

Innovation, revolution and the future of entertainment  
In Manchester 18 to 20 July 2019  
Tech. Music. Creativity. Summit & Showcase

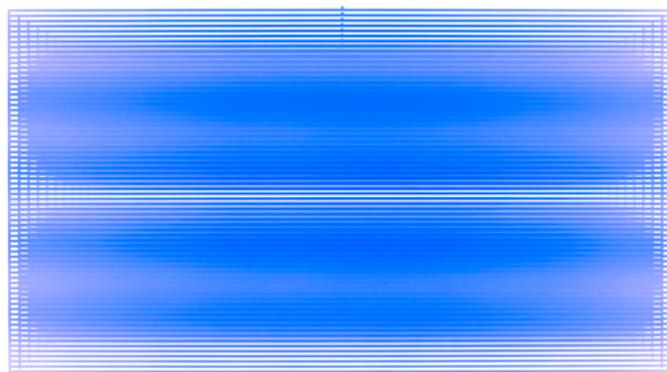
# FutureEverything presents ALTERNATE FUTURES

## A one-day symposium as part of Distractions

#AlternateFuturesGM  
#DistractionsGM

[distractionsmcr.com](http://distractionsmcr.com)

18 July 2019  
Kings House Conference  
Centre, Manchester



Imagine you have just time travelled to 2050. Greater Manchester is the kind of inclusive, forward-thinking, well-designed place we want it to be.

How have we challenged the boundaries that we once faced living in the 'original modern city' and the wider Greater Manchester region? And instead of allowing technology to distract us, how can we harness digital tools to better shape the future together?

Alternate Futures invites you to explore and develop ideas for an alternate future. A future that is more connected, more collaborative and one that makes space to amplify different voices.

Alternate Futures showcases some of the amazing innovation and collaboration happening right here in Greater Manchester — a global testbed in digital leadership.

## 10:00 Welcome

Phil Swan, Chief Information Officer & GM Digital Lead, Greater Manchester Combined Authority

GM DIGITAL  
Cllr Elise Wilson, GM Digital Portfolio Lead

## 10:20

DIGITAL NARRATIVES  
Introduced by Claire Tymon,  
Executive Director, FutureEverything

Greater Manchester prides itself for thinking differently, for testing ideas and creating innovation. We revolutionise ideas for the future and consider technology as an enabler, not a driver. With so many start-ups, pilot projects and inventions, it can be hard to keep up with the innovation and best practice happening in Greater Manchester. From grassroots projects to larger corporations, we have selected a few stories to share with you today.

Speakers include Andrew Gilligan, Head of Research, Manchester City Football Club; Katie Jones, Co-founder, Fresh Magazine; Brendan Dawes, Artist; Alex Nelson, Head of Design, BBC R&D Future Experiences; Nichola McAvoy, Founder, ALLY.

## 11:10 Q&A

An opportunity to ask the speakers questions.

## 11:30 Break

## 11:40

TECHNOLOGY, INNOVATION + ART  
Introduced by Irini Papadimitriou,  
Creative Director, FutureEverything

How is art harnessing new technologies? Tracing the Sky is an immersive, mixed reality installation under a Victorian shopping arcade, filling the architecture with dreamlike skyscapes

that visitors can interact with using OPPO mobile phones and augmented reality.

Presented by Fu Yihan, Creative Designer, OPPO London Design Centre and Jiayu Liu, Tracing the Sky artist.

## 11:55

INTER-CONNECTIVITY  
Introduced by Marvin Mensah,  
Urban talent scout, promoter and manager

Imagine the wealth of knowledge, experience and ideas we have between us? Now start to map these out with the person next to you and consider the strength in our connectivity and the potential in our own ecosystem. How can we all connect and benefit, share ideas and skills for the greater good? Where do they connect / collaborate / network. What does the GM digital landscape look like now?

In this workshop you are invited to connect with those around you and create your own ecosystem.

## 12:30 Lunch

Experience a showcase of art and tech exhibitions and demonstrations.

BBC CONNECTED STUDIO: BBC Box prototype & Human Values cards.

NOISE ORCHESTRA: Sound artists Vicky Clarke and David Birchall create Noise Machines that translate light into sound. They work in the UK and internationally on installations, sound walks and electronics education.

>THREAD {}: Textile artwork is on display from Thread Collective (Islington Mill) who use code and human bio data to produce digital imagery interpreted through print and surface pattern design.

SOPHIE BULLOCK: Artist Sophie Bullock works individually, and within artist duos 'Ambience Factory' and 'One Five West', to disseminate the politics of technologies through play and performance.

SEAN CLARKE: A digital artist and curator based in Manchester, Sean Clarke's work focuses on exploring our future relationship with technology through collaboration and performance art.

CHRIS PAUL DANIELS – Artist and Filmmaker based in Manchester.

## 13:20

### CO-AUTHORING OUR FUTURE

Introduced by Sacha Lord, Night Time Economy Adviser for Greater Manchester

Greater Manchester is striving to be a top five digital city in Europe. How do we achieve this and what is our unique role to achieve this? Is it achievable? Through a series of facilitated workshops, you are invited to co-author Greater Manchester's digital future.

The workshop hosts include Tech for Good Live, Reform Radio, The Digital Imagination and FutureEverything.

## 14:30

### ALTERNATE FUTURES LAB

Introduced by George Konstantakopoulos, Business Innovation Lead, FutureEverything

A parallel creative Lab has been taking place at the emerging School of Digital Arts at Manchester Metropolitan University. Artists, coders, technologists and all-round good people have been prototyping ideas for the future. You will be invited to vote for your favourite idea!

## 14:55 Break

## 15:05

### SHAPING OUR DIGITAL FUTURE

Chaired by Paul Bason, Director of Digital Innovation, School of Digital Arts, Manchester Metropolitan University

Technology is shaping how we define the next generation. Researchers have presented us with Generation Z who are pushing digital boundaries and are ethically more aware, but who have short attention spans and are more distracted. This panel session will explore the impact of this and how technology can improve the future of work and society.

Speakers include Kiera Lawlor, Director of Happiness and People, Social Chain; Victoria Knight, Strategic Business Director, BAE Systems and Applied Intelligence; and Sophie Ashcroft, UX Researcher, Artist and Alternate Futures Lab participant.

## 15:45

### STATEMENT OF INTENT

Presented by Wayne Hemingway MBE.

## 16:00

### ALTERNATE FUTURES NETWORK

An opportunity to spend some informal networking time meeting fellow workshop participants and make connections across Greater Manchester.

## 17:00 Close

### TRACING THE SKY – PRIVATE VIEW

Alternate Futures delegates are invited to attend a new artwork, Tracing the Sky by artist Jiayu Liu. Presented by FutureEverything, sponsored by OPPO.

Due to limited space, delegates are invited to sign up at the event registration desk on a first come, first served basis.

EXHIBITION CONTINUES UNTIL 20 JULY 2019,

12–8pm Daily

Brickworks, Barton Arcade,

48 Barton Square, Manchester M3 2BH

Free admission, open to the public

# Distractions

Alternate Futures is part of Distractions, a three-day summit in Manchester that debates the future of entertainment – a long weekend of debates, talks, panels, content and new music showcases with some of the world's leading tech companies, artists and producers. Presented by Manchester International Festival, Sound City and FutureEverything, developed by the Mayor of Greater Manchester, Andy Burnham and Greater Manchester Combined Authority, with the support of Peter Saville, Rose Marley and Modern Designers.

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## FutureEverything

Established in Manchester in 1995, FutureEverything is an award-winning innovation lab and cultural organisation that has helped shape the emergence of digital culture in Europe. Through a curated programme of events, art commissions, critical conversations, collaborative projects and prototyping, FutureEverything pushes creative boundaries and stimulates new ways of thinking, across a diverse range of sectors, disciplines and audiences. Taking an action-research, artist-led and human-centred approach, FutureEverything is passionate about bringing people together to discover, share and experience new ideas for the future, creating opportunities to question and reflect on the world around us.

Futureeverything.org  
@FuturEverything