

# SECOND STAGE

## POWERED BY SQUARESPACE

### FRIDAY

11:45

#### CONNECTING THE DOTS

Get the inside track on showcasing work, networking, collaborating and (most importantly) connecting with commercial opportunities with Pip Jamieson, founder of The Dots.

12:30

#### PROCESS & PARTICULARS

Recently launched, Squarespace Circle, is a program to support the community of creatives, developers, and designers who use Squarespace to build beautiful websites for themselves and their clients. Join us in a special Q&A about Squarespace Circle and learn strategies for success.

13:15

#### SQUARESPACE PRESENTS: PLAYING LYNCH

A special screening of a new collaboration with Squarespace, David Lynch and John Malkovich.

14:00

#### INTERVAL

15:00

#### G . F SMITH: 1885 ONWARDS

Paul Scharf presents the history of G . F Smith from their establishment in 1885 right up to Made Thought's recent rebrand.

15:45

#### NURTURING A CREATIVE BUSINESS

Creative Sheffield presents a panel with Jane Shields (Sheffield Creative Guild), Katie Daniels (Field Design), and Claire Lockwood (SHU/SIA). Discussing Sheffield's distinctive cultural and creative ecosystem. Moderator James Wilson (Sheffield Business Growth Advisor).

16:30

#### STRAIGHT AHEAD & TO THE LEFT

Andy Altmann (Why Not Associates) and Andy Stevens (Graphic Thought Facility) discuss their new wayfinding project for Sheffield Institute of Arts.

17:15

#### BREAK

17:30

#### SERVICE OR PARTNERSHIP?

Alexander Nowak & Felix Richter (Droga5), Alan Aboud (Aboud+Aboud) and Darren Bowles (Moving Brands) discuss the evolving Brand to Agency relationship.

### SATURDAY

#### CITIES OF TOMORROW

What powers a creative community? A panel with Sheffield based creatives Ben Tew, Ashleigh Armitage (DUST Collective), Ed Bradbury and Florence Blanchard (B&B Gallery). Moderator James Wilson (Sheffield Business Growth Advisor).

#### CUT THAT OUT

Mark Edwards (DR.ME) will discuss the publication of their first book, Cut That Out (Thames & Hudson). Followed by a panel discussion with contributors Aliyah Hussain, John Powell-Jones and Steve Hockett.

#### BUILD IT BEAUTIFUL

Join Aaron Duffy (SpecialGuest) in conversation as he shares insights into his work and process including his poetic slow motion work for Squarespace.

#### INTERVAL

#### ROUTES INTO DESIGN

A panel discussion on how to kickstart your creative career with insights by educator Pam Bowman (SIA/SHU), designer Shane Griffin, editor Alec Dudson (Intern Magazine) and industry recruiter Paul Wilkes (MPC).

#### ANATOMY OF AN ADVERT

Producer Richard Skinner (MPC Creative) and Director Dan Henshaw (MPC) discuss the process from concept to production on the Adidas Boss Everyone campaign.

#### KIDS PLAY: DESIGNING THE FUTURE

Jens Kronvold Frederiksen (LEGO) along with Rory O'Connor and Anita Murphy (The Creativity Hub) discuss the role of creativity in children's development.

#### BREAK

#### MAKING AN IMPACT

Designer Morag Myerscough and Cat Powell (Artfelt) on their new design installation at the Sheffield Children's Hospital.