



# Creative Cities Nomination

## Application Form

The following documents must be attached:

- A formal letter of presentation of the candidature by the city's Mayor.
- A formal letter of endorsement to the candidature by the National Commission for UNESCO of the Country to which the city belongs.
- Formal support letters, including substantial arguments in favour of the applicants, from at least five UNESCO Creative Cities<sup>1</sup>, three of which from a geographical region that will be different from the one of the applicant ([in this respect, refer to UNESCO's list of countries by geographical region](#)). The letters must be signed by the Mayors or by other official Cities' representatives.
- Formal support letters from the national professional association(s) of the relevant Country, in the field concerned<sup>2</sup>.

The application forms shall be received by UNESCO Secretariat no later than 20 March 2014 at noon Central European Time (CET). Applications that are not received in the established format and/or that are received after this deadline will not be evaluated. Should UNESCO deem that the timely submitted applications are incomplete, it will notify the applicant as soon as possible. The applicant cities must provide the elements that are necessary to complete the applications at latest on 20 April 2014 at noon - CET. Applications not completed by this date will not be evaluated.

1-For cities applying with a focus that is not covered by at least five Member Cities, please refer to footnote 1 of Article 6 of the Nominations procedures.

2- For instance: The national writers', or musicians', or designers' association.

## 1. Name of the City

York

## 2. Official contact representative of the city for correspondence

**Main contact**

Title Mrs.

Family name Kersten

First name England

Institution/position City of York Council/Chief Executive

Status / nature of the institution: Local authority

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Other relevant information:

**Replacement contact**

Title Mr.

Family name Stuart

First name Goulden

Institution/position One&amp;Other TV CIC/Managing Director

Status / nature of the institution: Local TV channel

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City York

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Other relevant information:

### 3. Thematic focus

- Music  
  Media arts  
  Crafts and Folks arts  
  Film  
  Gastronomy  
  Design  
  Literature

### 4. Introduction (maximum 3000 words)

#### Patrons:

- Greg Dyke, Chancellor at University of York, and former Director-General of the BBC
- Charles Cecil OBE, co-founder and CEO of Revolution Games, and Board member of Screen Yorkshire and BAFTA (British Academy of Film and Television Arts)

#### Management Group:

- Gill Cooper, Head of Arts, Culture and the Public Realm, City of York Council (gill.cooper@york.gov.uk, +441904554671)
- Stuart Goulden, Managing Director, One&Other TV. License holder for York's new television channel (launching 2015) and member of York@Large, the city's cultural partnership (stuart@oneandother.com, +447881811594)
- Marcus Romer, Artistic Director, Pilot Theatre and Chair of Creative York. Organiser of Shift-Happens, TEDxYork, No-Boundaries conferences and member of York@Large (marcus@pilot-theatre.com, +441904635755)
- Tom Sharp, Managing Director of creative agency, The Beautiful Meme. Clients include English National Ballet, Arts Council, Design Museum and National Trust Scotland. (tom@thebeautifulmeme.com, +441904673767)
- Mat Lazenby, Partner in design agency Lazenby Brown. Steering group members/digital artists in SightSonic Festival and Decibel Festival. Creative Fellow of York St John University (mat@lazenbybrown.com, +441904622999)
- Heather Niven, Innovation Lead, SCY (Science City York). Project lead for online innovation lab GeniUS! (heather.niven@scy.co.uk, +447772981615)
- Simon Newton formerly Director of Enterprise and Innovation, University of York and Head of Regional Partnerships, York St John University (simnewt@btinternet.com, +441439788728)

#### Management Body:

City of York Council

#### Steering Group:

The bid team is advised by York@Large, the city-wide strategic group responsible for the development of culture and media arts in the city. Its board includes representatives from City of York Council, the universities and colleges, and the voluntary and private sectors.

#### Motivation for the application:

For two millennia, York has been the meeting point for the ideas and creativity of the world. Through digital media it is finding itself once more.

The legacy of York's standing as the social capital of the north is all around us: iconic architecture, renowned bookshops, galleries and theatres, world-class museums and archives, and the contemporary interpretation of this heritage for a thriving tourism industry. This melting pot of assets has always cultivated an appetite for education, culture, and self-expression that has allowed the people of York to make a highly distinctive contribution to culture in the UK. The city today is a hub of innovation, exporting the liquid crystal and display technologies that form the basis of our flat-screen televisions, computers and mobile phone displays, the technology behind online video services for the likes of BBC iPlayer and China United Television, and cutting-edge innovations in chocolate at Nestlé's Product Technology Centre.

Constantly evolving in its history, York's latest chapter is gathering real pace with creative industries the fastest growing area of its economy. These evident strengths in media arts and its supporting technologies allow York to play a part as a centre for new ideas and artforms in the 21st Century, both reaching into the world and drawing the world towards us. UNESCO designation will act as a tipping point in this endeavour.

This bid recognises the driving contribution of media arts to the city's quality of life, the competitiveness of the local economy, high levels of public participation, and the investment in the human capital in our academic institutions. York's creative community is increasingly making its mark abroad through best-selling computer games, new music technology, immersive digital playgrounds, cutting-edge museum interpretation, and by making its cultural and creative output available across boundaries.

With York's economy expected to continue growing, we aim to ensure everybody feels the benefits. Creative activity and economic prosperity has always followed a dedication to social equality and the flourishing of human talent, rooted in the values of the city's famous chocolatiers and philanthropists, the Rowntrees. York's precedent as the UK's first Living Wage City and the York Fairness Commission are embodiments of this commitment, sitting side by side with the values of openness and collaboration empowered by the digital age and the values of UNESCO.

York is excited about the prospect of sharing these experiences and exploring new ideas with the Creative Cities Network. It would also prompt greater collaboration with our regional neighbours such as Hull, Leeds, Sheffield and Bradford.

We believe UNESCO City of Media Arts designation would act as a catalyst for new investment, connections, ideas, and exchanges. York would be in the spotlight as a key destination for creative firms to operate and do business, our existing practitioners would prosper, the nascent would gain more recognition, and more talented graduates would wish to start new enterprises here. And as a gateway to international markets for the region, it would have significant beneficiaries beyond York.

Partners in the submission include organisations and bodies in the fields of culture, arts, innovation, tourism, government, media and education. As a city, we are united in our ambition to become a UNESCO City of Media Arts and to join the Creative Cities Network as active partners.

This submission is supported by Arts Council England, NESTA (National Endowment for Science, Technology and the Arts), and the UK National Commission for UNESCO (UKNC) Secretariat with endorsements from Lyon, Enghien-les-Bains and Sapporo.

[www.mediacityyork.com](http://www.mediacityyork.com)

Overview of the city:

"The history of York is the history of England" - King George VI

York's rich heritage is the backbone of its reputation as a cultural city and the prologue to its media arts explosion.

Founded by the Romans in 71AD as a major strategic fortress, York developed into the capital of the northern province of Britain and has been an important city, both politically and economically since. The Vikings, who occupied the city in 866AD, created a great trading centre with links right across Europe. During the medieval period York was England's second city and by the eighteenth century it was a social centre. In the nineteenth century York's economic fortunes again rose with the railways and it became a key base for the chocolate industry, with Terry's Chocolate Factory being established in 1767 and Rowntrees in 1862.

This blend of new cultures and triumphs brought with it an explosion of new ideas and artistry that fill

our museums today. As master storytellers, York has built leading industries recounting its colourful 2,000-year history.

Present day York is equally shaped by the dark episodes of its past such as the massacre of the entire Jewish community of York in 1190, which defines our ongoing commitment to tolerance and togetherness.

York's past is also visible as a mosaic of buildings and streets unique in character, which have inspired painters such as L.S. Lowry, Frances Place, Thomas Girtin, William Marlow and Samuel Prout.

The city's legacy of important structures include York Minster, the largest Gothic Cathedral in Northern Europe; over 2,000 listed buildings; and 22 scheduled ancient monuments including the City Walls, Clifford's Tower, St Mary's Abbey. Its more recent history also catalogues developments in architecture, monumental arts, engineering and town planning. From the integration of new technologies and cutting-edge experiences into its attractions such as The Orb at York Minster, to digital light and sound displays of its festivals, media arts is breathing new life into its heritage and advancing the art of digital storytelling.

The quality of life afforded by York extends beyond its aesthetic. Overall crime rates are low, income levels are relatively high and there is a good general level of health.

Despite appealing to well-educated workers, with 41% of the population having degree-level qualifications, York also has pockets of severe deprivation. It is not a city in its comfort zone, with this bid evidence of its ambition to unite around its 21st Century strengths.

### Geographical area:

York occupies a strategically important position in the map – sitting at the centre of Great Britain. An area of significant natural beauty, Yorkshire's landscapes have inspired literary and art greats including the Brontës, Henry Moore, David Hockney and JMW Turner.

York is able to draw on the cultural strengths of its main urban neighbours: Leeds (dance, literature and sculpture), 25 miles to the West, Bradford (film), Sheffield (music and film), and Hull as UK Capital of Culture 2017 and its role in migration, past and present.

Less than two hours from London by rail and a similar travel time from Edinburgh, and under one hour 15 minutes from international airports in Leeds, Manchester, East Midlands and Doncaster, the city has excellent transport links home and abroad.

York falls within the Leeds City Region, the UK's largest economy and population centre outside London, representing a £55 billion economy and employing 1.3 million people. It is also UK city region with the greatest Digital & Creative business growth.

### City layout:

A place of intense creative energy, York has always used its size to its advantage. Characterised by a compact urban area, it provides regular contact with the city's creative output.

The flat landscape of the wider York area allows good views of the Minster, which is the dominant feature of York's cityscape. The Rivers Ouse, Foss and Derwent are important historic determinants to the city's success as a commercial centre, as well as being the arrival point for migrants.

The city's 4.8 square kilometres of parks and open spaces are places to discover new experiences and enjoy life, to stumble upon informal performances and to take in the city's unique sights and sounds.

In 2010 a team of Urbanists led by Alan Simpson Jackson published York New City Beautiful. It created a roadmap for a better connected city, reimagining its streets, public spaces and parks as places that could enhance how people experience its culture. It also advocated raising the profile of York's digital and creative industries to reflect a new 'cutting edge' York.

Inspired by the report, the £3.3 million Reinvigorate York programme is further infusing media arts experiences into the city's public realm.

Infrastructures:

Energy:

York has always had a close relationship with nature and aims to develop and thrive as a sustainable city.

The pace of change towards a low-carbon economy has sped up with the creative and service industries at its core. The University of York is a founding member of the Centre for Low Carbon Futures, delivering high-impact research on themes of food, energy and water and supporting game-changing technologies in use in Europe, Asia and Latin America.

York's Low Emission Strategy has led to investment in transport and technology-based solutions, including a network of electric vehicle charging stations. York's award-winning Local Transport Plan encourages residents and visitors to minimise vehicle emissions by walking, cycling and using public transport.

York aims to reduce its carbon-footprint by 40% by 2020 and 80% by 2050.

Mobility:

York has systematically worked towards being a city of movement.

This includes interventions such as the pedestrianisation of the city centre 25 years ago, an extensive network of scenic cycle routes, frequent and accessible public transport services, and the promotion of sustainable modes of transport. York was designated a Cycling City from 2008.

Communications:

York's Creative Cities aspirations are underpinned with a blend of next generation wired, WiFi and mobile networks.

York aims to be one of the most digitally-connected cities in Europe by 2015. It is already one of the UK's first Super-Connected Cities, with £3m being invested in digital infrastructure on top of its superfast broadband coverage across 97% of the city. Free WiFi internet can be accessed in public realm hotspots, community centres, libraries and on public transport.

Multicultural profile of the city:

York is a welcoming city and aims to be beacon of tolerance and inclusivity. Minority ethnic groups represent 9.1% of the population, an increase of 85% in ten years. Today 100 different nationalities call York home, introducing a cosmopolitan outlook and diversity. The relatively recent influx of immigrants has been accelerated by European enlargement, the rise of the Universities up international ranking tables, and refugees seeking asylum, in particular from Kenya, Uganda, Poland and Turkey.

York's proximity to diverse cities, such as Leeds and Bradford, has also been integral to its celebration

of multiculturalism. Multicultural activities are embedded at all school levels and festivals regularly invite participation in York's inter-faith and inter-cultural networks. The annual York Human Rights Festival has grown into a global forum of ideas from researchers, politicians, writers, historians and activists.

### Government Structure:

As a fair and open city, York is structured to enable participatory democracy from youth onwards.

Local democracy is ensured through voting at local elections, participation at Resident Forums and Council meetings, the plurality of local media, and the transparency embedded into the new Council website. This relationship between City, citizens and businesses has become even closer in recent years, with public involvement brought forward in planning and consultations and digital democracy enabling daily contact through social media, the live-streaming of Cabinet meetings by local arts organisation Pilot Theatre, and the city's first Digital Inclusion Strategy.

City of York Council operates on a Leader and Cabinet mode of governance, formed by the majority party. Local elections are held every four years, and 47 Councillors are elected.

York Youth Council is made up of a diverse group of 11-18 years olds that volunteer their own time to represent the views and interests of their peers, to challenge the Council and other service providers, and to improve York for all young people.

The Council has long championed the city's cultural assets and capabilities, and is currently exploring innovative models for bringing together culture, tourism, marketing, and economic development under a single agency.

### Urban planning policy and strategy:

York's urban planning and development aims to enhance the living environment through a harmonious balance of art, culture, community and heritage.

A new Local Plan for York sets out a 2030 vision for the future development of the city and its spatial strategy. The Plan recognises the critical importance of York City Centre as the economic, social and cultural heart of the area with:

- interventions to create a world-class, high quality, accessible public realm;
- improved facilities for small enterprises and the digital media industries;
- enhancements to river frontages, turning them into vibrant environments
- improvements to sustainable transport infrastructure

### Population:

York is now the third fastest growing city in England with a population of 200,000, which is projected to grow by another 12.5% over the next fifteen years. A total of 6,550,045 people live within a 50-mile radius of York and 19,805,131 within 100 miles. York is both ageing inline with national trends and getting younger, with significant increases in 15-19 year olds (+17.8%) and 20-24 year olds (+39.1%), driven by the growing success of the universities. The total student population is over 21,500 and with overseas students, from over 120 countries, making up 23% of that figure, York's skilled talent has a global footprint.

As a candidate City of Media Arts, York is committed to unlocking the creative potential of its young people.

### Economy:

York has the most buoyant economy in the north of England supporting 117,000 jobs and contributing £4 billion of value to the national economy.

It is home to a diverse and dynamic business base with particular strengths in the science, technology, creative industries and professional and financial services. Of the industrial age, York retains significant employment in chocolate, railways, and construction.

York's culture is a significant influencer of inward investment. It is also the backbone of York's tourism market, which has grown from 2.1 million visitors in 1987 to 7.2 million today. The city's Local Plan aims to create 16,000 additional private sector jobs by 2030 and to invest in transport, housing, renewal energy and digital infrastructure to support this growth.

Education:

York's stature as a Learning City follows a tradition of pioneering cultural education. This can be traced back to the English-Saxon monk, Alcuin of York (735–804), once Headmaster of the Cathedral School of York (the fourth oldest school in the world) before founding several of the earliest schools in mainland Europe. It was Alcuin who put the seven liberal arts at the core of the curriculum of the late Roman Empire and sparked the Carolingian Renaissance.

The Learning City York partnership established in 1998 has developed a culture of lifelong learning and innovation for York that maximises the contribution of learning to personal fulfilment, social cohesion and economic growth for the city.

The founding of the University of York in 1963 and the growth of York St John University are complemented by the establishment of medical training at the Hull York Medical School in 2002, Askham Bryan College of Agriculture and Horticulture, and the landmark campus development of York College.

A world Top 100 University, UK University of the Year (2010), and member of the Russell Group for academic excellence, the University of York plays a significant role in the economic and cultural life of the city and the region, employing 2,780 people and contributing some £240m annually to the York economy. There are now over 30 academic departments and research centres, with related strengths in digital media and preservation, computer gaming and narrative studies, English and related literature, history of art, and the application of technology in music. The student body has expanded to nearly 16,000 and York academics published 1,800 research outputs in 2013 – more than five a day on average.

Shortlisted for UK University of the Year 2013, York St John University contributes £150m to the local economy each year and indirectly helps support 600 jobs. Each year 431 students graduate from 21 undergraduate and postgraduate courses across the fields of visual and performing arts, media and humanities. The University provides a gateway for creative media businesses to access the research, skills and facilities in higher education institutions.

Both universities have invested over £100 million in media arts facilities over the last 10 years and contributed significantly to the city's entrepreneurial climate. The universities have also supported new cultural enterprises with low cost office space and helped the creative industries leverage the knowledge at their disposal.

## 5. Creative assets and programmes (maximum 6000 words)

Definition of Media Arts:

For present purposes, Media Arts is defined as the integration of new media technologies into creative practice and social exchange. This includes disciplines such as video games, computer

animation, digital and interactive art, sound art, film, television and theatre. In York, it is an activity partaken in by professional artists, designers, academics, researchers, enthusiasts and the general public and voluntary sector.

### York – A City of Culture

The origins of this UNESCO bid can be traced back to Without Walls - a citywide partnership and consultation to enhance quality of life and economic prosperity.

The agenda was to make York more welcoming, creative, and inspiring – a place where people take part in culture as a matter of course. It also sought to challenge conventional wisdom about York, with Visit York, the city's official tourism body, viewing culture and media arts as the key to attracting a younger and more cosmopolitan visitor profile.

A programme of initiatives began to unlock the creative potential of the city, with York@Large, a new cultural partnership, formed. For the last decade, it has championed investment in the fabric of our cultural institutions, initiated several iconic activities such as the flagship Illuminating York Festival and the revival of York Mystery Plays, and ensured a new emphasis on culture in the city's hospitality, education and marketing.

This has been coupled with structured public support for those operating in the intersection of digital and arts and the integration of culture into municipal decision-making (e.g. events calendar, licensing policy, transport connections, extended opening hours, and cultural facilities in new developments).

As a result, York has experienced the emergence of a new generation of talented practitioners and successful organisations across the many disciplines of media arts. It is also leading the way in providing universal access to its collections and preserving them for generations to come with institutions such as Yorkshire Film Archive and the University of York Sound Archives, and the city's reinvention of its libraries service.

Today, creativity and culture are ways of life in York, flowing through the living environment, driving the economy, bringing people together, and acting as the cornerstones to our contemporary identity and learning environments.

It can be concluded this 21st Century activity is largely responsible for York's chief credentials as City of Media Arts:

- York is a hotbed of creative talent with world-class learning institutions and the state-of-the-art facilities to match
- Creative Industries represent the fastest growing sector of York's economy with over 250 creative media arts companies employing 3,000 people
- York has a track record of cultural leadership, evidenced by visionary interventions, influential networks, and thriving media outlets
- York's world class culture attracts over 7 million visitors per annum with media arts acting as the engine of its future interpretation
- York's cultural experiences form an important part of everyday life with York labelled the 'City of Festivals'
- York is investing in the preservation of its media arts assets and digitising its collections for the enjoyment of future generations
- York is a place dedicated to the flourishing of human talent and celebration of diversity through media arts

### Creative Industries Employment:

York and North Yorkshire's cultural economy is made up of 7,495 businesses employing almost 60,000

people, representing one in five of all jobs in the region.

On almost every conceivable measure, creative industries also represent the fastest growing sector of York's economy. Employment in the sector regionally rose by 25% between 1998 and 2008 but has seen explosive growth of 18.4% more recently between 2011 and 2012, equating to 580 new jobs. This is more than five times the national average of 3.2% over the same period.

Media arts has been a key driver of this growth with the Creative, Digital & Media sector now employing 2,500 people (3% of total) and is projected to growth in the next 10 years to create 150 new jobs (representing 8% of future total).

The value of York's creative, digital and media output is £120k GVA per employee (Gross Value Added). Representing 8% of York's total GVA, it is a contribution that is expected to grow by at least 24% in the next 10 years. It is estimated that for every £1 of GVA generated by the arts/culture industry, an additional £1.43 of GVA is generated in the wider UK economy with indirect spillover impacts in skills development and nurturing innovation.

Employment by discipline (2012):

- Music, Performing and Visual Arts (400)
- Museums, galleries and libraries (700)
- Publishing (200)
- IT, software and computer services (1500)
- Film, TV, video, radio, photography (100)
- Design (100)
- Architecture (300)
- Advertising & Marketing (500)

Consumption and enjoyment infrastructures:

Much of York's built cultural infrastructure (theatres, live music venues, museums and galleries) has organically clustered in the square kilometre around the Minster. This Cultural Quarter is now subject to £14m investment in the Art Gallery, York Theatre Royal and St Leonard's Place to raise them once more to international standing.

Media arts is giving many more of York's iconic attractions a new lease of life. Historic buildings such as King's Manor, Barley Hall, and St Mary's are frequently cast as venues for events, such as Aesthetica Short Film Festival. Future centres of production are following suit and the Guildhall is set to become a Digital & Media Arts Centre, blending production, consumption and learning. Its highly visible and significant location is testament to the important role media arts plays in York's future.

York's architecture provides an inspiring backdrop and challenge to artists and organisers, and is celebrated by millions of people every year in new ways as a result. Everyday the streets come alive with markets, street theatre, buskers, and major festivals. Public art and storytelling is weaved into the city, with initiatives such as Illuminating York, York Stories, and York Mystery Plays.

In 2013, the award-winning theatre production Blood + Chocolate gave audiences a unique new media experience as they followed the story of York's WWI heroes through the streets and landmark buildings whilst listening via headphones. With every performance selling out, it was also webcast live and for free on #PilotLive.

This vibrancy is matched by a strong neighbourhood culture and community participation which ranks as the highest participation rate in arts activities in the region and the second highest in libraries and heritage activities.

Digital Consumption:

York is improving access to collections and performances through partnerships with the media, digitisation projects and live streaming, including:

- York Mystery Plays 2012 was streamed live to a worldwide audience, offering an interactive and personalised experience of the production via its multi-camera stream on BBC The Space.
- No Boundaries is an open twin city online symposium on the role of culture in 21st Century society..
- Pilot Theatre have developed livestream and On Demand theatre technology which is now available for venues worldwide via their new venture TheatreLivestream.TV.

Inclusivity:

Drawing on York's long history of social innovation, media arts is valued as an agent of change in the health and societal wellbeing of the city:

- Inclusive Arts, part of the City of York Arts and Culture Service, delivers an inclusive community arts service working with disadvantaged and minority groups.
- Shortlisted for a Times Higher Education award 2013 for Excellence and Innovation in the Arts, the Converge initiative between York St John University and the NHS delivers arts education to people who use mental health services, involving students in the delivery of courses in theatre, dance, music, singing and creative writing.
- The university's Research Centre for Occupation and Mental Health is also developing a research programme for arts and creativity involving digital storytelling and the use of new media in rehabilitation programmes.
- Local art charity, New Visuality, is dedicated to championing creativity in outreach projects with disadvantaged groups, integrating their work with professional artists in exhibitions.
- Memory Bank ([www.memory-bank.org](http://www.memory-bank.org)) is the Yorkshire Film Archive's innovative resource that combines archive film with discussion to assist those affected by memory disorders.
- Accessible Arts & Media ([www.a-arts-media.org](http://www.a-arts-media.org)) is an arts and media charity that has inspired thousands of disabled and young people to communicate through creativity for 30 years. Projects include AbleWeb Radio, York's online radio station created by and for people with learning difficulties and disabilities, and Inclusive Media Projects allowing both disabled and non-disabled young to make music through accessible technologies.
- KhaoZ Media ([www.khaozmedia.org.uk](http://www.khaozmedia.org.uk)) engage people in community action projects through accessible community media resources and creative expression in film, television, print, radio and online. They participate in pan-European intercultural youth media projects through the Youth4Media Network.

Case Study: Inspired Youth

Inspired Youth is a not-for-profit Social Enterprise using digital video and arts to inform, challenge, educate and inspire, with a particular focus on engaging people who are considered hard to reach. Projects include:

- Mind Me – A multimedia project for World Health Day to understand and tackle the stigma around mental health.
- Young Carers Revolution - A multi-award-winning media campaign highlighting the experiences of young carers and helping 'hidden young carers' find the support they need.
- Behind No Doors – Assisting Foundation Housing service users to create a media campaign exploring the issue of Youth Homelessness.

Cultural associations:

York@Large, the city's cultural partnership, is flanked by a number of independent creative associations and informal collectives, including:

- Creative York - a community of creative individuals and enterprises working with innovative technologies in arts, media and heritage contexts.
- The self-organised York Authors represents authors, poets and playwrights living in York, York Code is an informal get-together of York's developer community, York Film Coalition for filmmakers, ArtBloc for contemporary artists, and York Art Society and York Artworkers for artists more broadly.
- For over ten years, Screen Yorkshire ([www.screenyorkshire.co.uk](http://www.screenyorkshire.co.uk)) has championed the film, TV, games and digital industries in Yorkshire. Launched a £15 million fund to invest in creative content produced within the region.

York is also well represented into national professional associations by the Patrons of this Media Arts bid:

- Charles Cecil of Revolution Games co-founded Game Republic, an alliance of game developers, and is on the Board of Screen Yorkshire and BAFTA. Cecil is a member of Skillset's Computer Games Skills Council and was appointed Member of the Order of the British Empire in 2011 for services to the video game industry.
- Greg Dyke, Chancellor at University of York, is most notable for his 2000-2004 tenure as Director-General of the BBC. He is currently chairman of children's television company HiT Entertainment and the British Film Institute (BFI), and is a Fellow of the Royal Television Society and the National Film and Television School. In 2009, Dyke led the Conservative party's review of the creative industries, looking at issues such as how to make the UK a global leader in content creation, developing a next-generation broadband network, and ensuring the survival of the UK's local media.

Production Centres:

York's highly visible of cultural production reflects its status as the cultural capital of the north for centuries. The recent rise of knowledge industries and knowledge transfer initiatives has led to incubation centres on education campuses adding to York's inherent capacity to self-organise with the proliferation of artists' studios.

Bar Lane Studios: Provides affordable workspace and printmaking facilities, and houses many local but internationally-renowned artists.

The Phoenix Centres: Provides affordable space at York St John University's main campus for new ventures solely in the creative and digital sector. Each year up to 14 businesses enjoy 12-months of peppercorn rents, access to specialist technical facilities such as 3D printers and textile printers, and sector-specific business support, mentoring and training.

Ron Cooke Hub: A £20million, 7000 sq ft 'melting pot' for creative engagement and enterprise. From seeding new ideas and incubation to showcasing of new concepts, the Hub has become a prominent production centre for media arts since its opening at Heslington East in 2010. The Hub is also used to exhibit creative works with lectures theatres, a gallery, and the 3Sixty - a black box with 360 degree full-wall projection and surround sound.

York Science Park: The Innovation Centre is home to more established knowledge-based companies who benefit from direct access to the University of York's Research and Innovation Office.

Heslington Studios: A new £30m film and television centre, providing state of the art production and post-production facilities and equipment to students and industry. It offers two high-spec, high-

definition broadcast television studios, a screening room and 120-seat cinema, a 200-seat theatre, and multi-functional rehearsal spaces.

Green Screen Studios: The innovative partnership between Heslington Studios - the commercial arm of the University of York's Department of Theatre, Film and Television (TFTV) – and Green Screen Productions is lowering costs and opening the door to the internationally distributed films market.

Based at the site of the ARTTS International Film School, the studio has been transformed into a production base for film and television, with 3 large studio spaces, facilities for production, costume rooms, and various rehearsal spaces. It also houses accommodation with 30 bedrooms for cast/ crew use.

THE HIVE: A new £3.5 million media centre and theatre was built at Manor CE School in 2011 to support the teaching of vocational courses in Media and Performing Arts. The purpose-built theatre seats 209 people alongside a disabled gallery, gantry and control room, a rehearsal studio, and Apple Mac Suite. Children from all over the city who take the Creative Media Diploma use the centre, as well as being available for public and industry hire.

Cultural Centres:

Galleries: York's collections and temporary exhibitions are housed in an eclectic range of spaces, from public galleries to contemporary white cubes, higher education institutions, a converted old school house, and private homes.

York Art Gallery: Opened in 1892, the Art Gallery is remarkable for its collection of important European paintings spanning seven centuries, with works by Bellotto, Reynolds and the world's largest collection of York-born William Etty's work. Its works range from 14th Century Italian panels and 17th Century Dutch masterpieces to Victorian narrative paintings and 20th Century works by LS Lowry and David Hockney.

York Art Gallery is one of 250 art institutions involved in the Google Cultural Institute's Art Project, enabling people to view its collections online in extraordinary detail. The Gallery's Evelyn Collection has also been uploaded to Google Maps and Street View with the support of volunteers.

Currently undergoing an £8 million redevelopment, the new gallery will feature seven exhibition galleries.

York St Mary's: This church is now an imaginative setting for major site-specific art installations. Several artists have used technology to create their works.

New School House Gallery: Housed in a Grade II listed former schoolhouse and specialising in contemporary art and objects.

According to McGee: Opened in 2004, According to McGee is a white cube gallery and pioneers of York's contemporary art scene. Championing local artists whilst working internationally, Greg and Ails McGee have secured exhibition space for English talent across Europe.

Their exhibition Interactive Prints: Nathan Walsh was a collaboration with New York's Bernarducci Meisel gallery. The exhibition tested an innovative approach to viewing artwork: By holding the 'Repentir' app - developed with the Culture Lab at University of Newcastle and Northumbria University - to a painting, the cityscape would reveal the path it took, from the sketches to completion.

The same technology is being adapted to pilot the use of tablets in York's libraries to loan artwork and reduce barriers to ownership.

### Theatres:

York Theatre Royal: With audiences of 200,000 a year is a major regional producing theatre. Working in two auditoria its productions range from new writing to classics to shows for children and young people. Its performance of *The Railway Children* in conjunction with the National Railway Museum toured at the former Eurostar platforms at Waterloo Station in London and Toronto, winning a prestigious Olivier Award.

York Theatre Royal has one of the busiest Digital Engagement and Education & Community departments in the country. Amongst its activity is a youth theatre of over 300 young people and renowned TakeOver Festival, in which young people take over the helm of the theatre.

York Grand Opera House has played host to touring productions of plays, musicals, opera, ballet, comedy and community theatre since 1902.

The York Barbican re-opened in 2011 after a major £2m investment. It has a capacity of 1900 and attracts international conferences and events.

Other community theatre venues include Friargate Theatre and The Joseph Rowntree Theatre.

The new, state-of-the-art theatre at Heslington Studios, can entertain an audience of 200. With full connectivity to the centre's facilities, performances can be recorded by up to five cameras; transmitted live to anywhere in the world.

### Cinemas:

York Theatre Royal was the site of the first film screening in the city, in 1896. It marked the beginning of an illustrious history of eleven cinema buildings in York.

The 21st Century brought new cinemas, from the £3.2million City Screen Picturehouse to The South Bank Community Cinema run by a grassroots film society, and Brandy Browns Cinema.

City Screen shows arthouse, independent, world and quality mainstream films alongside Metropolitan Opera, National Theatre and Royal Shakespeare Company broadcasts in High Definition format. In recent years, York's historic buildings and spaces have also housed pop-up cinema events, attracting up to 800 viewers in a single sitting.

Music: With considerable musical talent and prominent venues, audiences can enjoy live music across all genres almost 365 days a year.

The National Centre for Early Music is an important venue for the performance, recording and commissioning of music, based in the converted medieval church of St Margaret. Home of the York Early Music Festival, the NCEM promotes a year-round series of 100 jazz, world, folk and early music concerts as well as a thriving education programme.

The NCEM is also involved in partnership programme Music4U, providing music-making opportunities for 30,000 young people living in challenging circumstances.

The Sir Jack Lyons Concert Hall & Rymer Auditorium at the University of York explore several centuries of music each season, from solo recitals to opera, folk music to jazz and early to contemporary

music.

York's popular live music venues include Fibbers, York Barbican, The Duchess, The Black Swan Folk Club, The Basement, and even the intimate House Concerts. Music is also an important part of York's international agenda, with events such as York Peace Festival and Fête de la Musique, sponsored by Alliance Française de York, using the medium to celebrate different cultures.

Festivals:

"The way to read a fairy tale is to throw yourself in."  
W.H. Auden

York's eventful festival landscape provides perhaps the most visible celebration of its creativity.

The establishment of York as a city of festivals was the first key priority of York@large, with a concerted effort to 'internationalise' key events and build community participation.

York's flagship festivals showcasing and exploring media arts are:

- Illuminating York
- Viking Festival
- Early Music Festival
- Aesthetica Short Film Festival
- Festival of Ideas
- York Mystery Plays

Originating from a mix of public and grassroots movements, their achievements, in terms of audience numbers and participation, creative expression and return on investment, demonstrate York's growing reputation as a place of creative excellence. York's festivals are also a key means of expressing and embracing diversity, such as the YUMI (York Unifying and Multicultural Initiative) Intercultural York Community Street Festival and the York Lesbian Arts Festival.

**Illuminating York:** On Thursday 28th November 2002 York Minster was lit up in colour for the first time in its history. It was the first incarnation of Illuminating York, with 1 million visitors making their way to York over the following ten years to see its heritage transformed through digital artwork. The festival contributes £1.6 million to York's economy every year.

**York Early Music Festival:** The annual festival is the UK's premier celebration of 500 years of musical history, from the medieval (1250) to the baroque (1750). It draws in international artists and audiences and works in partnership with BBC Radio 3, the UK Arts Council, and the Réseau Européen de Musique Ancienne (REMA).

**The Jorvik Viking Festival:** Recognised as the largest Viking Festival in Europe, the festival's nine-day programme of family-friendly events, lectures, concerts, guided walks and battle re-enactments attracts over 40,000 visitors each year from around the world. Now in its 30th year, media arts is integrated throughout the festival programme.

**York Mystery Plays:** A cycle of forty-eight mystery plays, which have brought sacred history to diverse audiences for 800 years. The format represents the earliest formally developed plays in medieval Europe and it sold a total 32,000 tickets for its 30-performance run in 2012.

**Festival of Ideas:** The Festival of Ideas is symbolic of York's collaborative energy with more than 30 partners involved in 120 stimulating events featuring world-class speakers, performances and

interactive experiences for people of all ages.

Across a 15-day period in 2013 the theme of 'North and South' was explored with headline speakers including Nobel Laureate, Seamus Heaney, broadcaster, Melvyn Bragg, screenwriter of *Cranford* and *Call the Midwife*, Heidi Thomas, and archaeologists and broadcasters Michael Wood and Michael C Scott.

**Aesthetica Short Film Festival:** The Aesthetica Short Film Festival (ASFF) is a celebration of independent film from across the world. It showcases films in 15 York locations including medieval halls, ancient city walls, boutique cinemas, galleries and museums.

Alongside the screening of 350 films from 40 countries, ASFF also presents a series of masterclasses and workshops with leading industry figures, working with such organisations as BAFTA, Film4, Warp Films, Raindance, and Sheffield Doc/Festivals.

**York Stories 2012:** A major community project as part of York 800 celebrations, marking the milestone anniversary of the city's self-governance. The project collected 1,500 stories about people's relationship with the city. The resulting words, music, voice, audio, digital media, video, poetry, letters, and lyrics were turned into original artworks by artist Kane Cunningham, and saved for posterity in the time capsule until 2212 when York will be celebrating 1,000 years of self governance.

**York Open Studios:** A visual arts festival taking place over two weekends each year.

**Theatre Café York:** An international symposium showcasing the best new plays for and about young people from across Europe. The 2014-15 festival was a collaboration between Company of Angels (UK), Imploding Fictions (Norway), GRIPS Theater (Germany), and De Toneelmakerij (Netherlands). Bursaries were available for emerging artists.

**Tour de France:** In 2014, the world's largest annual sporting event is coming to York. It is to be accompanied by a 100-Day Cultural Festival for the first time in its history. Events include thirty outdoor cinema screens showing films about cycling from Yorkshire Film Archives and *Bike Story*, which will weave public stories into a spectacular one-hour outdoor theatre show.

**York Literature Festival:** Seeking to capture public's imagination for literature and unite leading authors with emerging local talent, York Literature Festival began in 2007. Events include talks, performances, workshops, poetry, theatre, cinema, and reading groups, across a 12-day period. Writers who have appeared at the festival include Simon Armitage, Germaine Greer, Kate Atkinson, Tony Benn, Andrew Motion, Carol Ann Duffy, Ian McMillan, Diane Setterfield, and Amanda Vickery.

**Conferences & Symposia:**

York hosts several notable conferences and symposia in the digital and creative fields, both of international appeal and local application.

Pilot Theatre have run Shift Happens Conferences in partnership with Arts Council England since 2008. The pioneering event brings together the world's leading thinkers and digital creators with 250 inquisitive arts professionals for a day of talks, seminars, debates and digital up-skilling in the intersection of arts and technology.

Created in the spirit of TED's mission, "ideas worth spreading," York hosted its own TEDx event in July 2011, exploring ideas about integrating Arts in to the traditional Science, Technology, Engineering and Maths (STEM) sectors to create a new STEAM age of innovation and creativity. Livestreamed around the globe, speakers contributed from Adelaide (Australia), Christchurch (New Zealand) and Canada.

Innovation in Music (InMusic'13) is a new European music industry conference bringing together researchers, artists and professionals interested in the future of the music industry. Hosted by York St John University & University of York, the committee for the conference includes representatives from the Music Producers Guild, Royal Academy of Music, Berklee College of Music, and Neue Musikschule Berlin.

#### Museums:

York Museums Trust (YMT) is an independent charity managing: York Castle Museum, Yorkshire Museum and Gardens, York Art Gallery and York St Mary's. The museums attract 600,000 visitors a year, bringing in £6.4 million, supporting 100 full-time jobs and representing a 'return on investment' of around £10 for every £1 invested by the council.

At the forefront of historical interpretation, YMT has used new technologies to augment the arts and heritage education experience, such as geo-cache trails, and has appointed a Wikimedian-in-Residence and holds public Wikipedia Edit-A-Thons as part of their major digitisation strategy.

Yorkshire Museum: One of the longest established museums in England, its collections have been awarded 'designated' status for their importance.

A £2.2m refurbishment of the Yorkshire Museum added cutting edge technologies to its experiences, including interactive new media recreations of Roman York and the creation of a super-wide screen audio-visual History of York presentation.

York Castle Museum: One of Britain's leading museums of everyday life. It is best known for its recreated Victorian street, the oldest such street in any museum in Britain. An accompanying app enables users to compare Victorian York to the present day on an augmented tour of the city.

York Minster: The most significant Gothic cathedral north of the Alps, completed in 1472. The nave contains the Great East Window - the career masterpiece of glass painter John Thornton, it is the largest expanse of medieval stained glass in the world and arguably one of the finest examples of media arts of its time.

A new visitor experience, Revealing York Minster, was opened in 2013. A network of new interactive galleries, the digital installations allow visitors to follow in the footsteps of Roman soldiers and explore the lives of the people, past and present, who have made this one of the greatest cathedrals in the world.

Jorvik Museum: Welcoming over 16 million visitors over the past 29 years, the Centre recreates life over a thousand years ago in a combination of traditional installations and digital 'edutainment'.

The latter follows a £1 million refurbishment in 2010 with new installations including animatronic figures that engage with the visitors in old Norse. The centre has used technology to extend the experience online, including using Skype-classrooms to undertake virtual lessons around the world.

National Railway Museum: Attracting over 800,000 visitors a year and a former European Museum of the Year, NRM's display of 100 locomotives are flanked by digital installations, including Search Engine, a £4 million archive and research centre allowing visitors to view previously unseen artwork, papers and photographs. Another project with the National Archives aims to digitise its collection of over 1,000,000 objects from 300 years of railway history. The Museum's art collection consists of 11,200 posters, 3061 prints and engravings, and 1049 paintings.

#### Bookshops:

York is blessed with a rich literary legacy. W. H. Auden, Andrew Martin and Kate Atkinson were born here. The Brontë sisters, Charles Dickens and Wilkie Collins were regular visitors to the city, and Collins set part of his novel 'No Name' in York. Daniel Defoe's world famous character Robinson Crusoe was from York.

Minster Gates has been associated with books and bookselling since 1580 and was formerly known as Bookland Lane. Today, York's bookselling scene includes a Stone Trough Books once of Fossgate, which famously sold the 2,600 volume library of author Edith Wharton for £1 million in 2006, Ken Spelman Booksellers which opened in 1948 and deals direct with collectors, museums and libraries around the world, Janette Ray Rare Books' focus on architecture, design, photography and landscape, and York Modern Books which sells first editions of illustrated books and British art.

### Libraries & Archives:

York is a serial innovator in the provision of library services.

York's 14 libraries are at the heart of literary and learning life in the city, promoting the joy of reading by providing free books to borrow of all formats including digital versions for all ages, hosting reading groups, an informal learning programme, and access to online learning opportunities, a digitised local archive and local history resources.

In 2010, City of York Council invested over £1m re-inventing the city library as the new Explore Centre that is also home to a major community media project.

York boasts archives of international significance for the written word, theatre, film, and sound. The city's investment in multimedia libraries mean these rare and valuable collections can be enjoyed by future generations.

Based at York St John University, Yorkshire Film Archive is the regional film archive with a diverse collection of 50,000 titles including footage made by the early film pioneers of the late 1890s.

The Borthwick Institute of Archives, based at the University of York, is one of the largest archive repositories outside London with records from the 12th century to the present day accessed by thousands of visitors each year.

The University of York Sound Archives specialise in non-commercial, off-air and unreleased recordings for teaching, research and listening.

The University also houses the Samuel Storey Writing and Performance Collection.

York's central archives are also currently being transformed, including the York: Gateway to History project to create a 21st century City Archive which will see the appointment of Archive Champions across the city.

### Education:

The Learning City York and the Higher York partnerships have ensured a balanced creative and cultural education for all ages. This includes a school curriculum that is responsive to changes in the local economy, including the importance of the arts and technology, providing the creative industries with the people and skills required to be successful in a global market. As a result, 68% of York's schools have achieved the national 'Arts Mark' awarded by the Arts Council for creativity in schools. This compares with 17% of schools nationally. This means that York's school children have a significantly greater media arts opportunities from primary school level onwards and cultural opportunities of at least ten hours every week.

Specialist colleges include the Manor CE Academy, a media and performing arts academy featuring a new £3.5 million media teaching centre, and Canon Lee Specialist Arts College, a rapidly expanding 11-16 community school which became a Specialist Arts College in 2005. All of York's cultural institutions offer formal and informal opportunities to gain experience, including work experience, apprenticeships and schools outreach programmes.

Education is an ongoing project in York and Inspire is a programme of lifelong learning workshops, lectures and events, with tuition provided by artists, photographers, creative writers and historians.

**Creative & Media Diploma:** Developed in conjunction with business and Sector Skills Agencies, the new Creative & Media Diploma allows learners to combine a number of creative disciplines in one qualification.

**Apprenticeships:** York College is the largest provider of apprenticeships in the region, offering vocational qualifications in Community Arts, Creative and Digital Media, Design, Music Business, Photo Imaging, and Technical Theatre.

**Enterprise in Schools:** Events such as Create Your Future, an annual symposium for creative practitioners and students, offers professional development opportunities and progression routes in the sector. In 2013, the symposium launched Create&MakeitWork, a competition for creative businesses to work alongside young people to create digital interpretations of an upcoming Medieval Treasures exhibition at the Yorkshire Museum.

## Universities

York's two universities and two further education colleges make a significant contribution to the city's influence and understanding of media arts. They offer more than 160 courses in media arts with more than 1,800 media arts students graduating in the city each year. They are also driving corporate innovation with 15% of York companies having R&D links to the universities

**University of York:** Courses offered at the Department of Theatre, Film and Television's new £30m building reflect the University's commitment to the integration of theory and practice in building creative skills.

The BSc in Interactive Media, BA in Theatre: Writing, Directing and Performance, and BSc in Film and Television Production emphasise the convergence between different media, ensuring students are open to new opportunities for cross-media collaboration.

TFTV's portfolio of postgraduate programmes make full use of the cutting-edge performance and production facilities on hand. Masters programmes (MA in Contemporary Cinema and Television, MA in Theatre: Writing, Directing and Performance, MA in Digital Film and Television Production, MA/MSc in Postproduction with Visual Effects, and MA/MSc in Postproduction with Sound Design) receiving accreditation by Creative Skillset, the UK film and TV skills council. The University works closely with the creative industries. For example its flagship Ron Cooke Hub comprises research, business incubation and knowledge transfer facilities for the sector.

The University also offers various assistantships to postgraduates, scholarships, departmental awards, and studentships relating to the arts for domestic and international students, ranging from £1,000-£10,000 each per annum including for students from under-represented groups

York is a leading centre for research in Music Technology and digital composition. The Music Technology Group played a major role in the EPSRC Digital Music Research Network, and has sustained links with international centres for digital music research in Spain, Denmark and Italy.

The Centre for Digital Heritage is an international research centre that brings together researchers in the Universities of Aarhus (Denmark), Leiden (Netherlands), Uppsala (Sweden), and York in Digital Heritage areas of data management, analysis and visualisation.

The Interdisciplinary Centre for Narrative Studies: Exploring the possibilities for rich storytelling presented by digital interfaces has resulted in several research collaborations spanning continents, including museum narratives, multi-player interactive dramas, and the narratives of video game play.

York St John University: Shortlisted for UK University of the Year 2013, 450 students graduate each year from its 21 undergraduate and postgraduate courses across the fields of visual and performing arts, media and humanities.

The Faculty of Arts' international partnerships include teaching and research exchanges in cultural hubs such as Beijing, Tokyo, Kyoto, Vancouver, Terni, Salamanca, Madrid, Hong Kong, Salzburg, Munich, Boston, New York, Berlin, Dallas, Portland, Pennsylvania, Philadelphia, Amsterdam, Cyprus and Malta. These connections offer opportunities for collaboration and research among academic staff, for students to study abroad, and for international students to study within the Faculty of Arts in York. A new transnational education programme with SEGi University College will offer a BA Music Studies to students in Malaysia from 2014.

The Collaborating for Creativity Centre for Excellence in Teaching and Learning project was a £5m 5-year project ending in 2010 awarded competitively to the university in support of its applied research into creative process. Now completed, the legacy of the project is built in to the teaching of the Faculty of Arts.

Creative Business at York St John University is a team of creative media arts professionals that has helped establish over 70 new businesses and provided professional training for 2,000 creative individuals since 2009.

Each year, York St John University either initiates or is involved in 60+ cultural events in and around York.

## 6. City's contribution to the Creative City Network (maximum 8000 words)

The Future:

York has successfully reinvented itself as an emerging force in creative industries. Media arts is valued as both a social and economic enabler, and an essential element in education, civic and corporate life. It is also the catalyst for new local, national, and international relationships and exchanges that strive to make a positive difference.

But whilst York is undergoing a renaissance in the arts through its digital manifestation there is also a recognition that we are at the beginning of this journey. York's vision and commitments for the future strive for excellence in the field and support the aim to be a distinctive and valued addition to the global Creative Cities Network. This section describes the new projects - some evolutionary and others transformative - that give life to the title of York, UNESCO City of Media Arts, with emphasis and priority to the objectives of the Creative Cities Network.

York's mission statement for membership:

- York will be a place where creativity defines the future understanding and enjoyment of our heritage
- York will be a meeting place of ideas, creativity and innovation for the next millennia.

- York will be a place where media arts helps define the quality of life for our future generations
- Membership to the Creative Cities Network will be a catalyst for new experiences, connections and initiatives reaching our entire city population and contributing to international understanding of the power of media arts to improve the lives and wellbeing of our citizens.

### Vision:

Looking to the future, York, City of Media Arts, would be a place where creativity is integrated into the heart of its living, working, studying and visiting experience. It will be a unifying force in its future ambitions and forge new relationships with the city. It will be all these things, but at its core it will also be a platform for media art and media artists.

Connecting with other leading creative cities, York will once more share its cultural influence on the world stage as a birthplace of new ideas and exchanges in innovation and creativity. This will attract greater inward investment in our creative industries, retain talent developed in the city, and position York as the location of choice for media arts companies.

One of the first projects would be the creation of a Digital & Media Arts Centre at York's historic 600-year-old Guildhall. Its highly visible and significant location is testament to the important role media arts plays in York's future and will blend creative practice with learning and industry.

Designation will also add to the city's invention, collaboration and buoyancy. And York will rise to challenge designation poses. Our creative industries will be more global and connected in their outlook, we will unlock the creative energy of our younger population, and our festivals will gain new dimensions drawing from other member cities. We will celebrate our cultural heritage by elevating media arts activity and opportunities in our marketing, giving this aspect of city life and industry new levels of visibility as they become a powerful source of civic pride.

These projects will add up to a seismic shift in the current perception of York as it challenges the weight of its heritage reputation. It will capture the imagination of a generation to shape the city's future as an international crossroads where ideas and opportunity can meet. In short, it will enhance the experience of living, working, visiting and studying in York.

York has a lot to offer the Creative Cities Network. The essence of Media Arts is communication, and York would immediately begin to work with Lyons, Sapporo and Enghien-les-Bains in the mutual exchanges of artists, students, and the supporting technologies and research that empower them. Our festivals will gather international dimensions as they draw on international talent from the Network and explore shared issues in new and exciting ways.

These creative alliances will feel the full benefit of York's 2,000-year standing as a cultural capital and its significant recent investment in production, consumption, academic and digital infrastructure.

### York's objectives:

York's aspiration to become a member of the UNESCO's Creative Cities Network is enshrined by the following commitments:

- York will provide the infrastructure and support for its creative industries to continue to thrive, attracting trade, commissions, and investment
- York will be active members of the Network, exchanging ideas and experiences with a view to enhancing capacity and connections
- York will place creative and cultural education and exploration at the centre of its lifelong learning

opportunities, cultivating a rich and diverse talent base

- York will build an iconic new Digital Media Arts Centre (DMAC) and spark new public-private centres of production
- York will increase youth access to Media Arts as a means of self-expression and skills-development
- York will expand its digital and social inclusion strategy, offering support to other cities within the Creative Cities Network with similar ambitions
- York will work with other Creative Cities to develop an international programme of cultural festivals showcasing Media Arts
- York will be promoted as a capital of media arts production and experiences, acting as a gateway for national and international connections and consumption
- York will inspire and empower communities to regularly engage in the arts and to tell their own stories
- York will work in consortia with like-minded organisations in other Creative Cities to bid for major cultural projects and developments
- York will offer support to other aspirant Cities of Media Arts

Projects, policies and exchanges pertaining to the objective to:

“Strengthen the creation, production, distribution, and enjoyment of cultural goods and services at the local level”

- York will build an iconic new Digital Media Arts Centre (DMAC) blending creative invention, participation and industry

Consultation with local creative companies has found close proximity to other hi-tech companies and demand for grow-on space as the key issues they faced.

In response, York’s first bellwether investment will be the creation of a new Digital Media Arts Centre (DMAC) in a prime city centre location. In a skyline dominated by the Minster for centuries, the Arts Centre and cluster will act as a visible feature of the city’s creativity in its landscape.

With £4 million already raised for the initiative, the DMAC will provide affordable space for up to 50 creative businesses at any one time and also function as a vibrant civic facility. The model would adopt a pricing structure that provides a ladder of progression from start-up to established business, enabling growth.

A RIBA (Royal Institute of British Architects) Open Idea design competition has explored the opportunities afforded by this unique setting, attracting 53 entries from international architectural practices. The shortlist was put to public consultation to stimulate ideas and gather feedback.

The DMAC is proposed to:

- Generate new business and jobs, helping established businesses to grow
- Create 20,000 sq. ft. of managed office accommodation for creative, digital and technology enterprises
- Provide high quality office space with offices ranging from around 58 sq. ft. offices suitable for sole traders up to circa 1500 sq. ft. which will house companies of around 9-12 employees.
- Unlock critical business space required to drive growth in the creative business sector
- Engineer encounters between disciplines to further integrate art, education and recreation
- Enable the city to provide a ladder of progression in which businesses in the creative and media industries can locate, from start-up enterprise, to high growth business
- Develop a creative hub in prime city centre location where rents are currently prohibitive to the industry
- Create an iconic Media Arts destination venue, contributing to the cultural tourism offer of the City
- Be animated at night with external digital projections, offering a constant reminder of the city’s creativity

York acknowledges the prominence of the Centre des Arts in Enghien-les-Bains and Sapporo’s plans

to convert its historic former Court of Appeals (a.k.a. Shiryokan) into a centre for the expression of local creativity, and would look to learn from their experience and initiate a knowledge-exchange programme for the scheme and its tenants.

- York will build an international research centre and PhD programme for games development and design

A collaboration led by the University of York is to train the next generation of researchers, designers, developers and entrepreneurs of digital games. The EPSRC Centre for Doctoral Training in Intelligent Games and Game Intelligence (IGGI) is a £12.5m joint-initiative between the Universities of York and Essex, Goldsmiths College, University of London and 60 representatives from the world-leading UK games industry, networks and user groups.

The University will deliver a four year PhD programme which combines training in practical skills and cutting-edge research topics in big data analytics, software engineering, artificial intelligence, human-computer interaction, graphics, sound and game design.

Related events include:

- the IGGI Games Jam, a 48 hour Game Development Challenge to enhance skills in game design and development and teamwork. Part of a global Games Jam, students will be competing with teams across the world;
- the IGGI Symposium, a student-led event showcasing student research alongside industry and academic speakers;
- industry days, where practitioners from industry and user organisations share insights into their business and present a real-world problem for students to solve.

York will look to reach out to other member cities and introduce 11 fully-funded studentships to award to outstanding students that cover fees and an annual stipend of £13,726 for four years.

Other proposed centres of creation, production, and enjoyment include:

- Middleton's. Private owners of Middleton's, which boasts the largest plot of independently owned land within the city walls, are transforming unused buildings on the site into office accommodation for the creative and digital sector as part of a £500,000 refurbishment project.
- The Junction. A proposed part of the York Central regeneration scheme would allow entrepreneurs to invest in their own space in the form of stripped and refitted shipping containers on a 99-year lease. It would provide unique, low cost units for innovative start-ups, whilst collectively creating a vibrant destination for business and retail placing a mix of workshops, studios, galleries, cafés and shops side-by-side.
- York Art Gallery. The gallery will re-open in April 2015 after a major £8m redevelopment. It includes an increase in display space by 60 per cent, seven exhibition spaces, a new centre for British Studio Ceramics, and new gardens for fun and outdoor learning.

- The University of York will launch a new BSc in Interactive Media to meet the demands of the thriving media arts industry

This new, multidisciplinary degree will combine theory and practice, and bring together technical, creative and socio-cultural perspectives on new media systems, interactive technologies and digital culture.

Taking advantage of the state-of-the-art facilities at the £30m TFTV centre, the course will intake 45

students each year to develop their skills in audio and video production, computer programming, graphic design, and storytelling; and understanding of the cultural, social and historical impact of interactive media.

With students required to undertake a production or research-based project on the course and media industry placements, it will also directly contribute to the advancement of the constantly evolving discipline.

- York will invest in its world-class media archiving facilities and improve public access to its cultural legacy

York: Gateway to History is a project to create a 21st century City Archive, with a grant of £1.57 million from the Heritage Lottery Fund and £200,000 investment from City of York Council.

The project will involve:

- A programme of activities and events to make it easier for everyone to explore the Archive
- Building a new conservation store to ensure the Archive's long-term survival
- Refurbishing and restoring the first floor of York Explore to create a set of public spaces for accessing the Archives in different ways
- Digitising 1,000 non-civic collections within the city and supporting community groups to record what they do for the benefit of future generations
- Creating a network of individual and group Archive Champions across the city to help plan future developments and enhancements to the Archive

The Friends of York Art Gallery also intend to raise £70,000 to fund a new Fine Art Store.

In developing the best possible environment for creative production, consumption and preservation, York will encourage increased participation and investment in the activities that take place within these facilities.

- York will put cultural programming at the heart of its new TV channel

Encompassing the creation, production, distribution, and enjoyment of culture in one, York will launch a new broadcast television channel in April 2015.

The recent award of a 12-year licence to York media company One&Other by Ofcom (Office of Communications) opens up a new and exciting platform for the media arts ecosystem. Broadcasting into up to 250,000 homes locally, it will allow York's creative industries to showcase their talent like never before, allow audiences to discover cultural events and achievements, and create new jobs and training opportunities for skilled-professionals, students, and the community at large. The programming will reflect York's rich culture and emergence in media arts, and fill a gap in the provision of television content that is focused on York and directly relevant to our locality.

We acknowledge the comparative strengths of existing members of the Creative Cities Network in this field, in particular Sapporo and Lyon. York would welcome the opportunity to learn from the Network and exchange production talent, technical support, programming ideas, content, and experiences. It is proposed that a new purpose-built studio will follow in 2017.

- York will work with Hull UK City of Culture 2017 to support creative industries capacity building

York will work with Hull UK City of Culture to support capacity building in the City as well as shared programming and dissemination of research and audience data. In 2014 we will collaborate with the BBC Insights roadshow allowing creative businesses, writers and promoters to understand the BBC commissioning processes. We will also collaborate with Hull on a planned British Film Institute Talent Incubator programme in Autumn 2014 and with their Platform Expo Games event.

Projects, policies and exchanges pertaining to the objective to:

“Promote creativity and creative expressions especially among vulnerable groups, including women and youth”

- York will place creative and cultural education and exploration at the centre of its lifelong learning opportunities, cultivating a rich and diverse talent base

Building on major investment in media arts education facilities and the popular learning initiatives of the city's cultural institutions, York will ensure its people have the education and skills that will enable them to reach their full potential and will stimulate a culture of enterprise, innovation and creativity that is second to none.

As part of the Creative Cities Network, York will seek to maximise the contribution of learning and skills to:

#### 1. Individual expression

York will encourage participation in media arts as a means of unlocking the creative potential and self-confidence of people of all ages, in and out of formal education.

#### 2. Sustainable economic growth

York will attract, nurture and retain knowledgeable, skilled and creative people of all ages to meet the needs of a changing economy and job market.

#### 2. Enterprise and an enterprising culture

York will stimulate business start-ups, self-employment and a support culture to match the city's growth ambitions in media arts.

#### 3. Skills inclusion and routes to jobs

York will particularly progress this cultural learning and skills agenda amongst the most disadvantaged and vulnerable communities under a new 'Media-Arts-for-All' programme.

This will enable all residents to access employment opportunities and pursue creative interests in a balance of both formal and informal learning environments. For example, York will champion more apprenticeships within our creative and cultural industries as one of the flexible learning options, with York's cultural bodies aiming to increasing the number of children and young people they engage with by 25% by 2018.

#### 4. International residencies

A new project accompanying the DMAC will promote international media arts residencies within the Creative Cities Network, which will see students receive studio-space alongside York's leading practitioners and opportunities to perform in our world-class venues for all forms of Media Arts: theatre, music, film, digital, art and gaming. The exchange could also culminate in an annual exhibition, which celebrates new and emerging talent. With such initiatives, member cities can support creative and professional development and act as a springboard to the international stage.

- York will expand its digital and social inclusion strategy, offering support to other cities within the

## Creative Cities Network with similar ambitions

Working with partners, York is developing a digital inclusion strategy to ensure residents and businesses can exploit the Super-Connected Cities investment and better access culture. York will also refresh its promotion of creativity and creative expressions amongst vulnerable groups and young people.

Since 2011, City of York Council's Arts & Culture, Adult Education and Libraries services have worked with a variety of disadvantaged communities to improve their access to digital media and develop their skills on cutting edge internet broadcast and filming technologies to tell their stories through internet radio, film, and video, and commissioned light works for a variety of city festivals and events. The new library service will expand on these media arts access programmes, using digital technologies to transform the arts experience of a wide range of community groups.

Exploring how to achieve a more socially sustainable community lies at the heart of Derwenthorpe - a new mixed-tenure development with 540 homes on the edge of York. Through its associated programme of action research with Joseph Rowntree Foundation (JRF), York will be in a position to leverage its projected growth for community and individual empowerment and share learnings across the Network.

York has also embraced the potential of digital technologies to act as a powerful problem-solving tool, harnessing the collective intelligence, creativity, diversity and resources across the city. The multi-award-winning GeniUS! platform and processes have already been adopted by Cape Town and would be made available to other member cities.

- York will increase youth access to Media Arts

York's creative potential is reliant on tapping into the energy of its human capital, in particular of the city's youth and the cultural influences of its growing diversity.

York's current and future commitment to its youth is evidenced by its role as the UK-representative in pan-European intercultural youth media projects through the Youth4Media Network for the last 14-years and the city's bid to also become European Youth Capital 2017. Led by York Youth Council and backed by City of York Council, the proposed programme of activities recognises the ability of media arts to inspire and empower young people to achieve their individual and collective potential.

Initiatives that would also be embedded into our Creative Cities membership include:

- York will host a version of its flagship creative conference Shift Happens Conference for young people
- Illuminating York will encompass an international youth engagement programme to support development of young talent in the digital arts field
- A new training programme will support young people to become 21st century ambassadors for the city, primarily through digital storytelling, adding value to our hospitality industry
- York@Large will encourage York's young to develop and direct their own cultural activities
- Rolling out the virtual classroom service offered by our world-class cultural attractions

Projects, policies and exchanges pertaining to the objective to:

“Enhance access to and participation in cultural life as well as enjoyment of cultural goods”

As a UNESCO City of Media Arts, York will ensure that culture continues to be an integral part of everyday life in the city. Low barriers to culture and active participation in artistic events will bring with it benefits of increased wellbeing, civic pride, and social connection with one another. In many instances this will involve extending the strides made in this direction. It will also mean new projects, including more informal encounters for creative professionals to pass on their expertise, assisting the learning arms of cultural organisations to keep up with fast pace of change in digital

media, strong support and platforms for sharing one's creations with others, relaxed policies for temporary creative environments, and events that are sustainable yet free at the point of delivery to guarantee they can be enjoyed by people of all circumstances. Doing so will make people feel part of the Creative Cities Network.

-- York will produce media arts events that showcase the city's ambition, talent and distinctiveness on the world stage

As a UNESCO City of Media Arts, York would work with other Creative Cities to produce a calendar of international festivals and thought leadership conferences for media arts. These could include:

- An international conference to coincide with the 10th anniversary of Illuminating York festival in 2015, working with counterparts from Lyon's Fête des Lumières, Bains Numeriques, and Sapporo's International Arts Festival
- Curation of the Festival of Ideas around a shared theme or issue across the Network
- Live-linkups and simultaneous broadcast on screens at parallel events in member cities
- The Aesthetica Short Film Festival drawing on a richer range of international film-making talent from the Creative Cities network
- Sourcing international talent and keynotes from the Network and promoting briefs/commission entries from their creative communities
- An extension of the York Stories campaign to embed community storytelling into the cultural offer of the city
- A commitment for all video footage made available online on a shared website for free after the festival
- Working with other Creative Cities to explore ways technology can make our festivals a more interactive experience
- York would also look to form new Media Arts summits and tours with member cities to widen the footprint of our network and engage new audiences
- Focal points for disseminating the knowledge gained from co-operation programmes amongst the Network

York wishes to accept the invitation from Enghien-les-Bains in their letter of endorsement to take part in the Media Arts Festival Bains Numeriques.

- York will be promoted as an epicentre of cutting-edge culture and creativity, opening new national and international markets

York will proactively promote and celebrate designation from day one.

Media arts presents a new balance to York's heritage identity and a rallying call for the city's residents, and its cultural, business and education communities. York would combine these narratives with that of the Creative Cities objectives to form new domestic and international marketing campaigns, from a weekly e-newsletter and an official guidebook to broadcast advertising. As an indication of media spend, the total such spend in 2012-2015 will in excess of £1 million.

Culture plays a central role in Visit York's ambition to double the value of tourism over the next ten years. This equates to a £1 billion industry and the creation an additional 2,000 high quality jobs. UNESCO status would represent a major element of this re-visioning of York as a visitor destination and to introduce innovative ways for the tourist to engage in contemporary culture, from the first time visitor, to the cultural tourist wanting to go beyond the guide books, the business visitor with a break in the schedule, or the organised group.

Specific opportunities include:

- Whilst increasing year-on-year, currently only 13% of visitors state they took part in a festival or event during their stay
- The proportion of cultural tourists is targeted to increase to 25% by 2017, as measured by the Annual Visitor Survey, with associated increases in per capita expenditure
- York continues to attract a mix of age groups and a younger demographic is now also showing signs of an upward turn, with those aged 16-34 also making up 23% of all visits (up from 17% in 2011)
- Media Arts is an important part of York's refreshed evening economy strategy, which aims to increase the 14,000 people visiting the city centre between 6pm and 5am each week
- Technology, such as York's hologram tourism app, can enable cultural discovery in new ways and leverage superfast connections
- York will explore the opportunity to develop joint tourism campaigns with other Creative Cities in the UK, such as Bradford, Norwich, and Edinburgh
- The quality of life benefits of designation would also form a core message for attracting business investment into the city
- York will enlist its international media arts executives, artists and entrepreneurs as goodwill ambassadors who promote its UNESCO City of Media Arts objectives globally and assist local projects

York understands that its participatory culture will only flourish with universal access to digital infrastructure.

As one of the UK's first Super-Connected Cities, York and the Department of Culture, Media and Sport (DCMS) will invest a total of £2.71m on digital infrastructure, including:

- Up to 95% of Urban York properties and spaces to receive fibre optic connectivity and access ultrafast speeds of 1 gigabit per second
- Enhancement of the Wi-Fi network in the City Centre, Business Parks and Principal Public Transport Corridors (in both Urban and Outer York) totalling 25.9 hectares
- A voucher scheme for businesses requiring ultrafast broadband, in order to minimise the extent to which York would develop a two-tier digital economy

Further private investment of £32 million has also been secured to extend York's ultrafast network (offering connection 1000 times faster than typical internet speeds) with creative business clusters prioritised. As potentially the UK's first gigabyte city, York is in discussions to twin with one of the 3-4 gigabyte cities in the USA, as a basis for sharing best practice and replicating digital initiatives.

Projects, policies and exchanges pertaining to the objective to:

"Integrate cultural and creative industries into local development plans"

- York's new 15-year Local Plan recognises the growth potential of its creative industries and integrates their associated disciplines earlier into the future policy and everyday operations of the city.

The city's redevelopment strategy, set to be finalised in 2014, will also ensure the production and consumption space required to meet estimated growth in the sector.

A recent economic forecasting undertaken by Oxford Economics projected York's GVA is set to grow by 63% to 2030, adding £2.5bn and a 13% growth in jobs. With targeted interventions to maximise growth in the media arts industry, this growth rate could be enhanced even further. Three examples of initiatives supporting this ambition are:

#### 1. Economic Infrastructure Fund (EIF)

The £28.5m Economic Infrastructure Fund aims to help deliver plans to grow the local economy and unlocking the potential of our communities by connecting them to jobs, skills and enterprise opportunities.

### 2. Delivery and Innovation Fund (DIF)

The £2m Delivery and Innovation Fund aims to facilitate new and innovative ways of working and to support projects that change how the council delivers services.

### 3. Section 106 Agreements

One mechanism for unlocking grants for the arts lies in Section 106 Agreements, which ensure new developments make a positive contribution to the local area and community. For example, a new Public Art Commissioning Programme for the council's West Offices headquarters has seen six artists (four of whom are from Yorkshire) to install original multi-media and lighting, verses, glasswork, and digital interpretation works whilst the new Monks Cross development is commissioning art trails and community facilities to animate the retail park.

It is estimated that for every £1 spent by councils on the arts in the UK, leverage from grant aid and partnership working brings up to £4 in additional funding (Local Government Association, 2013).

- York will work in consortia with like-minded organisations in other Creative Cities to bid for major cultural projects and developments

York's creative industries will look to form alliances with other media arts organisations from the Creative Cities Network for the purposes of tendering for contracts and commissions. Each organisation would bring expertise, experience and resources to the consortium, as well as fresh perspectives, with the learnings from each tender and project shared across the Network.

- How will York, UNESCO City of Media Arts be managed?

A new Social Enterprise will be formed, with a clear mandate to deliver York's UNESCO City of Media Arts action plan and develop the city around its creative capacity.

It will promote a culture of creativity, learning and ideas across all aspects of York life and help the city to better serve the ambition to support aspirant Cities of Media Arts.

The body would adopt a devolved model, using core expertise seconded from York's public and cultural bodies on annual rotation basis, supported by a network of industry and neighbourhood champions. It will also launch a Creative Apprenticeship programme of 5 placements a year.

It will also work closely with a new Destination Marketing Company responsible for Marketing, Culture, Tourism and Business Development for the City of York.

- York will be active members of the Network, exchanging ideas and experiences with a view to enhancing capacity and connections

York will draw from our experience as a lead city in a URBACT exchange and learning project for the

transfer of good practice between European cities. York envisages an ecosystem in which the community of Creative Cities work closely together as a matter of course.

We propose this could be achieved through the development of a new Living Lab and Learning website to breed new collaborations across the expanding network, impart expertise, and meet the shared Creative Cities objectives. It would:

- Provide a platform for channelling creative thinking and crowdsourcing towards finding solutions to pan-city issues, as per the Genius! Platform
- Share the latest research, campaigns, learnings and measurement criteria for promoting creative cities as tourism destinations
- Post the latest commission opportunities and support collaborative applications
- Act as a library for resources, including research from the Universities and learnings from conferences and symposia
- Provide a touchpoint for the public to engage with the Network and inspiring more aspirant member cities

York also proposes to:

- Host and attend Network meetings, interspersed with regular virtual conferences using our innovative live-linking technologies
- Where strategic strengths exist in the city's cultural and creative industries, such as the archiving and preservation of creative assets and museum interpretation, York will offer support to other members looking to grow the same capabilities

-- How will York measure and assess the creative cities experience?

Every Media Arts event will use a standard audience survey form based on that used by members of York@Large, the cultural partnership for the city. This captures basic personal information about participants, such as gender and age group, and exact domicile by postcode. This enables the programme and each of its components to be assessed against audience development objectives using comparative data from socio-demographic segmentation models for the arts. Financial accounts will be collated for each event and for the overall programme.

Sector health data will be drawn from City of York Council annual surveys of business information, and surveys of employment and occupations over the life of the project. This will enable assessment of the impact of York Media Arts on media industries and on the wider cultural and creative sector. Annual progress reports will be discussed by the Board and disseminated widely.

A continuous research process will be conducted with participants, stakeholders, contributors and policy-makers. Its aim will be to draw out the lessons learned from holding the title and carrying out the activity in the York Media Arts programme.

We would propose a 'next steps' conference to take place at 2-3 year intervals, the purpose of which will be to review the findings from evaluation processes with contributions from sister Creative Cities.

York is also working on a more advanced measurement framework. As arts and cultural organisations become digitised, the higher-volume and higher-variety of data they produce. York is co-leading a proposal at the final stages of a Technology Strategy Board competition to turn this data into meaningful insights for the sector's development.

A collaboration between media outlets The City Talking and One&Other TV, digital specialists Dexterous Works, and local authorities Leeds City Council and City of York Council, hopes to work with local arts institutions to use their diverse datasets (such as footfall, digital collections, visitor feedback, social media content) to help them understand their audiences better, to create more interactive services, and to develop new business models. We would share the learnings of this ground-breaking project across the Creative Cities Network.

Examples of York's creative industries working internationally:

York's creative footprint is vast and varied. Strategic strengths are seen in the knowledge industries, the problem solving and vision of the design community, the creative talents and immersive worlds of artists, writers, theatrical performers, the technical roles that support them, and the preservation and sharing of the craft of previous generations in the cultural heritage sector with their expertise exported around the globe.

Renowned alumni include Oscar-winner Peter Lord CBE who co-founded Aardman Animation in 1972 during his first year as an undergraduate at the University of York, John Barry OBE, best known for composing 11 James Bond soundtracks and winner of five Oscars, William Etty who is the only major British painter before the 20th century to have devoted his career to the nude, and those now developing Media Arts talent nationwide including television and radio producer Will Hanrahan and Greg Dyke as former Director General of the BBC.

Stage One:

York played an important role in one of recent history's most iconic events with an estimated global audience of 900 million people - the opening ceremony of the London 2012 Olympics.

Described as one of the eternal symbols of London 2012, the acclaimed Olympic cauldron was assembled from a series of 204 copper petals – one for each of the countries taking part in the Games. Stage One Creative Services was commissioned by the London Organising Committee of the Olympic and Paralympic Games (LOCOG) to build the cauldron for the climax in the ceremony.

Stage One are world-leaders in scenic solutions, event technology and motion control for major events.

The company's first involvement in the Olympic Games came in Athens 2004 and they have worked on the Pan Arab Games 2011 Opening Ceremony, Eurovision 2013, and orchestrated numerous flying sequences and sets for Andrew Lloyd Webber's West End productions.

One of the company's biggest media art commissions was the Alfa Bank Video Mapping show in Moscow. The façade of Moscow University became a 25,500 square metre canvas for this record-breaking 3D video-mapping project, played out in front of an audience of 800,000.

Bright White:

Best described as 'Interpretive Designers', Bright White Ltd have been creating multimedia learning environments for some of the world's leading museums since 2004.

Bright White's most recent project was to bring the 700-year-old Battle of Bannockburn to life in an immersive experience that transforms how you learn about Scottish history. Bright White conceived many world-firsts for media arts in the educational sphere, using state-of-the-art 3D battle simulation to recreate the decision-making and combat in a battle that changed the fate of the Scottish nation forever.

With no artifacts preserved from the battle, Bright White worked with leading historians and Glasgow School of Art to interpret a wealth of historical records and create a 100% digital visitor centre.

Revolutionising the genre of museum education, it puts media arts at the heart of the learning

experience.

### Revolution Software:

York is home to one of the British video games industry's biggest successes: Revolution Games.

Founded in 1990 by Charles Cecil, Tony Warriner, David Sykes and Noirin Carmody, the company is universally recognised as pioneers of the graphic adventure game genre.

After making its debut in 1996, their flagship Broken Sword series has sold over 10 million units around the world and won many awards, including 4 BAFTAs (Best Adventure, Best Story, Best PC Game, Best Design) and Best European Adventure at the European Game Awards.

Revolution recently launched their most innovative game - from funding to functionality - to date, raising a third of the total development budget (\$771,560) from 14,032 fans via Kickstarter, demonstrating a loyal, international customer base.

The game was created in a worldwide collaboration of the best developers, graphic artists, animators, actors, 3D modellers and composers with experience at Disney, DreamWorks, Nickelodeon, Universal Studios, Sony Pictures, and 20th Century Fox, all converging in York. The University of York also proved to be a rich source of talent, providing Community Managers, translators (translated into 7 languages), and audio director Simon-Claudius Wystrach.

### KMA:

KMA is an ongoing collaboration between UK media artists Kit Monkman and Tom Wexler. Their work is primarily focused on encouraging and developing interactions between people in public spaces using projections to create impulsive communities and digital playgrounds.

KMA have been commissioned to create interactive kinetic light installations around the world, including thermal imaging playground The Square (2005) on York's Davygate, Flock (2007) on Trafalgar Square, and Congregation (2010) in Shanghai.

Through a diverse range of commissions, including those from the Institute of Contemporary Art, the Royal Opera House, and the Dublin Docklands Development Authority, KMA's work has consistently received extensive national and international press attention.

### Deborah Bowness:

York-based artist and designer Deborah Bowness, renowned for her Trompe L'Oeil wallpaper designs combining traditional and digital techniques, is featured in the print collections of V&A, The Whitworth Art Gallery, the Cooper Hewitt National Design Museum and the Musee des Arts Decoratifs.

In 2013, Bowness embarked on a nationwide exhibition entitled "Paper Trail", which turned interior decorating inside out by draw attention to exterior spaces, in a creative and thoughtful way. The exhibition incorporated designs by students from Art & Design Diploma in Foundation Studies at York College.

### Pilot Theatre:

Pilot Theatre is the award-winning National Touring Theatre Company currently in residence at York Theatre Royal.

In 2009 they became the UK partner for the European project, Platform 11+ which engages 13 theatres in 12 European countries to create new pieces of theatre for 11 to 15 year olds. This has opened the door for international touring and collaborations. In 2011 the company toured to Milan, Dresden and Argentina and in 2012 hosted companies from around the EU at a week-long event in York.

Pilot Theatre have also become strong advocates for using digital technologies within the arts. This has grown through their annual hosting of the Shift Happens conference, which explores new digital technologies and possible uses for them within the arts sector. In 2011 Pilot Theatre hosted the first ever TEDx York event and livestreamed the world-famous York Mystery Plays in August 2012 as part of their involvement in the BBC and Arts Council funded online project The Space.

Pilot Theatre is to be the UK partner in an international project portraying people's experience of emigration and immigration. Working with two theatres from Canada, two from Europe, in Italy and Portugal, and one theatre from Australia, Boomerang – Documents of Poverty Hope will create new theatre pieces based on collecting stories from young people in their countries about their personal experiences on the complex matter. This, their fourth European Project to work with global partners, will make them a part of a wider conversation about one of the key social issues of our times and its impact on young people across continents. Throughout the process of making the productions they will be able to offer a range of opportunities for young people to be fully involved in the creative process including cultural exchanges.

Isotoma:

Isotoma are a creative technology consultancy, specialising in the design and build of web and mobile applications for clients in the fields of publishing, media and education.

Isotoma developed the 'Inside Nature's Giants' iPad App with HarperCollins to accompany the TV series and book release.

Technically innovative, the exploration includes engrossing and educational 3D tours of the animal kingdom. The App is currently featured in the iPad App Store's "Best of the Best" list.

To coincide with the release of *The Hobbit: An Unexpected Journey*, Isotoma again collaborated with HarperCollins, the official publisher for J.R.R. Tolkien on a set on a set of iBooks to add to the existing range of audio and print titles for *The Hobbit*.

Continuum Group:

What started as a collaboration between an entrepreneur and a York academic to preserve the city's Viking remains in the shape of the Jorvik Viking Centre 30 years ago, is now the Continuum Group. The company has developed popular visitor attractions around the world; turning cultural traditions into a popular form of family entertainment using the latest technology combined with timeless storytelling. Headquartered in York, Continuum's own portfolio of attractions collectively welcome nearly a million visitors a year.

The Knife That Killed Me:

A ground-breaking feature film by Marcus Romer and Kit Monkman, in association with Universal Pictures.

The project was shot entirely against green screen at the purposely-built Green Screen Studios in York, with live actors composited into stylised computer-generated scenes utilising an all-digital

production pipeline. The post production was completed at University of York's Heslington Studios by a team of in-house VFX artists and students.

### Theremin Bollards:

Supported by the Proof of Concept programme at York St John University's Creative Business Office, Music Technologist David Young designed the Digital Earth Theremin Bollard. Making creativity accessible to all ages and abilities by eliminating the need for prior skill, practice and theory, the innovative instruments produce a rich tapestry of expressive sounds in public spaces. Another good example of York's contribution to accessible media arts, the technology allows players to tap directly into enriching skills such as confidence, communication, listening, and empathy.

### Punk Pie:

With the launch of Aurifi, the first ever audio-only game built solely for the iPhone, Punk Pie broke new ground in interactive audio applications. The game's innovative gameplay allows players to explore a vast array of original sound components and audio effects.

### Mark Herman:

Mark Herman is an English film director and screenwriter best known for *Little Voice*, *Brassed Off* and writing and directing the 2008 film *The Boy in the Striped Pyjamas*, which achieved worldwide Box Office sales of over \$20 million.

In York, Herman founded Parashoots, a video production company that provides employment opportunities for emerging talent, often drawn from York's universities. The company also seeks to support the commissioning of short films under the banner of Parashoots. Herman is a fellow of Film and Television Production at York St John University.

### MilesTone Films:

MilesTone Films have, since their inception in 2008, created a cult hit web series and three feature films, all shot in York.

Their daft and delirious zombie web comedy series *Zomblogalypse* has seen over half a million views across all online platforms and for last year's serial killer comedy *Whoops!*, MilesTone drew together an impressive host of local talent after a successful global crowdfunding campaign to become one of only 100 feature films out of the 4,000 selected for the Raindance Film Festival.

### WeEnrich:

Founded by Maria Arinbjarnar, a recent PhD graduate at the University of York, WeEnrich is a computer games company creating cutting edge entertainment with its emergent software story engine technology. The first application of WeEnrich's story engine was the creation of a browser-based point-and-click game for Jorvik Viking Centre that customers can purchase as they enter the museum.

### Examples of York's academics and researchers working internationally:

-- University of York research profiles

### Professor Nick Holliman

Nick is Professor in Interactive Media, and is best known for his research over the last sixteen years investigating the fundamental challenges of stereoscopic 3D visualization to award-winning standards.

### Dr Jenna Ng

Dr Ng is Anniversary Research Lecturer in Film and Interactive Media, with particular interests in the imaging technologies of digital video, mobile media, haptic devices, motion and virtual capture systems. She has presented at over 30 conferences and seminars, including invited speaking engagements in Shanghai, Amsterdam, Melbourne and Umeå. In February 2012, she was also a visiting researcher at the Centre for Cinema Studies, University of British Columbia, Canada.

### Dr Sandra Pauletto

Dr Pauletto's research interests focus on Sound Design to convey information, meaning, emotion in the context of Film, Theatre and Gaming, including established connections with various European Universities and Research Labs for two European Projects: ConGAS, Gesture Controlled Audio Systems (2007) and Sonic Interaction Design (2014).

### Dr Ambrose Field

Ambrose Field is a British Composer whose work with technology and composition is the recipient of several international awards, including three Prix Ars Electronica Honorary Mentions in 2006, 1997 and 1996. New sounds, new structures and new methods of creating and performing music are his primary research concerns, with guest lectures in China and USA on contemporary music issues.

### Dr Damian Murphy

Dr Damian Murphy is Reader in Audio and Music Technology. His research focuses on virtual acoustics, spatial audio, physical modelling, and audio signal processing and has published over 90 journal articles, conference papers and books in the area. He is a Fellow of the Higher Education Academy, and a visiting lecturer to the at KTH, Stockholm, where he specialises in spatial audio and acoustics.

### Richard Walsh

Richard Walsh is a published researcher in the field of innovative American literature, most recently in the context of narrative theory across film, graphic narrative, interactive media and music.

### Daniel Kudenko

Daniel Kudenko's primary research focuses on artificial intelligence for games and interactive entertainment. Within these areas, he has published more than 80 peer-reviewed papers, and has been a member of numerous international program committees.

### Research Partnerships:

The University of York has developed major research partnerships with the Victoria and Albert Museum and Tate Britain resulting in joint research projects and staff exchanges. University staff have worked on major exhibitions including the co-curation of the international exhibition of William Hogarth which opened at the Louvre in October 2006, travelled to Tate Britain in February 2007 and then moved to the Caixa Forum in Barcelona in May 2007.

Professor Gary Peters, Chair of Critical and Cultural Theory is an internationally-renowned expert on the theory and practice of improvisation. He is regularly invited to deliver keynote lectures internationally, including Aalto University, Helsinki, the University of Copenhagen, and the New School, New York.

Dr Matthew Reason, Reader and Associate Professor in Performance (author of *The Young Audience: exploring and enhancing children's experience of theatre*), specialises in young audience and kinaesthetic empathy. He is a visiting Professor at Roskilde University, Denmark, with recent lectures at ICA, London and Sidney Opera House, Australia.

Professor Adair is currently undertaking a two-year Arts and Humanities Research Council project into British Dance and the African Diaspora, 1946-2005. In 2013, Adair was a member of the British Council funded team of senior staff from York St John University delivering a programme for a Postgraduate Certificate in Academic Practice in Kenya.

Dr. Claire Hind, Senior Lecturer in Theatre

Claire is the lead academic on a 3-year partnership with the Norwegian Theatre Academy, Massachusetts Institute of Technology in the USA and Kiel University, Germany that will investigate the relationship/function of the archive and the performer/artist, culminating in a publication, two seminars and a conference in 2014.

Saffron Walkling, Senior Lecturer in English Literature

Saffron Walkling joined York St John University in 2004, after teaching for five years at Shandong University in the People's Republic of China. Her research interests are intercultural and interdisciplinary, and she is currently working on late communist and post-communist appropriations of Shakespeare's 'Hamlet' in China and Poland. She has given papers at International Shakespeare Conferences and Internationalisation.

## 7. Communication and visibility assets (maximum 3000 word)

York has number of media platforms that will support both international and local reach. As partners to the bid, they have also helped shape our proposed Communications Plan as a City of Media Arts.

Online Databases:

Residents and visitors are able to navigate York's ever-growing cultural calendar via numerous official and insider guides, including Visit York ([visityork.org](http://visityork.org)), York Festivals ([yorkfestivals.com](http://yorkfestivals.com)), One&Other ([oneandother.com](http://oneandother.com)), York Mix ([yorkmix.com](http://yorkmix.com)), Welcome to Yorkshire ([yorkshire.com](http://yorkshire.com)) with creative events also spotlighted and shared via social networking platforms.

For the practitioners, this exposure also provides career breakthroughs, new commissions, critical feedback, peer networks, and ongoing encouragement.

Digital innovations such as the world's first hologram city app developed by City of York Council and local developers Appeartome have transformed how people discover, visit and revisit our culture. The electronic tour guide automatically triggers 22 historic characters that emerge from the city's landmarks to each give their 90-second personal take on York's story.

Film:

Each creative discipline maintains or feed into specialist online hubs where ideas and contacts are

exchanged. Local filmmakers, for example, have signed up to Creative England's Film Friendly Charter ([www.creativeengland.co.uk](http://www.creativeengland.co.uk)). Its website also helps identify funding and tender opportunities, and list and find locations, studios, facilities and crew.

York also has a proliferation of grassroots networks. The local independent filmmaking community has formed the York Filmmakers Coalition. Currently online as a Facebook group but meeting regularly, it brings together the combined skills, business sense and ambition of the 100+ practitioners, from screenwriters, cinematographers, set designers and directors of all levels of experience, to discuss and advance their trade.

York is often cast in the leading role in films, drama, news and entertainment programmes. Its iconic buildings and spaces are actively promoted online as filming locations and Visit York helps filmmakers obtain necessary permits and permissions, whilst providing direct contact with Creative England for facilities and crew assistance for production companies, and even accommodation discounts.

#### Games:

Game Republic ([gamerepublic.net](http://gamerepublic.net)) is an industry-led games business network that supports and promotes the Yorkshire and northern England games industry. Co-founded by Charles Cecil OBE of Revolution Games in 2003, membership provides:

- Networking Events

To facilitate information and resource exchanges, and contact with international organisations.

- Access to New Talent

Promotes closer collaboration between academia and industry through initiatives such as the Student Showcase.

- Game Development

A sounding board for game ideas, viability of projects, and game mechanics, with the network available to bring ideas to market.

- Access to Funding

Game Republic assists businesses to access funding from both public and private organisations and investors.

- Professional Development

Provides useful referrals to professional industry training, and assists universities and games businesses to improve the skills base and talent pipeline.

#### Artist Networks:

- Art Connections online ([www.art-connections.org.uk](http://www.art-connections.org.uk)) currently supports the work of 125 York and North Yorkshire artists and provides a resource for galleries, commissioners, and collectors.

- Arts Action York, from the City of York Council, is the central contact point for schools to use when looking for visual artists, musicians, dancers and actors/theatre companies. It also holds information on artists who offer resource packs, teacher training and curriculum development.

- Creative North Yorkshire ([www.creativenorthyorkshire.com](http://www.creativenorthyorkshire.com)) is an online networking and support portal for arts-based creative industries in the region. It currently has 852 active members.

- The Yorkshire Innovation Map ([www.scy.co.uk/yorkshire-innovation-map](http://www.scy.co.uk/yorkshire-innovation-map)) is part of the ongoing 'Innovate York' programme, aiming to capture a picture of current innovation in Yorkshire, along with the region's ambitions for the future.

- The Infusion Factory ([www.theinfusionfactory.co.uk](http://www.theinfusionfactory.co.uk)) is a York St John University project to catalogue and match spare capacity in creative equipment and expertise across the city with market demand.

#### Crowdsourcing Platforms:

How can underused buildings be opened up for public good? What can we do to aid older people in their homes? Is there a better way for businesses to pitch ideas and products to the Council?

These are just some of the challenges answered on York's online crowdsourcing platform, GeniUS!

Addressing one shared issue at a time, it harnesses the interdisciplinary thinking and experiences of people and the creative industries in York, putting the most promising solutions to the test. So far it's generated hundreds of ideas on all manner of issues such as ageing population, the environment, energy and the economy. Along the way it beat international competition of 92 initiatives to pick up the Living Labs Global Award in the 'Open Government for Business Innovation' category.

The most recent challenge asked: "How could we use our existing resources differently to create services that meet the needs of young people in York?" A four-week process of gathering ideas online culminated in 60 people – young people, police, designers, journalists, and others – to choose winning proposals. One of the winning ideas will lead to the creation of a new award to recognise excellence in arts and creativity for York's youth.

### Media Outlets:

#### BBC Radio York

The remit of BBC Local Radio is to provide a primarily speech-based service of news, information and debate, complemented by music. Each of the 38 Local stations must broadcast at least 85 hours of original, locally-made programming each week with a remit to stimulate creativity and cultural excellence, and support local arts and music.

BBC Introducing was created in 2007 to support unsigned, undiscovered and under the radar musician from across North Yorkshire and beyond. On air on BBC Radio York every week, Saturday 8pm-10pm, the programme offers a route into the BBC's nationwide stations (Radio 1, 1Xtra and 6Music) and the potential to play on the BBC Introducing stage at major festivals.

### Audience:

- BBC Radio York broadcasts to a total survey area of 531,000 adults (aged 15+)
- It is listened to by 81,000 people (15.%) each week
- Each listener tunes in for 8.7 hours per week - a total of 708,000

### Aesthetica Magazine ([www.aestheticamagazine.com](http://www.aestheticamagazine.com))

Aesthetica is a contemporary art and culture magazine and website based in York but with an international perspective on literature, visual arts, music, film and theatre. Aesthetica was founded by Cherie Federico and Dale Donley in 2002, when students at York St John University. The magazine now has a readership of 140,000 and is stocked in 20 countries, offering a look at the most exciting developments in the sector and giving an insight into key artists and current exhibitions.

The publisher provides creative opportunities and visibility for practitioners via the Aesthetica Short Film Festival, the Aesthetica Creative Writing Competition, and the Aesthetica Art Prize. The Art Prize is a celebration of excellence in art from across the world and offers artists the opportunity to showcase their work to wider audiences and further their involvement in the international art world.

The Creative Writing Competition is an opportunity for existing and aspiring writers and poets to showcase their work to a wider, international audience: previous entrants have gone on to achieve success and recognition across the world.

### One&Other ([www.oneandother.com](http://www.oneandother.com))

One&Other is an independent local media brand, based in York.

In November 2013, a One&Other TV consortium including local cultural institutions was awarded the 12-year Local TV license to broadcast on channel 8. It will broadcast original news, current affairs, entertainment, heritage and culture programming created for, and in, York and its surrounding areas

to up to 250,000 households. It aims to launch in 2015 and will invest in the training of the next generation of digital content producers.

Its proposed weekly culture round-up show, *The Culturalist*, will inform and enlighten in equal measure, combining previews and critical reviews with interviews and features from the local media arts community. It will also communicate the city's work as part of the Creative Cities Network and look to develop programming in association with talent from other member cities providing a local platform for international talent.

Yorkshire Art Journal ([yorkshireartjournal.com](http://yorkshireartjournal.com))

Engages with contemporary and historical artistic work and exhibitions across the region. The journal publishes thoughts on Yorkshire exhibitions and contemporary artistic activity.

The Journal keeps an updated online list of exhibitions, current and upcoming.

The Press ([www.yorkpress.co.uk](http://www.yorkpress.co.uk))

The Press is the local daily newspaper for a substantial area of North and East Yorkshire, based in York. Online and in print, it is a leading provider of local and regional news. It is part of the Newsquest Media Group which publishes more than 200 newspapers, magazines and trade publications.

Culture features heavily in its daily coverage, with arts supported via free listings on the newspaper and online What's On Guide, critical reviews, and a distinct culture supplement on Thursdays.

Audience:

- The Press has a daily print circulation of 23,007
- Its website has a monthly readership of 5m page impressions and 649,000 unique users

Minster FM

Minster FM is an independent commercial local radio station serving York and North Yorkshire for the last 21 years. With almost half the people in the area listening to Minster FM over a 13 week period (Source: RAJAR/Ipsos MORI / RSMB Q3 2013) it presents a significant platform for local culture.

Audience:

- Minster FM broadcasts to a total survey area of 305,000 adults (aged 15+)
- The station is listened to by 73,000 people (24.%) each week

York Mix ([www.yorkmix.com](http://www.yorkmix.com))

An online magazine, York Mix's editorial agenda aims to reflect the lives, concerns and interests of all members of the communities whilst encouraging greater engagement with the city's arts and culture. It explores all aspects of city life from multiple perspectives, inviting guest-writers to comment on topical issues and author its weekly theatre, music and poetry blogs. York Mix has also launched annual photography and poetry competitions, each offering cash prizes and culminating in a public exhibition.

Local Link ([www.yourlocallink.co.uk](http://www.yourlocallink.co.uk))

Local Link is a monthly magazine, delivered into all 90,000 homes and businesses across York. Each issue contains substantial coverage of events, entertainments and festivals for all the family.

In September 2010, Local Link magazine partnered with York Museums Trust to offer Golden tickets for exclusively for local residents the day before the Yorkshire Museum's grand re-opening. It attracted 2,229 visitors and another 7,664 York Card holders visited in August, meaning almost 10,000 York residents came to see the museum in the first 32 days.

In association with Visit York, Local Link also publish monthly events guide What's On York.

Soundsphere Magazine ([www.soundspheremag.com](http://www.soundspheremag.com))

Based in the Phoenix Centre, Soundsphere Magazine champion alternative music in the North of England and feature bands, artists and culture on a local, national and international level.

York St John University Film and Television graduate Dom Smith, editor of Soundsphere magazine and co-founder of Disabled Entrepreneurs, won the 2012 National Diversity Award (NDA) for Entrepreneurial Excellence in the Disability category

Visit York ([www.visit-york.org](http://www.visit-york.org))

As the city's official tourism body, Visit York is an important resource for promoting cultural activities to the people and visitors of York, in addition to establishing ties with national and international journalists.

Since launching in 1987, Visit York has helped boost annual visitor numbers to the city from 2.1 million visitors to 7 million today and increased the value of tourism to the local economy from £55m to over £600m, raising employment in the sector from 5,000 to 23,000.

The organisation has over 700 business members/partner, primarily in the hospitality and cultural sectors.

Each year 500,000 make use of their state of the art visitor centre at Museum Street. It offers information about the city's cultural attractions from expert staff, free maps and guidebooks, and event tickets. The Visit York website attracts 2,000,000 visitors each year whilst one million Mini Visitor Guides are picked up each year. Its York Pass offers cash free entry into over 30 local cultural attractions.

Visit York also conduct research and evaluation of tourism activity including the annual York Visitor Survey and the York Big Attractions Group Visitor Monitor.

City of York Council

City of York Council puts its significant weight behind developing and promoting York's culture product. Examples of communications initiatives include:

- YorkCard. Available to all residents, the YorkCard allows discounted or free entry to a range of leisure facilities, museums and attractions in York.
- [www.york.gov.uk](http://www.york.gov.uk). On the Council website, you can find a comprehensive events guide, information on how to put on a festival or event, and permits for filming, busking and street trading.
- Publications. Your Voice is the Council's free newspaper, delivered to every household in the city and containing information on cultural events and activities. The Communications team are also actively disseminating similar information to media outlets, businesses and residents.

All of York's media outlets also lend extended support to York's festivals as official media partners, offering a combination of features, ticket giveaways, event build-up, live coverage, and photo reviews.

### Prizes & Awards:

York plans to launch a new set of media arts awards. These will reward local creativity and provide a platform for other cities in the Creative Cities network including Music, Literature and other artforms.

The awards will seek partners in national and regional media and will support a new annual media arts award residency for an artist or creative thinker to take time out in York and inspire their future work. The aspiration is for the awards to become renowned nationally such as the 'Booker prize' – and hope to attract a major sponsor to support its first 3 years of development. The awards will also reward: innovation in festivals and events, online publishing, content development, community digital engagement, local schools and research projects.

#### Adult Learners Award

The Awards are open to anyone undertaking further education or training of any type, whether for qualifications, work or leisure. There are eight categories of awards celebrating formal and informal learning including 'Creative Learner of the Year', 'Older Learner of the Year' and 'Learning Through Technology'.

#### Visit York Annual Tourism Awards

The Visit York Annual Tourism Awards recognise the individuals, organisations, campaigns and experiences that provide a great visitor experience. Media arts have featured in specialist categories with Visitor Experience of the Year, awarded to York Mystery Plays in 2012, and York Tourism Ambassador of the Year, awarded to York Theatre Royal's Artistic Director, Damian Cruden in the same year.

#### Venturefest Awards

Venturefest Yorkshire is an annual conference in York focused on revolutionary ideas - both the people who create them and the people who want to invest in them. Now in its 11th year, it features:

- Innovation Showcase - Free space in its innovation showcase for 20 exciting young businesses, one of which win a £15k prize package of business fundamentals from office space to marketing consultancy
- Investment Competition - six entrepreneurs chosen by Yorkshire Association of Business Angels (YABA) present their business or idea to a group of angel investors. The winner is awarded a prize package valued in excess of £30,000.
- APptitude - The competition explores the potential of apps to solve everyday community challenges with the winners being paid to bring the concept to market.

Over the last decade it is estimated that Venturefest has helped create an estimated 1,287 jobs in the region, and generated almost £28 million for the regional economy.

#### LUMA Film Festival

Champions the vast talent that can be found within the University's Department of TFTV. Each year, three films are selected for a screening at BAFTA hosted by Greg Dyke as they compete for the STUDIOCANAL Grand Jury Prize.

#### York Business Week

Launched in 2010, the annual York Business Week showcases the world-class businesses that flourish in the city, the wealth and breadth of support and advice for businesses, and inspire a new generation of enterprise. York Business Week attracts over 5000 people to more than 50 events and has received awards from Enterprise UK, the organisers of Global Entrepreneurship Week, for its series of 'inspiring and impactful events.'

The York Press Business Awards form part of Business Week, celebrating businesses of all sizes including the Young Entrepreneur Of The Year and Best Business & Higher Education Link.

### York Civic Trust plaques

Since 1938 some 70 commemorative plaques have been placed buildings of historic interest spread throughout the city. Those honouring artistic dignitaries include:

#### John Bowes Morrell (1873–1963)

A York author and historian, twice Lord Mayor of York and a leading figure in the local movement to establish a university in York helping to found the University of York and the Borthwick Institute for Archives. The "JBM Library" at the University of York is named after him. He was also made an Honorary Freeman of the City of York.

#### Joseph Hansom (1803-1882)

Joseph Hansom was a prolific English architect. He invented the Hansom Cab horse-drawn carriage and founded Britain's oldest business-to-business magazine, *The Builder* in 1843. Born in York, his plaque can be found on Micklegate.

#### W.H. Auden (1907-1973)

Widely regarded as one of the greatest writers of the 20th century, poet W.H. Auden was born in Bootham, York.

### Statues

Since 1911, William Etty's statue has had pride of place outside York Art Gallery which displays the largest collection of his work in the country. In 2011, the centenary of the statue's unveiling was commemorated by the major retrospective entitled "William Etty: Art and Controversy", with a book of the same name.

### The Gild of Freeman of the City of York

To become a Freeman by servitude a candidate needs to be accepted as an apprentice to a master craftsman for five years. The master craftsman himself is required to be a Freeman of York. Famous honorary Freemen of artistic merit include actor Berwick Kaler, actress Dame Judi Dench, and composer Dr. John Barry.

## 8. Budget

Please indicate the present yearly budget (in United States dollars) of the city for the activities related to its possible participation in the Creative Cities Network, including other sources of funding.

Pertinent budgetary lines should include: staff, equipment, communication, services, meetings.

Expenses	Amount (in US\$)
Staff	\$697,200.00
Equipment	\$330,340.00
Communication	\$265,600.00
Services	\$581,000.00
Meetings	\$79,680.00
Creative apprenticeship programme	\$249,000.00
Creative Cities exchange programme	\$232,400.00
Illuminating York Festival commissions	\$257,300.00
Creative Cities conference	\$41,500.00
York Media City Awards programme	\$174,300.00
Local TV Community media programming	\$89,640.00
ASFF festival support and awards	\$59,760.00
'Staff' & 'Services' inc Higher Education inve	
	\$3,057,720.00

## 9. Implementation report

If the city is designated, the municipality commits itself to provide, upon request by UNESCO,

- detailed information on the effective implementation of its activities related to its Creative City status

## 10. Requested attachments

Pursuant to article 6 of the Nomination Procedures, the following documents are requested:

- A formal letter of presentation of the candidature by the city's Mayor.**
  
- A formal letter of endorsement to the candidature by the National Commission for UNESCO of the Country to which the city belongs.**
  
- Formal support letters, including substantial arguments in favour of the applicant from at least five UNESCO Creative Cities, three of which from a geographical region that will be different from the one of the applicant (in this respect, refer to UNESCO's list of countries by geographical region). The letters must be signed by the Mayors or by other official Cities' representatives.**
  
- Formal support letters from the national professional association(s) of your Country, in the field concerned .**

Date

19 mars 14

Signature

Kersten England

By clicking « Submit », a dialogue box will appear to redirect you to your email. The generated application form in PDF will be automatically attached to the email. Please also attach in the same email all the documents required pursuant to article 6 of the Nomination Procedures (2MB maximum per attachment).