

# onedotzero\_cascade 2011

## 21-28 october

### apply before 29 july



#### overview

now in its fourth year, onedotzero is back and offering 40 top talented and collaborative graduates to take part in our award winning education platform **onedotzero\_cascade** this october 2011.

this is also an opportunity to be a part of the onedotzero\_adventures in motion festival at the bfi southbank.

cascade is open to all **uk** and **international** recent graduates from all creative disciplines.

#### introduction

cascade champions collaboration and multi-disciplinary project development through a series of workshops and activities led by some of onedotzero's most innovative partners, creators and featured artists. cascade has built a reputation for offering inspiration and insight, practical advice and first-hand experience in a fun and energetic environment. this is a unique education programme that challenges existing educational models, processes and formats. cascade looks to foster personal and professional development in those who are about to embark on a career in the creative and cultural industries.

cascade is our approach to a new way of working and supporting graduates. we know how challenging it is to get your first break after graduating, whether you want to set up your own collective, join an agency or design studio. cascade will give you the soft skills, a diverse network for future collaborations and industry contacts. unlike many other graduate initiatives, cascade is free to apply and free to participate. all we ask for in return is huge amounts of energy, creativity and to stay in touch as part of the cascade community.

#### cascade details

1. application deadline: 29 jul 2011, 5pm
2. cascade multi-disciplinary workshops: 21-28 oct 2011
3. onedotzero festival presentations: 24 nov 2011

#### 1. how to apply: deadline: 29 july 2011, 5pm

if you are interested in being considered for this year's cascade programme apply now!

in previous years we have received a huge volume of applicants so to help us distinguish you please email [education@onedotzero.com](mailto:education@onedotzero.com) answering the following questions [no more than 750 words in total]

- \*a bit about you and what course you studied?
- \*what would you like to get out of cascade and what will you bring to the project?
- \*an example of your best project?

**free** to apply and participate although you will need to arrange london accommodation and travel.

by applying to this programme you agree to commit 100% to the dates of the workshop and the festival presentation.

#### benefits + opportunities

- \*build a new network for future collaboration, practitioners and peers
- \*discover new ways of thinking and approaching ideas and being inspired by other creative areas
- \*challenge yourself and look beyond your normal frame of reference for inspiration
- \*share your work with a captive audience
- \*make your portfolio stand out from the competition



#### 2. cascade six-day multi-disciplinary workshops:

21-28 oct 2011

the cascade programme will run over a six-day workshop with presentations and inspiration sessions from 21-28 oct.

graduates will be grouped into small multi-disciplinary teams and will tackle a brief set by onedotzero's director shane walter, based on the adventures in motion festival theme. each team will work to deliver a concept and response to the brief, with an emphasis on the process and team dynamics.

the emphasis is on drawing inspiration, gaining new perspectives and learning new skills and design languages from each other; fellow participants will come from a diverse array of disciplines including film, animation, architecture, interiors, spatial and product design, moving image, graphic design, interactive design and illustration.

teams will be supported by professional practitioners who will share their experiences and stories from their first steps to current successes. soft skills workshops will also encourage idea development and collaborative ways of working whilst practicing presentation skills.

the challenge is for teams to work together, harnessing each other's skills to successfully form and champion one single and strong idea. creative differences are not just expected but also actively encouraged - learning to be able to resolve conflict is an invaluable part of the process!

#### 3. onedotzero festival team presentations:

thu 24 nov 2011 [venue: bfi southbank, london]

as part of the onedotzero\_adventures in motion festival, each team will present their final idea, process and experience to an audience of creative industry, peers and academia followed by a panel discussion and networking event.

#### about onedotzero

a hybrid media organisation, onedotzero has been at the forefront of digital culture for the past 15 years. critically acclaimed for producing the most innovative digital arts festival onedotzero\_adventures in motion at the bfi southbank, followed by an international tour.

with an international network of events visiting 65 cities globally and reaching 300,000+. onedotzero activities encompass international festivals, public events, artist and content development, publishing projects, education, commercial production, creative direction, and related consultancy services. recent projects include the co-curated decode: digital design sensations exhibition with the v&a, which is currently touring the globe.

onedotzero brings together forward thinking, contemporary creativity from a variety of disciplines: non-traditional creators in motion: interactive, web, graphic design, gaming, illustration, music promos, fashion, club visuals, street art, installation, architecture and beyond.

to find out more about previous cascade programmes please visit our education website [www.onedotzerocascade.com](http://www.onedotzerocascade.com)



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*"the value of understanding the power of collaboration can not be underestimated"*  
rhiannon james, d&ad

*"it's not often you get the opportunity for professionals and a mix of different graduates to come together"* mark cridge, glue london