

in partnership with UK Research and Innovation (UKRI). The event is open to **SXSW badge holders** and interested parties can RSVP from Feb. 25 here: www.futart.net.

"With a diverse and imaginative range of installations, immersive presentations and discussions headlining this second edition of Future Art and Culture at SXSW Interactive, Arts Council England and British Underground demonstrate how England leads the world in the presentation of cultural and artistic content in the digital space," said **Crispin Parry, CEO of British Underground**.

Now in its second year, the aim of Future Art and Culture is to showcase to the world an ambitious and diverse selection of creative work and innovative ideas from England using new and emerging technologies in the hope of raising the international profile and reputation of English artists and cultural organisations, supporting talent to gain inspiration and build networks and generating opportunities for international funding, exchange and commissions.

"We are thrilled to have so much world class art and tech from England showcasing at SXSW in March as part of the ACE and BU Future Art and Culture project," said **Fred Schmidt, Director of International Affairs at Capital Factory in Austin**, the center of gravity for entrepreneurship in Texas. "During these challenging times, our company, city and state are doubling down on our 175 years of ties with Great Britain. This program significantly adds to the rich tapestry of tech and creative relationships that have been built. We look forward to more of it!"

"England is one of the world leaders in immersive art and technology, with a thriving digital sector, internationally renowned creative industries and an incredibly rich cultural heritage," said **Francis Runacres, Executive Director of Enterprise and Innovation, Arts Council England**. "This showcase demonstrates how English arts organisations and technologists are developing ground-breaking new forms of creativity, and we're delighted to partner with British Underground to bring it to South by Southwest."

British Underground will also produce a number of SXSW Interactive panels and activations, including:

"How Books Are Fighting Back in the Digital Age"

Saturday, March 9

12:30 p.m.

Austin Convention Centre, Ballroom F

*In this panel, participants Kate Pullinger (Bath Spa University), Akala (writer/performer), Tea Uglow (Google Creative Lab) and Erin Roberts (Zombies, Run!) will examine ways in which books are reimagining and revitalising storytelling despite competition in the digital age.

"Art and Innovation Lab"

Sunday, March 10

10 a.m.

512 San Jacinto Blvd

*The British Music Embassy/Latitude 30 will host Art and Innovation Lab with the Royal Shakespeare Company and Imaginarium Studios to demonstrate mixed reality (MR) experiences in partnership with the US AR startup Magic Leap.

"Dancing to Algorithms: How to Algorave"

Sunday, March 10

3:30 p.m.

Westin Hotel, Rm Continental 3

*This panel will feature Alexandra Cardena, Antonio Roberts, Joanne Armitage and Shelly Knotts and address the global movement of creating dance music through the writing and editing of algorithms.

“Nothing to be Written”

Monday March 11 to 13

10 a.m.

SXSW Virtual Cinema, J W Marriot

*Nothing to be Written is a World War I virtual reality experience from 59 Productions, BBC VR Hub and composer Anna Meredith.

“Immersive Showcase and Market”

Monday, March 11

2 - 5 p.m.

Capital Factory

*This event will include an immersive marketplace and pitching session, as well as Art and Innovation Lab demos and networking reception.

“Lush Presents Algorave: Live Coding Party”

Tuesday, March 12:

10 p.m.

Main II, Red River

*Making its SXSW debut, Algorave is an underground global electronic music movement born in the north of England combining hacker philosophy with club culture.

“The Art of Failure: Driving Creative Innovation”

Tuesday, March 12

5 p.m.

Hilton Hotel, Salon J

*The Art of Failure: Driving Creative Innovation” will feature panelists Francis Runacres (ACE), Sarah Ells (RSC), Dan Tucker (Sheffield DocFest), and Naho Matsuda (“EVERY THING EVERY TIME”/artist) will explore on the value of failure in innovation culture.

For more info about the above events, please see www.sxsw.com.

About Naho Matsuda:

Naho is a German-Japanese designer and artist based in London. Her practice investigates the social and cultural issues surrounding emerging technology trends through a range of design outputs, processes and methodologies. With a particular focus on new narratives of technology and networked processes of production, her transdisciplinary approach uses a diverse set of mediums including interactive objects, writing, performance and installation. For more information, please see www.nahomatsuda.com.

About British Underground:

British Underground produces showcases and strategic development projects in music and the arts that focus on international success. Working across the creative sector from Stormzy to The Royal

Shakespeare Company, they are an Arts Council England NPO and part of the PRSF Talent Development network. Their London office is provided by the Musicians' Union and the group has relationships across the cultural sector in the UK and overseas.

About Arts Council England:

Arts Council England is the national development body for arts and culture across England, working to enrich people's lives. They support a range of activities across the arts, museums and libraries – from theatre to visual art, reading to dance, music to literature and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2018 and 2022, the group will invest £1.45 billion of public money from government and an estimated £860 million from the National Lottery to help create these experiences for as many people as possible across the country. www.artscouncil.org.uk

About FutureEverything:

Established in Manchester (UK) in 1995, FutureEverything is an award-winning innovation lab and cultural agency that has helped shape the emergence of digital culture in Europe. Together with an international community of artists, technologists and collaborators, FutureEverything explore the intersection of art, technology and society through bold new art commissions, living labs, participatory design and public events.

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MEDIA NOTE:

For general press inquiries on British Underground or their 2019 SXSW activations and events occurring Friday, March 8 - Sunday, March 16, or to RSVP as working press for any of the above events, please contact the team at Juice Consulting:

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