

## **\*\*MEDIA RELEASE\*\***

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### **CREATIVITY AND COLLABORATION TAKE CENTRE STAGE**

*Artists and Creative Workers Gather for a Professional Development Mash-up*

(Vancouver, BC) - Vancouver's leading creatives agree that industry inbreeding is so very old-school (in a bad way). Success as an artist or creative professional requires a diverse skill set and a broad network. Enter **CREATIVEMIX** - Vancouver's only annual "ideation" conference. Thursday November 3<sup>rd</sup> Vancouver-based industry leading idea makers, movers, and shakers will gather to share their experience and explore the common thread of creativity and collaboration. The heavy-hitting lineup of 8 keynote speakers includes actor and writer **Hiro Kanagawa** (story editor on the acclaimed CBC dramas *Da Vinci's Inquest*, *Da Vinci's City Hall*, and *Intelligence* and currently works for the gritty rez drama *Blackstone*) who will be presenting a keynote message titled: *Terminal City on the Trans-Cyberian: Why and How Vancouver can be a Global Hub for Transmedia Production*.

This conference, in its third year, is no longer Vancouver's best-kept secret. **CREATIVEMIX** has earned its mark as the breeding ground for creative innovation, education, and interdisciplinary networking. Other conference presenters include **TJ Galda**, Senior CG Supervisor (Electronic Arts Canada) who's personal credits include work on feature films like *Shark Tale*, *Kung Fu Panda*, and *Fantastic Four*; as well as, **Ian Grais** (ReThink Canada) whose art direction is ranked #1 in Canada ten years running.

Other keynote sessions include talks from Bruce Haden (architect), Graeme Berglund (co-founder of *The Cheaper Show*), Dave Delnea (photographer), Dr. Ben Kadel (social physiology), and Mara Gottler (costume design). "*Too many creative people are isolated in their work, either in their craft or industry*" says **CREATIVEMIX** co-producer Corwin Hiebert "*It's our ability and willingness to be creative within the context community that will elevate our work to a place where it can get noticed and make a difference*".

The big buzz around the conference is the **CREATIVEX**: a free showcase featuring displays of ideas, projects and collaborations from a diverse array of disciplines. Open to the general public, the exhibit will feature works from various artists including the next generation of creative leaders from Capilano University's **IDEA** program, Langara College, and VanArts. Fine artist Jose Rivas will be in action as he produces real-time, interactive painting installation in partnership with Opus Art.

Anchored by a pop-up Ethical Bean Coffee shop and a performance stage, the **MIXLounge** is at the centre of it all; live music performances are by indie-folk rocker Jasper Sloan Yip and the eclectic sounds of Maria in the Shower. This networking venue is a great place to connect with likeminded creatives.

**CREATIVEMIX** is a one-day Ideation Conference held on Thursday, November 3<sup>rd</sup> 9am to 6 pm in Yaletown's Roundhouse Community Arts & Recreation Centre. The cost to register is \$99 and includes lunch and refreshments, passes to attend the keynote speakers, workshops as well as the "Think & Drink" post-event networking event. **CREATIVEX**, the creative exhibition is free and open to the general public from 9:00-4:00 pm. The conference is co-presented by Corwin Hiebert and Eileen Rothe (Red Wagon Management) and Boca del Lupo. For more information, visit [www.creativemix.ca](http://www.creativemix.ca).

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#### **Media Want to Attend? Got Questions?**

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