ricardo Climent (NOVARS, SALC) - Prof. of Interactive Music

Amy Zhang (SEED) - Lecturer in Urban Planning, Planning, Property
and Environmental Management

Hongshuo Fan (Research Assistant & lead coordinator)

Ignacio Pecino (Research Assistant & Programmer; SonicMaps founder)

CreaTech Challenge

- **Method: 3-min Pitch** as a result of a ½ day workshop run by FutureEverything

PROPOSAL

- To develop a POC: My Three Words Global Gallery Platform - My3WG
An online web app showcasing a collection of geolocated creative works with strong links to a meaningful place connected to the artist's memory.
- Open Call: To Commission Artistic work from University of Manchester Students - (Across SALC and SEED)
- Market Research
- Pathway to launch

Project Origin (IOU)

- My3WGG is informed by IOU's **My Three Words Goole** project
- It started out as a location specific installation in the town of Goolee
- The project's aim was to blend the digital and real world using multidisciplinary artistic works created based upon specific What3Words locations in Goole.
- It utilised **QR codes** and sign post markers to allow members of the public to experience the digital imprints of the work from their phone whilst in the physical location. The QR codes were linked to entries on a website for each artwork, these entries contained the digital media for the artworks





my.three.words
Goole

About

Art Trail

Schools

Submit

← Back to Gallery

//smothered.quiet.dragonfly

Line Dancing

Tony Wade



A sculptural intervention along an imaginary line

In Line Dancing, artist, Tony Wade, drew a circle with a 2km radius on a map of Goole with junction at its centre to create a line or a boundary. The square Tony has chosen is bisected by this line and lies near a public footpath on the riverbank near Goole





NOVARS, SALC

- Geolocative Audio
 - sonicmaps.xyz
- Spatial Audio Expertise
 - Mantis Festival
 - Multichannel Studios, Composition

SEED - School of Environment,
Education and Development

- Urban planning



Development stage

Artist Commissions

- An open call was carried out for multidisciplinary artworks to populate the pilot of the app.
- After the decision process 11 students were commissioned from Manchester University to create the works. Raising the initial offer by one commission.

Call for Works
Ten Commissions Available
Where's your special place in the world
that inspires you to create?

what3words
Artist commission
Blackpool North Pier

Find your special place with the What3Words app and send your proposal for our pioneering **My Three Words: Global Gallery**

Deadline: Tuesday May 2nd, 2023 by 5pm
CreaTech Innovation Lab (University of Manchester)

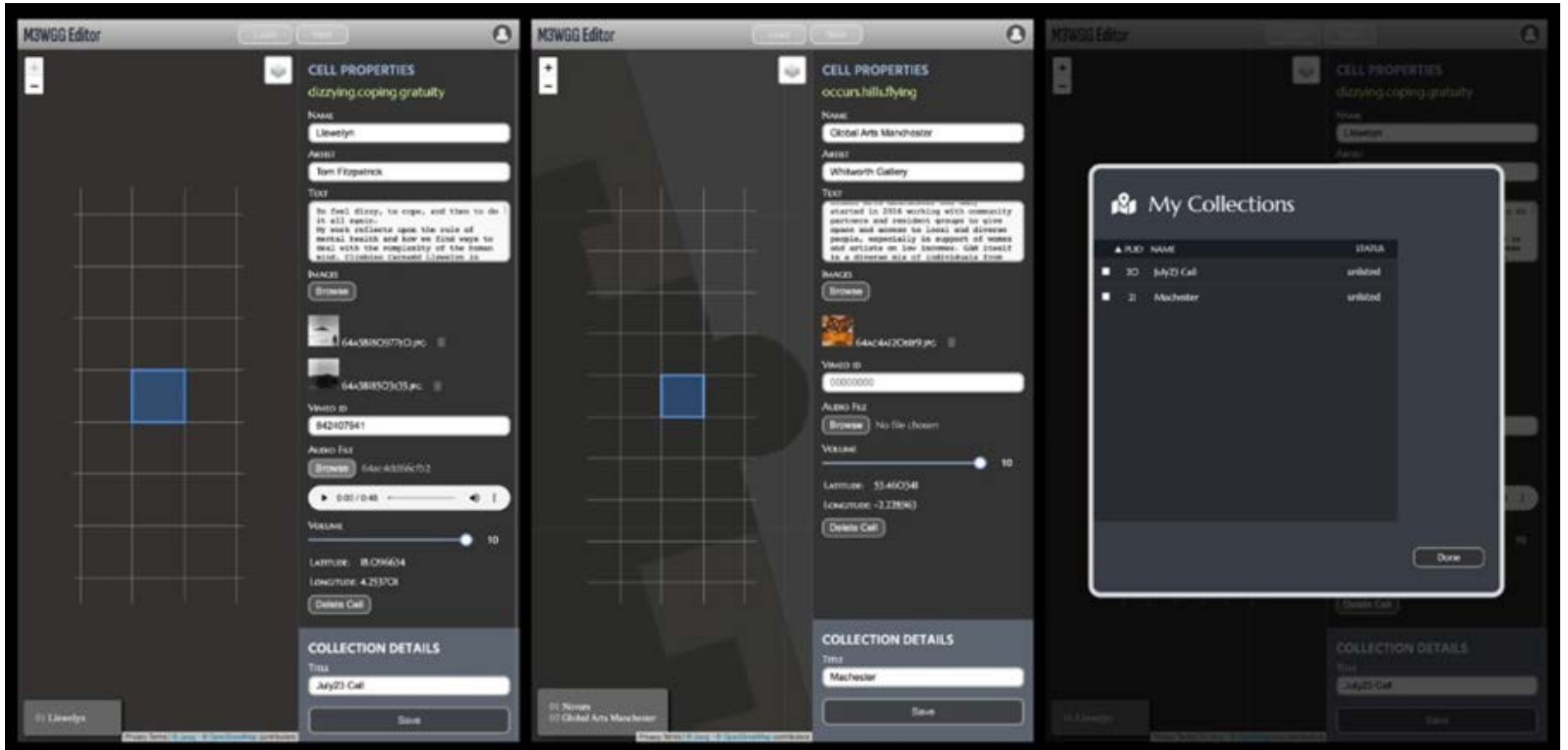


Technical Development:

- Ignacio Pecino (SonicMaps) (Research assistant for this project and PhD alumni at NOVARS) was responsible for the implementation and deployment of an interactive map and the backend system which allowed entries to be linked to specific What3Words locations (from their API).
- My3WG supports a range of digital media including images, videos, sound, 3D models and text,
- Also dynamic 3D-assets (e.g. sculpture scans) targeting museum and gallery collections, a collections' filter, social media features (secured) such as sharing content links (compatible with all platforms and browsers), content 'likes' (permitted only after login) and an optional colour template with support for visually-impaired visitors.

Technical Development:

- The My3WVG platform consists of two distinct elements:
 - An Editor and
 - A Player App
- The Editor is an online authoring tool implementing the what3words API. It includes 1 administrator account to upload content and edit collections.
- The Player App (powered by SonicMaps). Customization includes: app name, colour scheme and map style.
- Credits/about page, custom access domain with SSL certificate. Content is geolocated using the what3words API.



M3WG Editor

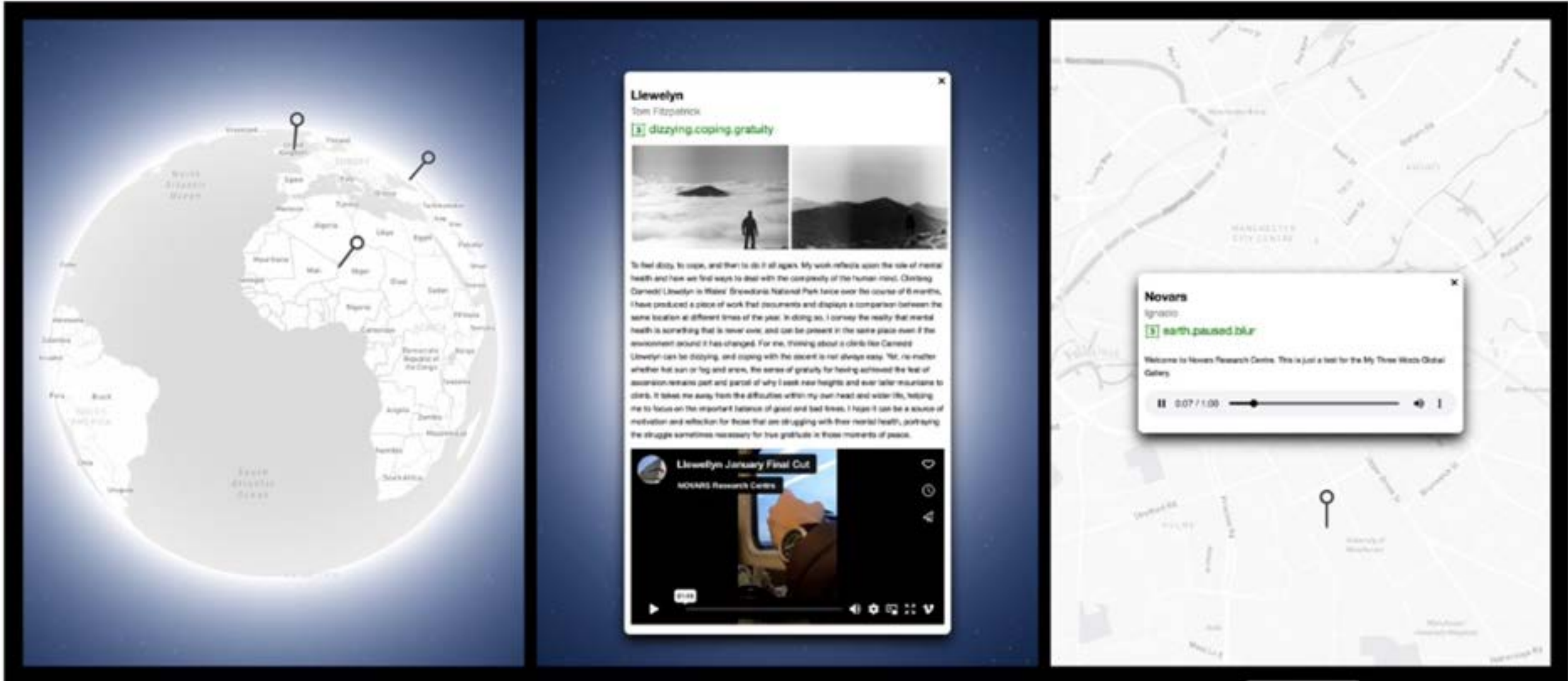
pro.sonicmaps.xyz/phpmyadmin/index.php?route=/table/structure&db=m3wgg_db&table=gg_projects

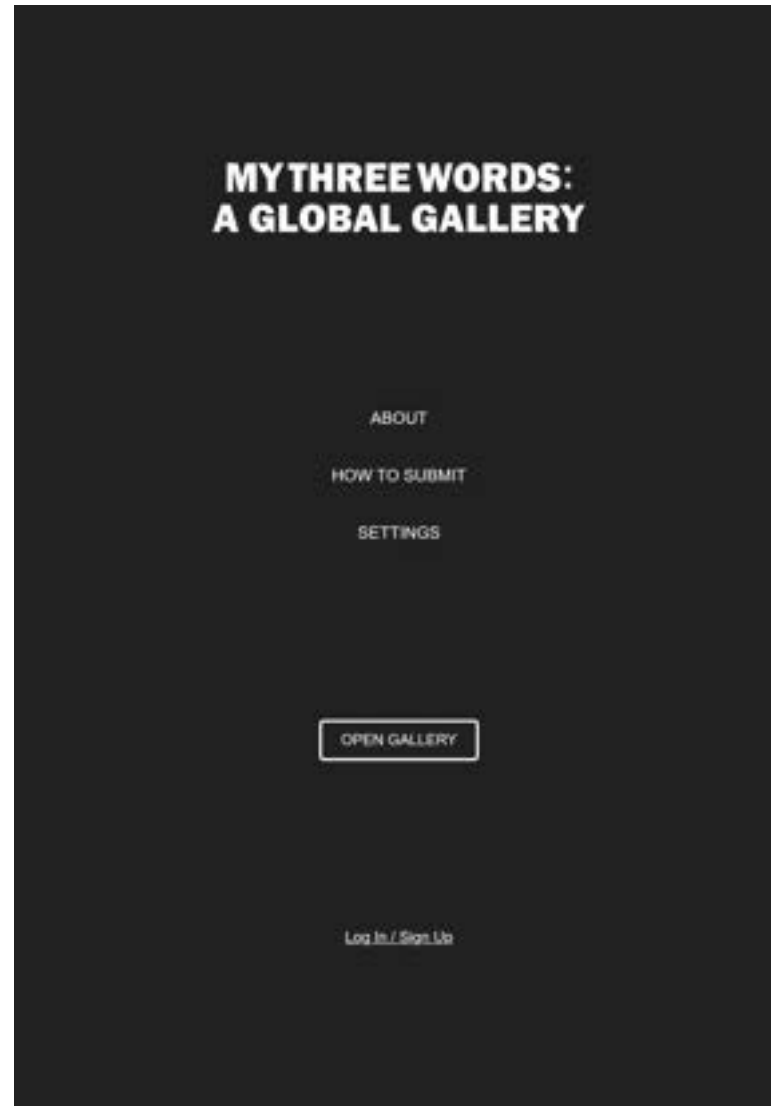
Servidor: localhost > Base de datos: m3wgg_db > Tabla: gg_projects

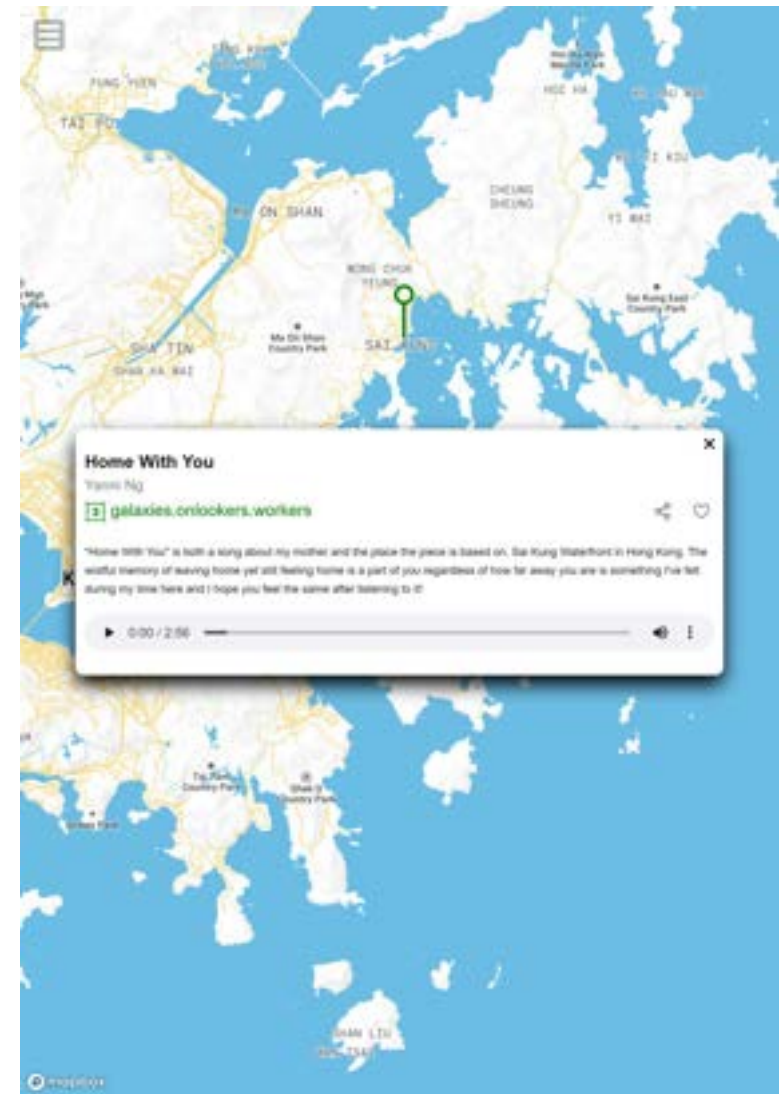
Examinar Estructura SQL Buscar Insertar Exportar Importar Privilegios Operaciones Disparadores

#	Nombre	Tipo	Cotejamiento	Atributos	Nulo	Predeterminado	Comentarios	Extra	Acción
<input type="checkbox"/>	1 puid	smallint(11)		UNSIGNED	No	Ninguna		AUTO_INCREMENT	Cambiar Eliminar Más
<input type="checkbox"/>	2 pname	varchar(255)	utf8mb4_unicode_ci		No	Ninguna			Cambiar Eliminar Más
<input type="checkbox"/>	3 pauthor	varchar(255)	utf8mb4_unicode_ci		Sí	NULL			Cambiar Eliminar Más
<input type="checkbox"/>	4 pdescription	text	utf8mb4_unicode_ci		Sí	NULL			Cambiar Eliminar Más
<input type="checkbox"/>	5 pdate	timestamp			No	current_timestamp()			Cambiar Eliminar Más
<input type="checkbox"/>	6 p_lat	float			No	Ninguna			Cambiar Eliminar Más
<input type="checkbox"/>	7 p_lng	float			No	Ninguna			Cambiar Eliminar Más
<input type="checkbox"/>	8 published	varchar(10)	utf8mb4_unicode_ci		Sí	unlisted			Cambiar Eliminar Más
<input type="checkbox"/>	9 category	varchar(20)	utf8mb4_unicode_ci		Sí	NULL			Cambiar Eliminar Más

M3WG Player











Market research

- Marketing surveys were presented to IOU on July 25, 2023. These surveys are ready for market research purposes targeting both artists and potential audiences. Once the web app is launched, these surveys will provide insights for future strategies and development needs.
- Preview of artist survey: <https://tinyurl.com/5n6c4rb2>
- Preview of audience survey: <https://tinyurl.com/5yywkavw>

Demo

my3words.gallery

Thank you!

my3words.gallery

Dr. Geoff Walton
Manchester Metropolitan University
Dr. Frances Johnson
Manchester Metropolitan University



EMBODIED AUDIENCES

When news
stays news: how
can poetry help
combat health
misinformation?

Dr. Geoff Walton, Reader in Information and Digital Literacies
& Dr. Frances Johnson, Senior Lecturer in Information Retrieval
(SODA)

About the project

- Why poetry?
Reading and/or writing poetry is beneficial to well-being
- Why health information?
England - 43% of working age adults are unable to understand and make use of everyday health information, rising to 61% when numeracy skills are needed for understanding
- Why this project proposal?
Brings creative approach to address this social issue



About the project

- Inter-disciplinary project group and bid building on previous research with industry partners and related published work on the issues of misinformation and trust
- This project will investigate how those who vape encounter and exchange information about vaping



About the project

- The goal is to enable vapers to make well-calibrated judgements about the health information and misinformation they encounter
- This will be done by investigating how 'vapers' converse with each other (off-line and online) to share information about vaping



About the project

- We will work with participants to create poetry-based factual health information about vaping that is meaningful to them
- We will then test their engagement and trust in these new health information formats using our Trust Scale, Information Discernment Framework and Eye-tracking protocol



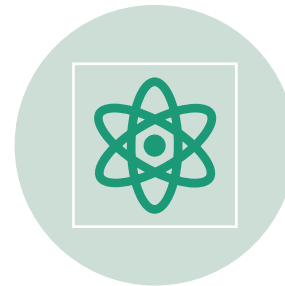
Achievements so far

- Protocol established for training health information practitioners in writing in the poetic form
- Initial scoping work with poets, health information practitioners and academics
- Inter-disciplinary project group formed
- Based on 15+ years of previous research in information/digital literacies and trust

Inter-disciplinary



English (Man Met
University)



Information Science
(Man Met University and
UCL)



Computer and
Information Sciences
(Northumbria University)



Health (NHS England and
Man Met University)

Previous foundational work – industry partners and funders



- NHS England (formerly Health Education England)
Introduction to health care knowledge and library services
- AHRC *Untold stories NHS 75th anniversary*
- Jeff Gosling hand controls – e-learning training portal for fitters
- Apex Engage – the Insights people – UX project
- Chartered Institute of Library and information Professionals – misinformation – Psychophysiology of information literacy
- Home Office – Evaluating Prevent programmes
- British Academy – Information discernment, mis-information and pro-active scepticism



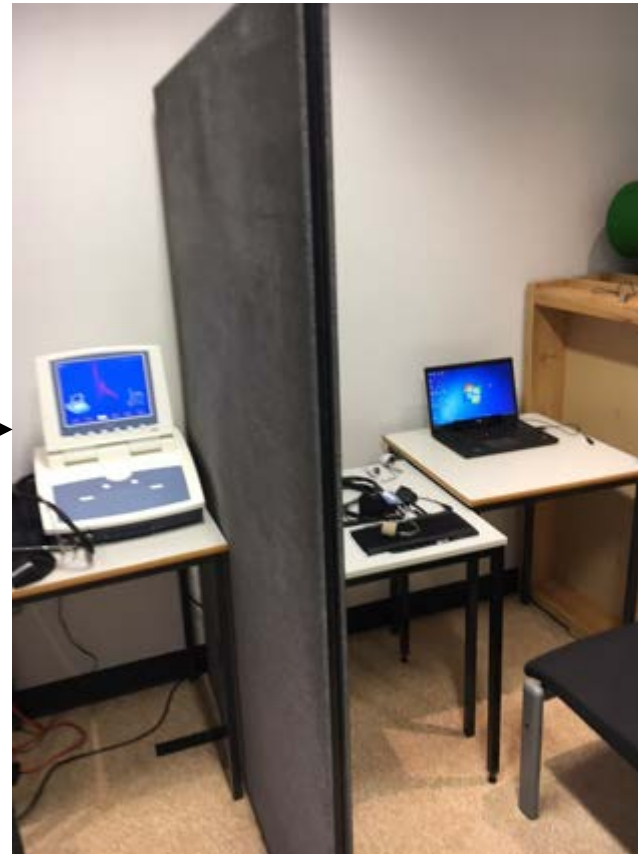
Previous research example - Misinformation

This is the experimental set-up we used to find out whether there is a link between a person's level of information discernment and their physiological reaction to mis-information*

Finometer



Our lab



Participants
given a mildly
stressful task to
complete

Eye-tracking



48 Participants
Male
Aged 18-24
Educated to 'A' level
or equivalent

*Participants in
experimental group
told they were
working with a
religious extremist

Creative summary of our misinformation work

- Link to Information Discernment video [here](#) (7mins 38secs)

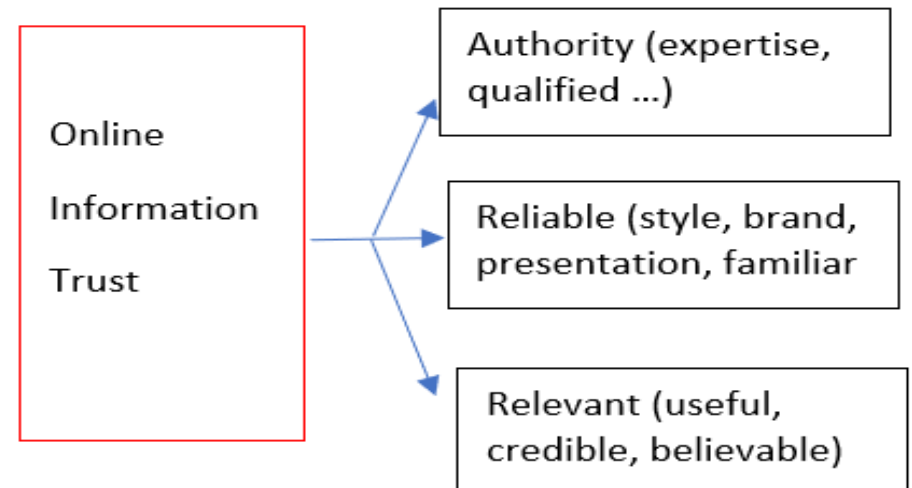


**ANALYSIS OF A
FLAT EARTHER?**

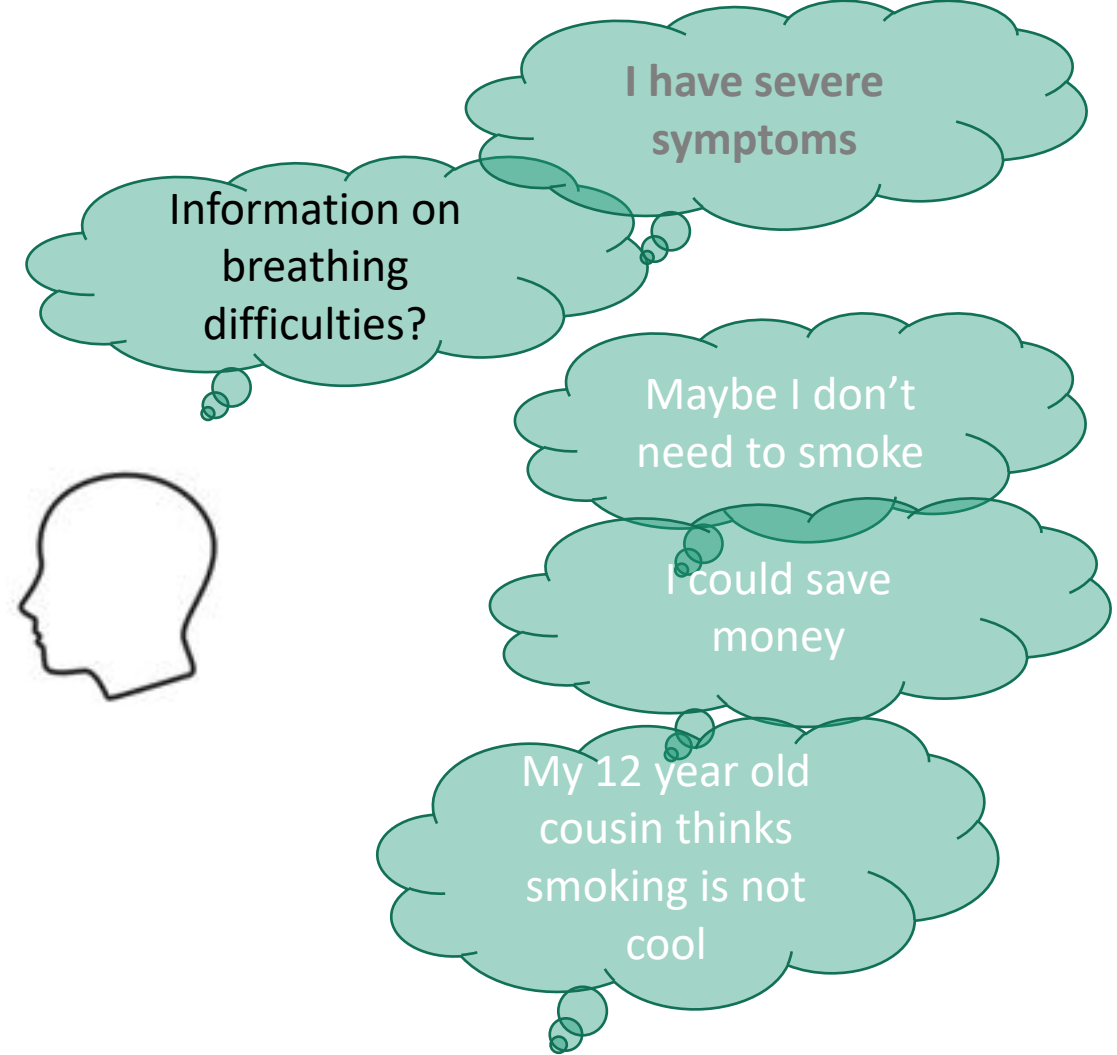
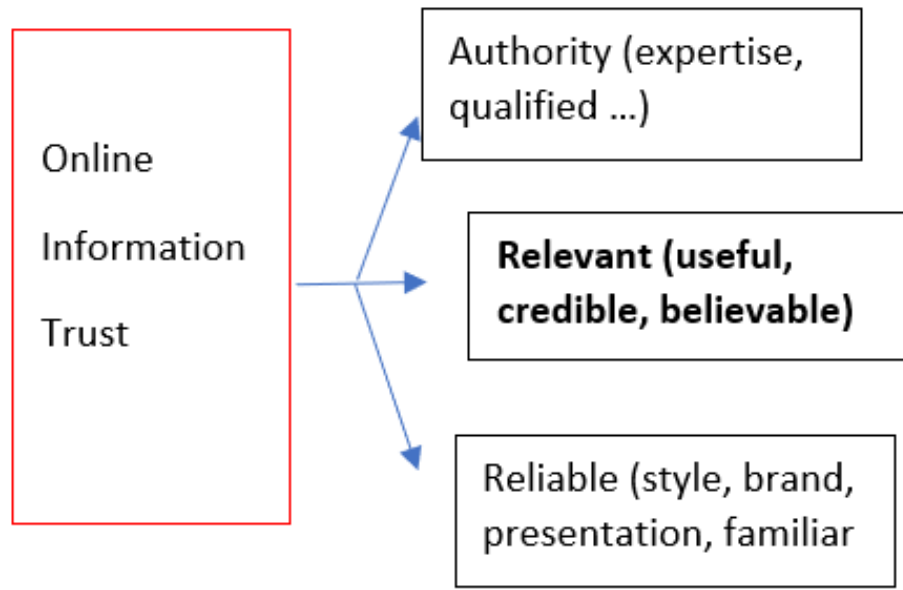
Previous work – engagement and trust in
information formats

Trust in Information

- What does it mean to trust?
- What does it mean to trust in information?
- The Trust Online Information project(s)



Effective Information Behaviour



Forming Trust in Information To come to know something we did not

Final thoughts

- Not just for health mis/information
- Wider implications for industry and society; how people make judgements about any kind of information (digital or analogue): business information, advertising, local and national government and public bodies of all kinds
- What are the features of information (digital or analogue) that cause us to trust it?
- We have the theories and methods that can contribute to understanding these issues

Any questions

- Contacts:

Dr Geoff Walton: g.walton@mmu.ac.uk

Dr Frances Johnson: f.johnson@mmu.ac.uk



Denise Harris
Sum Vivas
Prof. Kirsty Fairclough
School of Digital Arts (SODA)





**SUM
VIVAS**
WHERE TECHNO MEET LOVE



@Dexdj.x

**D
E
X**

COOKIE

Pioneer Dj

Pioneer Dj

Barbara Nigro
Manchester Fashion Institute (MFI)



CREATECH

Technology integration for Experiential Marketing (XM) in Fashion and creative disciplines

The ShareLoom collective research project

Barbara Nigro
B.Nigro@mmu.ac.uk

Lecturer in Fashion
Communication
Manchester Fashion
Institute

SHERRATT ST.

70

01

Peste - Destroyed

{AD England}



CREATECH

Technology integration for Experiential Marketing (XM) in Fashion and creative disciplines

The ShareLoom collective research project

ShareLoom

- The ShareLoom collective is a project that stems from the partnership between MFI and SODA at ManMet
- An open community dedicated to celebrating student innovation and experimentation with creative technology
- ShareLoom champions collective research culture symbolising the extraordinary value of cross-disciplinary research and knowledge exchange practices

Future Looms

- A Phygital students' showcase space
- A multi-layered experiential space that complements the traditional graduate showcase through the minting of student work as an NFT on the Cardano blockchain.
- The inaugural event for the ShareLoom Collective at ManMet



[ShareLoom Digital Platform](#)

ShareLoom*



At Shareloom we believe in the power of community-fostering activities as an essential driver to the future success of our students. It is an experiential phygital showcase space that offers the opportunity to innovate communication platforms and practices focused on amplifying students' voice and creativity across ManMet, whilst creating value and room for our community to grow. We champion the extraordinary value of cross-disciplinary research and knowledge exchange practices aimed at curriculum innovation, students' experience and employability opportunities enhancement, as well as collective intelligence-driven research modus operandi.

01

CURRENT EXHIBITION

02

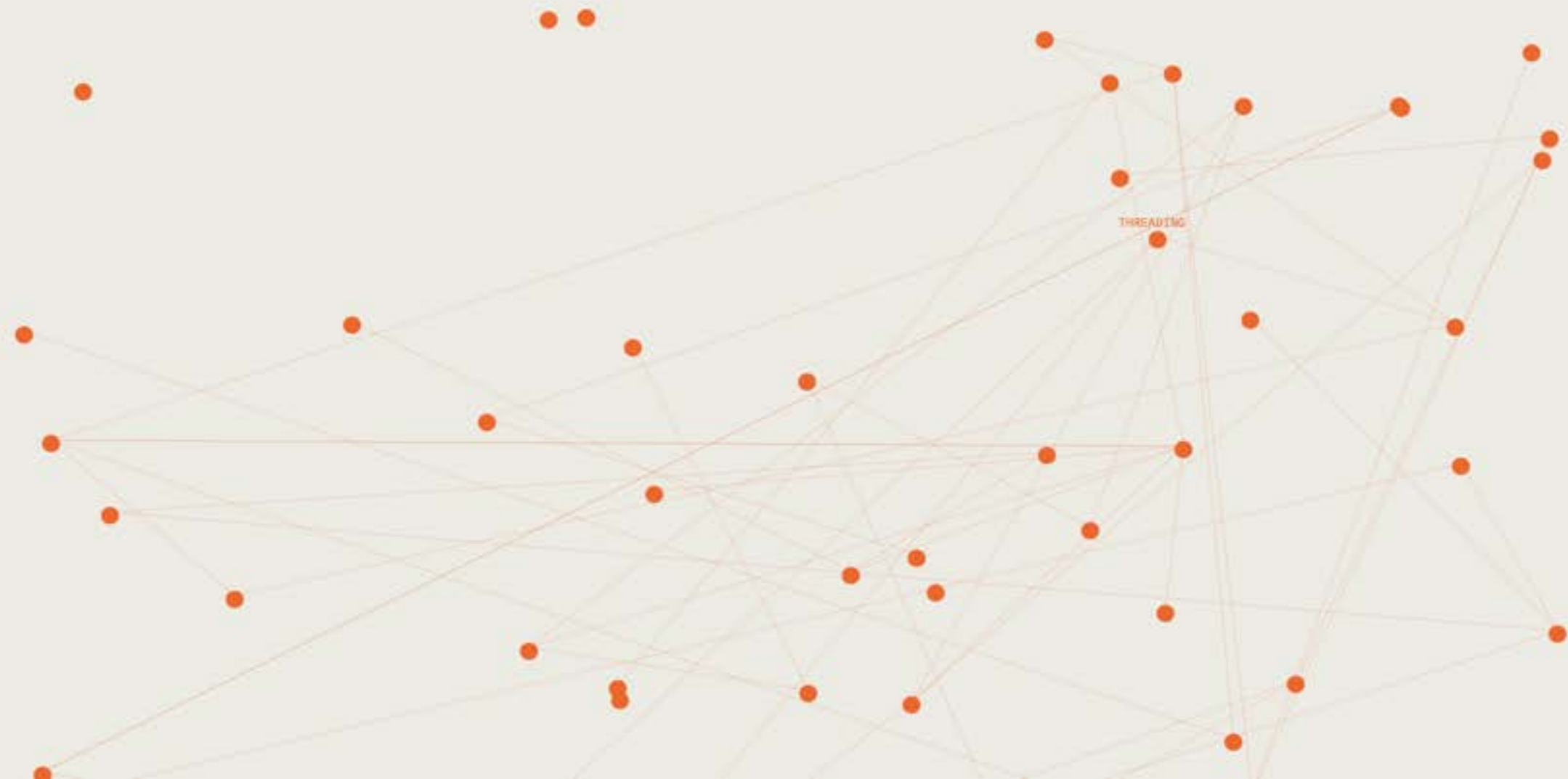
MANIFESTO

03

THE TEAM

JOIN THE COMMUNITY

A THREAD OF THEMES, CONCEPTS AND IDEAS WE ARE EXPLORING WITH SHARELOOM®



Future Looms

EXHIBITION INFO

The first of a series of community-building events part of the Shareloom collective: a phygital interactive exhibition showcasing our L6 Fashion Promotion students' final major project, and the pinnacle of their entire undergraduate educational journey. Through an interactive phygital poster, featured students will present a key creative output part of their overall proposed strategic communication plan portfolio, offering a renewed and transformational direction to a global Fashion brand's communication strategy of their choice.

Future Looms is a multi-layered experiential space that celebrates students' creativity whilst experimenting with technology integration into traditional graduate showcase dimensions, with a strong focus on creating value and opportunities for our students within an open, inclusive, and safe environment. Future Looms is part of the Shareloom collective, a research project that stems out of the partnership between MFI and SODA students and lectures, symbolising the extraordinary value of cross-disciplinary research and knowledge exchange practices aimed at curriculum innovation, students' experience and employability opportunities enhancement, as well as collective intelligence-driven research modus operandi.

COURT
← MARNI X UNIQLO



HANNAH TOWNSEND
THE TOGETHER EFFECT



EVA QUINN
THE NORTH FACE



[VIEW INFORMATION](#)

[VIEW NFT](#)

THE
NORTH
SPACE

A large, shiny, metallic sculpture of the words "THE NORTH SPACE" is displayed in a forest setting. The letters are highly reflective and three-dimensional, with a polished, chrome-like finish. The sculpture is arranged in three rows: "THE" on top, "NORTH" in the middle, and "SPACE" on the bottom. The letters are set against a background of lush green trees and a dirt path, creating a striking contrast between the artificial, reflective material and the natural environment. The lighting is bright, highlighting the metallic sheen and the surrounding foliage.

PROJECT INFORMATION



Our Working Manifesto

The Shareloom community is committed to:

- Creating value and opportunities for students across ManMet.
- Building a legacy of student work and community engagement.
- Working with sustainable blockchains.
- Experimenting with future facing technology to create exciting 'phygital' experiences.
- Maintaining an open, inclusive, and safe environment in our wider community.

At Shareloom we believe in the power of community-fostering activities as an essential driver to the future success of our students. It is an experiential phygital showcase space that offers the opportunity to innovate communication platforms and practices focused on amplifying students' voice and creativity across ManMet, whilst creating value and room for our community to grow.

The Shareloom collective is a project that stems from the partnership between MFI and SODA at ManMet, symbolising the extraordinary value of cross-disciplinary research and knowledge exchange practices aimed at curriculum innovation, improving student experience, and offering employability opportunities.

Starting in early 2022, the NFT Working Group at SODA invited MFI colleagues to engage with the topic of NFTs, resulting in the critical adoption of the technology for the Bloomin' NFTs project, as well as a presentation and panel discussion at the Digital Societies Festival at ManMet in June 2022.

The group continues to meet regularly and has since developed the Shareloom community to invite students and members of the public into conversations around creativity, technology, and sustainability conscious innovation.

Behind The Research Team

Meet the dynamic team behind the ShareLoom research project, an eclectic mix of exceptional minds from various academic and research backgrounds. Comprising a dedicated group of researchers and lecturers, each member brings a unique set of skills and experiences to the table. They come from diverse fields, forming a well-rounded team capable of tackling the complex challenges posed by the ShareLoom project. With their collective expertise in their respective disciplines, they are united in their pursuit to enhance collaborative learning and information sharing. Their combined commitment to excellence and innovative thinking is the driving force behind the project's success. The ShareLoom team demonstrates the power of interdisciplinary research and is a shining example of what can be achieved through collaboration and shared vision.

01 | Marsha Courneya

02 | Alasdair Swenson

03 | James Wrigley

04 | Barbara Nigro



EXPERIENTIAL MARKETING (XM): a marketing communication strategy aimed at building **engagement** between the audience and a brand across both **digital and physical channels (phygital realm)** through the creation of an experience **that connects and resonates with the audience.**

According to Forbes, experiential marketing will be worth \$2,330bn by 2026.

Key features:

- Focus on the experience offer not the product selling
- Engage audience with authentic messages and emphatic tone voice to establish a sustained connection
- Interactivity and Entertainment are key - content and environment are set to respond to consumers sentiments, spark awe and offer an experience to remember - consumers become 'content creators' generating WOM through social media and
- Consistency of content and messages is key across all channels – Cohesive omnichannel communication strategy

'The North Space' a collaboration between North Face and Strava by Eva Quinn L6 Fashion Promotion graduate 22/23 and one of the featured students in Future Looms:

- Graduate Fashion Week 2023 twice winner for Fashion Marketing and Fashion Communication portfolios awards Headhunted and secured straight after the awards a job at Good Culture, a London based culture-centric strategic consultancy and experiential marketing specialist agency
- Contacted by Bethany Evans (VP Americas Marketing for North Face) and secured a reference for future EMEA position at North Face HQ



Thank you!

