

PRESS RELEASE

The BC Arts Council and Creative BC to provide \$641,000 to 14 BC companies to help them create innovative digital and interactive media projects and software applications

VANCOUVER BC (May 5, 2016) – The Interactive Fund - a unique partnership between the BC Arts Council and Creative BC – will provide \$641,000 to 14 BC companies to support the creation of original interactive digital media and software applications. This year there were a record number of BC projects supported under The Interactive Fund, an indication of the increased popularity of this program and its importance in supporting BC's creative and economic growth.

In February 2016, the BC Ministry of Community Sport and Cultural Development launched the Creative Economy Strategy, which will foster new talent, improve access to markets, maximize private and public investment and enrich communities through arts and culture.

The strategy underscores that people working in the creative sector drive the BC economy and contribute to healthy and vibrant communities. Building BC's creative economy will attract new investment, foster innovation and create new jobs in BC.

"The BC Arts Council is pleased to partner with Creative BC on this important program, celebrating innovation in digital and interactive media and exploring multi-disciplinary collaborations," said Merla Beckeman, BC Arts Council Chair.

Through the delivery of the Interactive Fund, which is supported by the BC government and the BC Arts Council, Creative BC plays an important role in supporting the implementation of BC's Creative Economy Strategy.

"This program demonstrates the incredible depth and range of talent that exists in BC's digital and interactive media industry and how important cross-sector collaborations are to building our creative economy," said Prem Gill, CEO of Creative BC.

"BC has become a world leading development hub made up of large global media companies and hundreds of smaller BC-owned companies who are creating innovative video games, mobile apps, virtual reality and augmented reality, animation and visual effects, social media, interactive marketing and e-learning, as noted by this year's Interactive Fund recipients," she added.

BC recipients will each receive up to \$50,000 to support their projects. These include:

- **The Surrey Art Gallery**, an international leader in the production and presentation of digital art for more than 20 years, who are developing a new interactive artwork display that will be seen on UrbanScreen, one of the largest, public non-commercial projection venues in North America.

- **RocketChicken Interactive Inc.**, a boutique Vancouver-based studio that bridges the gap between mobile gaming and real life experience, who are developing Recollection, the world's first context-aware interactive audiobook.
- **Mind Festival Learning Ltd.**, a Penticton-based company who focus on story-based learning, who are developing The Lantern, an interactive, choose-your-own outcome character story based resource for youth with mental health issues. This project incorporated the work of local artists.

Additional BC recipients of the 2016 Interactive Fund include: Fieldtripp Media Inc., Turtlebox Productions, Agentic Communications Inc., Tangible Interaction Design Inc., Jade Tong and Mary Castellanes, Charm Games Inc., Eden Industries Inc., Stellar Jay Studios Inc., Elective Media Inc., Wantoo Networks and Pug Pharm Productions Inc.

"The grant funding from the Interactive Fund will support a remarkable commission for the UrbanScreen venue at Chuck Bailey Recreation Centre. The Gallery has a long history of supporting both exhibitions and artists-in-residence who have utilized technology as diverse as tele-robotics, virtual reality, artificial intelligence and audio art. This new exhibition will result from artists experimenting with touch sensitive technology," states Jannette Meadel, President, Surrey Art Gallery Association.

"Surrey is actively encouraging innovation as it builds a great city for the future including experimental and interactive digital art forms. The imaginations and creative works of artists are critically important as we make choices for the future: they help us to know ourselves and better understand the complex world we live within," adds City of Surrey Councillor Judy Villeneuve, Chair of the Cultural Development Advisory Committee.

"Recollection is an entirely new type of interactive experience that is made possible by Motive.io--a specialized and very powerful programming platform that we've been working on for the past three years. The Interactive Fund is extremely valuable as it will help us take this exciting new technology - which we believe is the first of its kind in the world - to market and attract new business to our creative studio," explains Ryan Chapman Co-Founder of RocketChicken Interactive Inc. RocketChicken already plans on expanding to six employees in the next few months as it takes on Recollection.

BC has a dynamic and growing digital and interactive media sector. According to the report, *Opportunity 2020: Creative Sector*, conducted by PricewaterhouseCoopers, BC's digital interactive media is among the world's top performing clusters, comprising over 1,000 companies employing about 16,000 people, with revenues of over \$2 billion year.

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Creative BC is a non-profit agency created, and supported by, the Province of British Columbia to build and promote BC's creative sector which includes film and television, digital and interactive media, music, magazine and book publishing.

The BC Arts Council supports arts and cultural activity in communities across BC. From professional dance companies, to art galleries, local museums and music festivals, the Council works to enrich the lives of British Columbians.

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2015/16 INTERACTIVE FUND RECIPIENTS

COMPANY PROFILE	PROJECT NAME AND DESCRIPTION	WEBSITE
SURREY ART GALLERY , Surrey, BC Contemporary art museum and Canadian leader in producing and presenting digital art and exhibitions.	UrbanScreen: new interactive artwork by artists experimenting with touch sensitive technology will be launched at the Surrey Art Gallery's offsite programming venue UrbanScreen.	http://www.surrey.ca/culture-recreation/1537.aspx
ROCKETCHICKEN INTERACTIVE INC. , Burnaby, BC Produce education and advocacy videos for interactive media for non-profits and foundations.	Recollection is the world's first context-aware, interactive audio-book that allows the listener to experience the story as it unfolds around them.	www.recollection.io
AGENTIC COMMUNICATIONS INC. , Vancouver, BC Web development agency and leading provider of online solutions for youth engagement.	AYOKAY is an interactive platform that uses video and game quests to increase practical and emotional life-skill development for youth aging out of the foster care system.	www.agentic.ca
TURTLEBOX PRODUCTIONS , Bowen Island, BC Produce education and advocacy videos for interactive media for non-profits and foundations.	Run Salmon App is a unique interactive app that inspires kids to learn about the unique life cycle of salmon. The app incorporates a book and song by Bobs and LoLo, a Vancouver based children's music duo, who were nominated for 2016 Junos.	www.turtleboxproductions.com/runsalmonrun
ELECTIVE MEDIA INC. , Vancouver, BC Elective is a magazine for university students and will be available on four campuses: UBC, SFU, Emily Carr and University of Victoria.	Archive is a photo sharing app that relies on the democratic process to select images for Elective, a new free print magazine.	www.elective.ca
TANGIBLE INTERACTION DESIGN INC. , Vancouver, BC Create interactive installations where people participation is key.	GEO LIGHT allows the public to control and play with the lights of the iconic Science World Dome.	www.tangibleinteraction.com
FIELDTRIPP MEDIA INC. , Vancouver, BC Trusted community for people to list, discover and book unique experiences in their city on-line.	Fieldtripp.com is a mobile app that makes it easy to discover, book and organize group activities.	www.fieldtripp.com
JADE TONG AND MARY CASTELLANES , Burnaby, BC Web-developer of a unique online platform.	Missed Collisions is a web application for cyclists, pedestrians and drivers to report traffic violators and road hazards for engagement and statistics.	https://missedcollisions.herokuapp.com/
CHARM GAMES INC. , Vancouver, BC Leading developer of virtual reality experiences across mediums including game development, film and television, and live performance.	FORM is mystery puzzle game specifically built for virtual reality that is constructed from memories, dreams and fears that allows the player to discover their true destiny.	http://www.charmgames.com/app/form/
EDEN INDUSTRIES INC. , Maple Ridge, BC Developer of accessible and fun games with modern design sensibilities.	Waveform 2 is the sequel to the four-time Canadian videogame award nominee, Waveform. Users can control a wave of light in an experience like no other.	http://edenindustries.ca/blog/?page_id=64
STELLAR JAY STUDIOS INC. , Vancouver, BC Full service games and animation studio.	KaBoing KaBoom! is a new fun mobile game where Crossy Road meets Pachinko.	http://www.stellarjaystudios.com/
MIND FESTIVAL LEARNING LTD. , Penticton, BC Focus on online story based learning that engage the participants in directing the path of their story.	The Lantern is an interactive, choose-your-own outcome character driven, online story based resource for youth with mental health issues.	http://mikeandvicki.ca/about-this-project-2/
PUG PHARM PRODUCTIONS INC. , Vancouver, BC Leader in applying gameplay design and technology to engage and delight the world.	FanGage™ GLOBAL will deliver a massively scalable industry-leading platform that can support the most fun fan community engagement programs in the world.	http://tinyurl.com/fangage
WANTOO NETWORKS , Vancouver, BC Developer of a powerful online platform that organizes feedback and suggestions to inform smart product decisions.	Wantoo is a web-based and mobile platform designed for the creative industry. It is the fastest way to test ideas.	www.wantoo.io