D3 - London showcases bright stars of digital design with free day at Southbank Centre – 17th September 2008

Submitted by: Speed Communications

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Free Digital Design Day (D3) at the Southbank Centre – 17th September 2008

Exhibitors include:

• The Apple Authorised Centre – Creative on the Mac free two hour seminar
• UCL's Digital Urbanites showcasing a virtual cityscape of London
• Future of Sound innovative sonic immersion experience

Carrenza invite industry professionals, students and members of the public to attend Digital Design Day (D3) – a day exploring and celebrating all aspects of digital design, in partnership with New Media Knowledge and the London Design Festival. D3 will happen at London's Southbank Centre on 17 September. The programme is filled with original showcases and seminars from luminaries and genuine innovators across the digital design, CAD, CGI, 3D, sound and visualisation industries. Exhibits will include a virtual cityscape of London and opportunities to try out gaming design engines. The day will end with the third annual Y Design Awards, which is now open for entries.

This is also is the first year that London Design Festival (LDF) has included a full day dedicated to digital design. Jay Corless, who heads up media and Business Development for the LDF, said 'The UK ranks in the top five globally in digital design, and is something that should be celebrated. The UK has made its mark in this field and we should be proud of that.'

The D3 roll call of exhibitors is still expanding, and includes:

• The Apple Authorised Centre – The Apple Authorised Centre will host a free (but registration required) Creative on the Mac Seminar in the Queen Elizabeth Hall from 12-2pm. Apple's Alan Rosenfeld and Byron Wijayawardena will provide an overview of the latest creative tools for the Mac platform. Learn more about how round-tripping lets you seamlessly share media between different applications. Attendees will learn how to create compelling content from concept through to production and delivery across multiple media.

• Smoothe – Partnering with digital mavericks The Neighbourhood, Neoscape and Uniform, Smoothe will showcase exciting examples of 3D Design innovation within Architecture and beyond.

• Future of Sound will provide a forum for the discussion of new and convergent digital art forms, which will involve a day long sonic installation and talk by Martin Ware of Illustrious Company. Future of Sound use state-of-the-art sound technology to create immersive experiences.

• Autodesk As official sponsors of D3, Autodesk will be kitting out the chill-out area.

• Dr. Andrew Hudson-Smith and his team of Digital Urbanites from the Centre for Advanced Spatial

Analysis at UCL will be showcasing their unique cityscape virtualisation project – this time it's London's turn, with thoughts and information on how to visualise anything relating to the city in packages ranging from Second Life through to 3D Max and onwards to game engines such as Crysis.

• Global digital design tournament Cut & Paste pits designer against designer in 15 minute design battles. Work created at Cut & Paste challenges across the world last year, including London's own, will be on display, and visitors can check out the Cut & Paste phenomenon, try out a Wacom tablet and enter their own 15 minute round on the theme of 'Survival of the Fittest'.

The free seminar on education and the lunchtime portfolio clinic will form a key part of the day for design students across all disciplines looking to make a mark in the industry. Emerging talent will be able to present work to a number of design companies, as well as having the chance to network with the UK's finest digital innovators throughout the day.

The event will be staged across two rooms at the Southbank Centre, with the Front Room Foyer acting as an interactive and networking area. The portfolio clinic will be held in the Front Room Foyer from 4pm to 6pm, after which the awards ceremony will begin in the Royal Festival Hall.

Admission to D3 will be free for the general public aside from the professional content – which extends only to the industry seminars.

For up-to-date details of speaker sessions, visit the website www.digitaldesignday.com

– Ends –

About the London Design Festival

Established in 2003 to celebrate and promote London as the creative capital of the world, The London Design Festival has grown rapidly to become one of the key constituents of the UK's burgeoning creative festival season and has established itself as a major event on the international design calendar, appealing to an increasingly wide audience.

http://www.londondesignfestival.com

About Carrenza

Carrenza provides operational consultancy and enterprise managed technology services to businesses with demanding communication needs. Its flagship enterprise computing platform provides a truly scalable, flexible computing resource and is backed up by advice and strategy direction from Carrenza's consulting team. Founded in 2001, Carrenza has built a solid base of clients, which include: eBay, Saatchi & Saatchi, Comic Relief, Tribal DDB, Haymarket, Toptable and SDL International.

For further information go to http://www.carrenza.com/

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