Collaborate to Innovate – Inclusive Creative Industries Session
(hosted by The University of York on the 16th March 2021)

Want to follow up with someone on a project idea or ask about our research?….

Email us on creative-industries@york.ac.uk with some details about your business and the nature of your enquiry.

Or find out more about our research and how to get involved: University of York Creativity Research.

More information on the projects discussed during the session can be found below.

Digital Creativity Labs (DC Labs), based at the University of York, is a centre of excellence for impact-driven research, focusing on digital games, interactive media and the rich space in which they converge.

The interdisciplinary centre links with four other universities (Goldsmiths, Falmouth, Durham and Queen Mary's) and develops its projects with more than 100 well-known partners including BBC, Esports League (ESL) and Yorkshire Wildlife Trust.

DC Labs conducts research and leads technical development in new audience experiences, immersive technologies, new forms of storytelling and video game development.

Find out more at digitalcreativity.ac.uk or watch the DC Labs showreel for a flavour of some recent work.

Esports is now a global phenomenon with more than 450m viewers annually and a $1.5bn market.

The Weavr project explores the exciting new audience experiences that emerge when advanced data analytics and immersive technology come together around both in-person and online esports tournaments.

As University research partners to the Weavr consortium, York brings expertise in games analytics and compelling data-driven content creation. The work is providing fans with interactive stories and rich visualisations, real-time updates of the virtual arena, live stats and a personalised compilation of on-demand highlights and replays.

The project brings together major partners including ESL (a leading esports event promoter) and Dock10 (the UK's largest documentary production company).

Find out more at weavr.tv or catch up on the Weavr team's latest work on DOTA2.

The EPSRC Centre for Doctoral Training in Intelligent Games and Game Intelligence (IGGI) is the world's largest PhD research programme aimed at games.

Based at York, Goldsmiths, Queen Mary and Essex Universities, IGGI students undertake a four-year PhD focused on developing cutting-edge research in collaboration with industry and social partners including Sony Interactive Entertainment, Bossa Studios, Microsoft Research, or Women in Games.

IGGI students advance entertainment and applied games with research studies, software, patents, algorithms, data analytic techniques and games across a wide range of topics, from AI and machine learning in games, to player experience and game design, to games for health, education, or research.

Find out more about the IGGI programme at **iggi.org.uk**.

XR Stories is one of nine AHRC Creative Industries Cluster Partnerships, led by the University of York in collaboration with Screen Yorkshire and the British Film Institute.

XR Stories aims to be the UK centre of excellence in immersive and interactive storytelling realised through a programme of research and development supporting screen industries companies in the Yorkshire and Humber region.

The partnership provides a programme of funding, research collaboration and connection, linking regional producers with cutting edge researchers, and helping to launch innovative new films, games and interactive projects. XR Stories works across film, TV, games, media arts, heritage, advertising and technology to champion this new future in digital storytelling.

Find out more about XR Stories at **xrstories.co.uk**.

Screen Industries Growth Network (SIGN) is a collaboration with eight other Yorkshire universities, the British Film Institute and Screen Yorkshire.

SIGN enables and empowers sustainable growth in the TV, film and games industries of Yorkshire and the Humber.

SIGN is a unique, business-facing organisation which links companies with higher education institutions through a programme of research, training, business development and evaluation.

Find out more about SIGN at **screen-network.org.uk**.