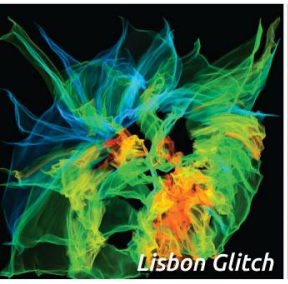
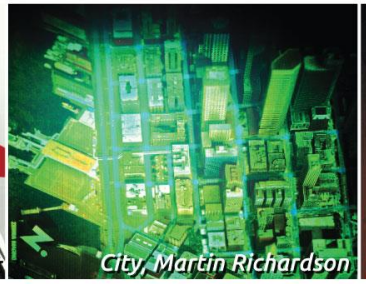
{ POWER ON }

ART & ALGORITHMS
ON FLORIDA'S SPACE COAST


Lisbon Glitch

Humboldt


City, Martin Richardson

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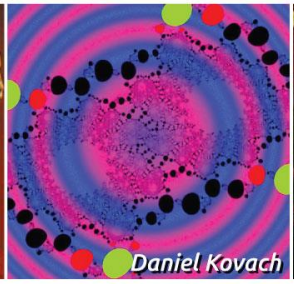
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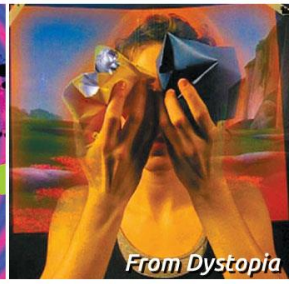

From Dystopia

HUGE 3-D PROJECTION.
On Florida's Space Coast

SURPRISING VISUALS.
90 International Films

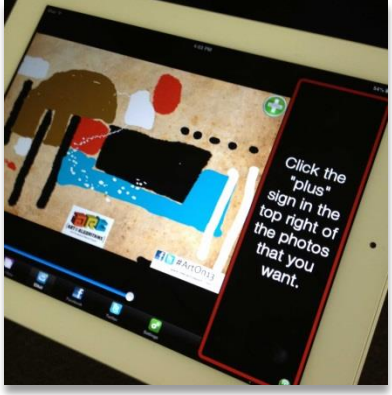
HOLOGRAPHIC ART.
First Time in the U.S.

YEAR ONE HIGHLIGHTS … *all digital arts for 10 days*

» **HUGE SPECTACLE**: **3-D** mapping and projection
» **ARTS CELEBRITIES**: from the **UK** and **Florida**
» **FESTIVAL WITHIN A FESTIVAL:** 90 International Films, 30 countries
» **INTERACTIVE ENGAGMENT & INSPIRATION: Graffiti Wall, Galleries, Digital Lounge** – *downtown walking festival, PLUS* ***SYMPOSIUM****, student films and organized* ***TOURS*** *for BCPS Students*

INTRNATIONAL ARTIST
Martin Richardson,
art holography pioneer

“Different, interesting, futuristic.” *Tony Kinselle*
“Powerful!” *Debra Leady*
“Wonderful and intelligent” *James Steffens*
“Great show! Thanks for the inspiration!” *Franci Kettman*
“We had a blast at this event.” *Kate Perez*
“Great example of what is coming.” *Bob James*
“My kids loved it!” *Ben & Angelina Wheeler*
“Interactive box is terrific.” *K. Hoffman*
“Great world art.” *Tom Dehnel & Sara Klassen*
“Yeah Titusville!!” *Lisa McAlpine*



“Well done. Interesting combo of art and physics.” *Lorraine Guise*
“Very clever and original.” *Daniel Hundsley*
“Unique, beautiful and innovative” *Heather LoTempio*
“Quite phenomenal” *Dana Carner*
“Loved the student work.” *Carol Soive*
“Waking up Titusville!” *Lulu Stone*
“This was fun and cool.” *Adrianna Patracom*
“We’ll be back next year. Amazing!” *Annika Tarver*
“Kudos to the space coasters for looking beyond.” *Ben Noel, UCF*

YEAR TWO …

October 3-12//2014

YEAR TWO … *A SIGNATURE PROGRAMMING POLICY*

"Art & Algorithms celebrates **art in the digital domain** with work that entertains and educates **but will, *above all*, take your breath away.**"

YEAR TWO … *AN INTERNATIONAL CURATORIUM*

Clifton Stewart, University of Coventry, UK
Dr. Gary Zabel, BA, Yale; PhD, Boston Univ.
Neil Levine, Brevard Cultural Alliance
Bill Ronat, Brandt Ronat + Co.

Clifton Stewart returns, Curator of Film Festival and curator of Martin Richardson's *Dystopia*

Art & Algorithms 2 celebrates art in the digital domain

New work from returning artists

New art & artists from exciting places *Including ....*

http://www.youtube.com/watch?v=A7RbkJmfOec

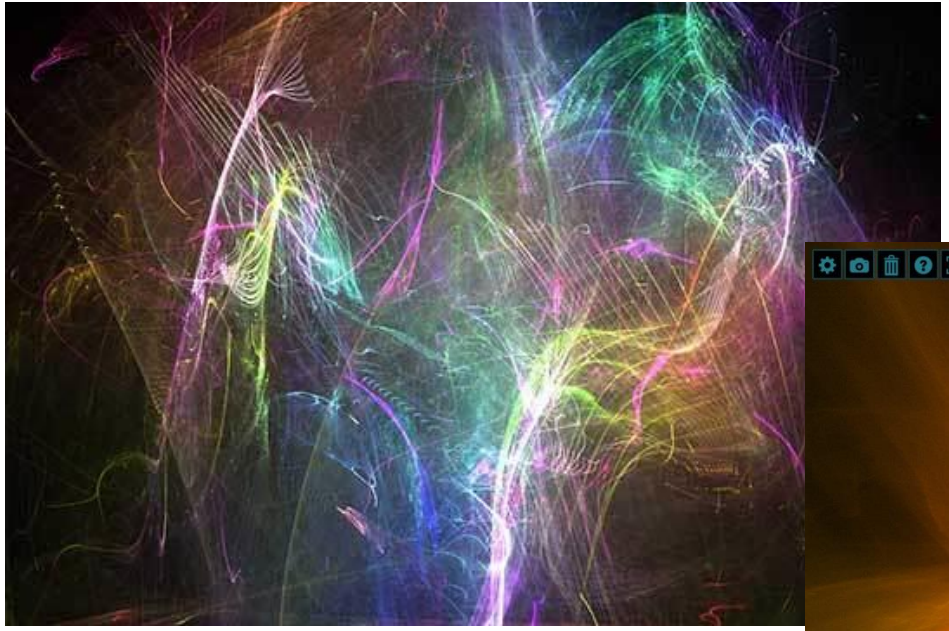
Digital photography:

Clifton Stewart

Clifton brings us *Real or Imagined Places* -- a projection-based series of digital images that take inspiration from the world we live in, both historical and contemporary. Events are re-interpreted and transformed by the knowledge that the images and objects within them are **toys**, scaled down recreations lit in dramatic cinematic style.

ART & ALGORITHMS
On Florida's Space Coast

October 3-12//2014



Beautiful Chaos:
Nathan Selikoff

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On Florida's Space Coast
October 3-12//2014

http://nathanselikoff.com/works/beautiful-chaos

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October 3-12//2014

Nature and Systems:

David Montgomery

http://vimeo.com/33104231

http://silverfishcloset.com/dandelion-free-culture/

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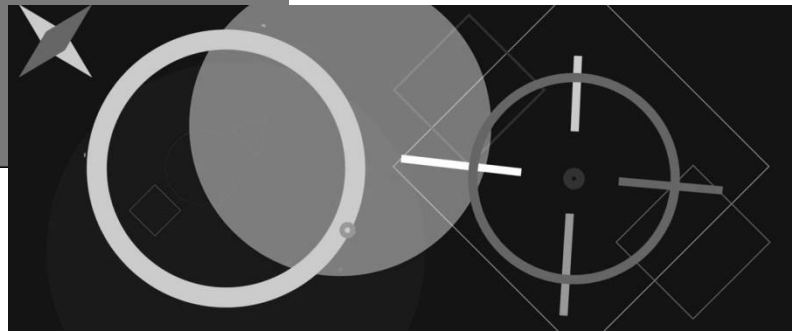
Artist/Educator:

Mark Franz



A surprising reality:

Maarten Baas

http://www.youtube.com/watch?v=46UYoM4hsT0

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On Florida's Space Coast

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Virtual Art Initiative:

Dr. Gary Zabel

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On Florida's Space Coast

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http://www.virtual-art-initiative.org/Virtual_Art_Initiative/artists/Georg.html

International short

Film Festival

ART & ALGORITHMS
On Florida's Space Coast

October 3-12//2014

International short

Film Festival

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International short

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International short

Film Festival

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Our star ... international resident celebrity:

Andrew Brooks

Andrew, who exhibits internationally, creates vistas, hyper-real worlds and imagined scenes that are created from hundreds of captured images that are both real and visions from his own imagination.

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On Florida's Space Coast

October 3-12//2014

International celebrity:

Andrew Brooks

The depth and detail and even scales of his work is fascinating and engrossing at the same time as each image is examined.

"Exploring and discovering for the first time makes all of us adventurers, visitors and travelers all at the same time."

Clifton Stewart, Curator

ART & ALGORITHMS
On Florida's Space Coast

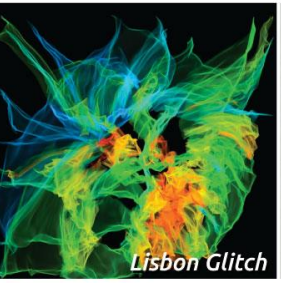
October 3-12//2014

October 3-12//2014

YEAR TWO

recap …

International ***Film Festival***
3D Digital Mapping by ***Ninjaneer Studios***
Andrew Brooks
Returning Artists: ***Nathan Selikoff, David Montgomery*** *and* ***Mark Franz***
Maaren Baas
Dr. Gary Zabel *and the* ***Virtual Art Initiative***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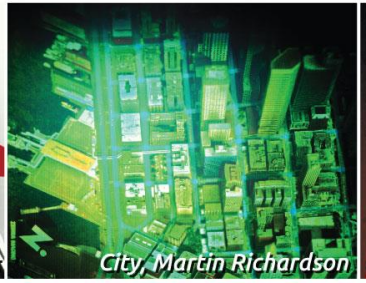
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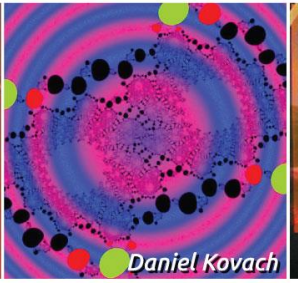
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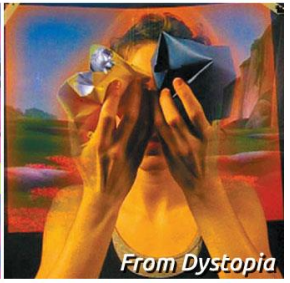
From Dystopia

HUGE 3-D PROJECTION.
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Why it matters

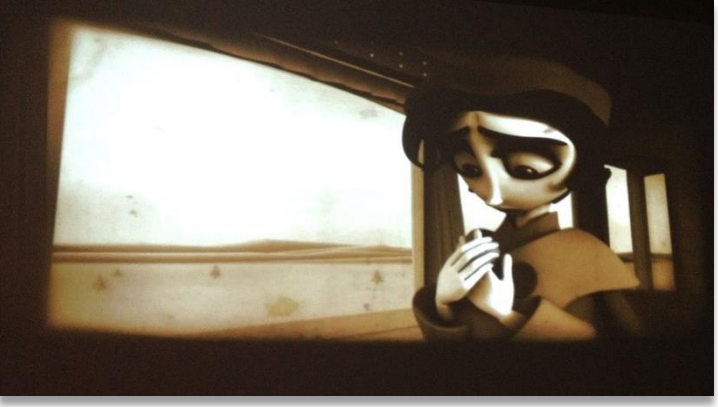
» Attracting **new visitors**, reaching **new and younger demographic**

» **Changing perceptions** even about Titusville

» Supporting **knowledge class** and **technology talent** base

» Getting eyes on **opportunities across Central Florida**

» **Building up and on relationships** for throughout the year, for next festival and more than the festival alone



CHASING KEY DEMOGRAPHICS 2013

On the right track, Facebook, see age ranges (big win!)

Age Range	A&A likes	Historically...
18-24	22.21%	4.0%
25-34	26.22%	16.0%
35-44	20.61%	25.0%

18-34 48.42%

18-44 69.04%

Survey sample: Rating 'Overall Experience'. As Excellent or Good: 90.5%!

WEBSITE 2013

7/24-10/14, Florida = 83% of audience

INQUIRIES: Top 10 States
Florida, New York, Ohio, Georgia, Texas, California, Pennsylvania, Illinois, Virginia, North Carolina

INQUIRIES: Top International
Canada, UK, Australia

TOP REFERRAL SITES:
#1, Art & Algorithms Facebook; Florida Today; GreaterTitusville.com; NBBD.com; artsbrevard.com; Art & Algorithms emails; WFTV (media buy); Orlando Weekly; Art& Algorithms Twitter; MyNews13.com

ART & ALGORITHMS

Started in 2013
with 10 artists, 90 films
and 3790+ attendees

What will 2014 bring?

CASE STUDY 1: How we compare

SxSW Austin, Texas

Started in **1987** 700 registrants
(Compare: A&A 1070 paid, 833 upaid VIPS, Plus free attendance to all children, school tours, last Sunday churches event, Friday downtown event, plus volunteers free)

SXSW topped out at 16,000 registrants before adding film and interactive in 1994

Now: 32000 annually in MARCH

Case Study: Future Potential

Ars Electronica (Linz/Austria)

City of 200,000 about 150 miles from Vienna

Started in **1979** with 20 artists and scientists

By 2003: 30,000
By 2009: 72.500
By 2012: 83,976

Plus 550 journalists and bloggers report from or about Ars Electronica each year.
And The Ars Electronica **Center** – Museum of the Future (attendance annually: 175,261)

The festival theme 2014: **WHAT IT TAKES TO CHANGE**

{POWER ON}

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PRESENTED BY

GREATER TITUSVILLE RENAISSANCE

TITUSVILLE, FLORIDA FOUNDED 1867

Titusville AREA CHAMBER OF COMMERCE

BREVARD CULTURAL ALLIANCE

Florida's space coast

SPONSORS & PARTNERS

WM WASTE MANAGEMENT

bright house NETWORKS

PARRISH MEDICAL CENTER

FLORIDA TODAY COMMUNICATIONS A GANNETT COMPANY

Kennedy Space Center VISITOR COMPLEX

br+c brandt ronat+co

TITUSVILLE Playhouse INC.

LightingScience

PORT CANAVERAL

UCF College of Arts & Humanities

Florida Institute of Technology

CRAIG TECHNOLOGIES

SPACE COAST CANCER CENTER HOPE · HEALTH · HEALING

ClearChannel OUTDOOR

Brevard Public Schools THE FUTURE SPACE COAST

Minaneer Studios

Stina Bee MARKETING & EVENTS

SpaceTEC

CineDrones

Franklin Special Event Productions

SCB MARKETING

GIMVIDE ARTS Space Coast

A COMMUNITY-POSITIVE **SPONSOR-SUPPORTED** GAME CHANGER

ART & ALGORITHMS 2 Oct 3-12/2014

VALUE of JUST TWO of our MEDIA PARTNERSHIPS *:*

BRIGHT HOUSE NETWORKS *--all geos served;*
WiFi Downtown, NewsTeam coverage, broadcast and online
FLORIDA TODAY COMMUNICATIONS *– digital, print, editorial coverage*

Value *:* ***$50,000+ market value***

ART & ALGORITHMS 2 Oct 3-12/2014

CRITICAL OUTREACH

Reach Community/Regional Leaders *– To build on first-year relationships and provide foundational support for art as a catalyst for community evolution and economic development,* ***through the power of the tourism sector, this model*** *& the future potential for it.*

Marketing: **ART & ALGORITHMS 2** Oct 3-12/2014

CRITICAL OUTREACH

Reach families <u>and the tech companies</u> that employ them:

Support regional focus on STEM and STEAM career inspiration in order to provide foundational county support, for this model: Art & Algorithms, and the case studies for further development.

FESTIVAL INNOVATIONS **ART & ALGORITHMS 2** Oct 3-12/2014

BUILDING FESTIVAL APP

DIGITAL WAYFINDING DELIVERY

--***Breathtaking Sponsor Exposure***, *through exciting digital means*

--***Improved Downtown Experience*** *-- EVENT DIGITAL INFORMATION DELIVERY AND AN EXPERIENCE-FOCUSED, COMMUNITY- ENGAGEMENT FOCUSED FESTIVAL APP*

ART & ALGORITHMS 2 Oct 3-12/2014

DIGITAL MARKETING

Key Audiences :

REACH -- Film Festival Networks (statewide); Film Regionally (Enzian, Wayne Densch, MIFF, Regional Meet Ups) Heavy social, paid SEM, in theatre (screen) and at event advertising

Key Audiences :

REACH – College Campuses (statewide); w. regional emphasis (UCF, FIT, Florida Atlantic, Full Sail, Valencia, Rollins, EFSC, etc.)

ART & ALGORITHMS 2 Oct 3-12/2014

MARKETING

Key Audiences :

REACH WORKING GEN X,Y, & Z DIGITAL CREATIVES – In the TRIANGLE: Orlando, Gainesville, Raleigh Durham, Atlanta, Boston, and other target metros tbd; Regionally (UCF incubators, Simulation Center and other hot new technology drivers)

Key Audiences :

REACH – Orlando Visitors and Arts/Entertainment Focused residents (to include Orlando Weekly, Visit Orlando, Where; entertainment-focused vehicles in the visitor pipeline)

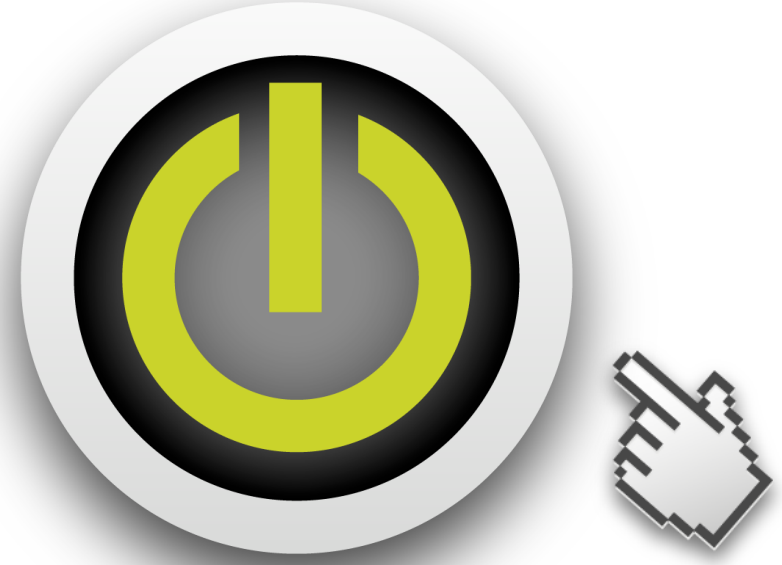
ART & ALGORITHMS 2 Oct 3-12/2014

MARKETING

Key Audiences :

*REACH – Orlando Visitors in the decision-making pipeline, through Sales Action Team, TW2 (**need bloggers and travel writers**), Canada, UK tour operators and including Orlando receptives (A&A occurs during Half Term, UK)*

With Space Coast Office of Tourism Sales Action Team



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