

Future Fest

Powered by Nesta



17-18 SEPTEMBER 2016 / TOBACCO DOCK / LONDON

www.futurefest.org



Nesta...

Nesta is an innovation charity with a mission to help people and organisations bring great ideas to life.

We are dedicated to supporting ideas that can help improve all our lives, with activities ranging from early-stage investment to in-depth research and practical programmes.

We want to hear from you

Lena Patel, Corporate Affairs Manager, lena.patel@nesta.org.uk

Josh McNorton, Project Manager, FutureFest, josh.mcnorton@nesta.org.uk

FutureFest



FutureFest is a weekend of immersive experiences, compelling performances, radical speakers and provocative debates designed to excite and challenge perceptions of the future.

Powered by **Nesta**, the UK's innovation foundation, FutureFest doesn't just explore the future; for one weekend it offers a glimpse of what the world might be like in decades to come.

After **two sell-out FutureFests** in September 2013 and March 2015, Nesta is looking for partners for FutureFest 2016.

Let us immerse you in the future.

FutureFest • 17-18 September 2016 • Tobacco Dock

FutureFest will feature original performances, groundbreaking new technologies, exciting headline speakers and a plethora of stimulating sessions, demos and workshops. It will create a space where audiences can experience, in a multi-media and multi-sensory way, what the future might feel like.

The weekend will challenge our perceptions and thinking around four themes, each with a designated curator:

FuturePlay



Pat
Kane

FutureLove



Ghislaine
Boddington

FutureWork



Ruth
Amos

FutureThrive



Morgaine
Gaye



Four themes for FutureFest 2016

FutureLove

Love is universal, ubiquitous, cherished deep inside us, always in our dreams, the imperative emotion that we yearn to experience and express. Future Love offers multiple possibilities - it will change our identities, hyper-enhance our sensuality,

relocate the boundaries of our relationships. We will look beyond the physical, merge with the virtual, be intimate with the synthetic, touch and feel at a distance, date anonymously, implant our bodies.

FutureWork

93,600 is the number of hours an average person spends working in their lifetime - and this is set to increase. FutureFest showcases the ideas and pioneers at the forefront of workforce culture, the work environment and technology.

As technology advances, will there be jobs for us? With self-employment on the rise and zero hours contracts becoming the norm, how can we navigate a drastically different future of work?

FuturePlay

Play and games are the building-blocks of human creativity - it's the way we naturally explore the life-options before us. But new technologies of all kinds (digital, robotic, biological) are amplifying our appetite for experiment and competition, in other words, for play, at an

enormous rate. FutureFest will curate the most cutting-edge players, in sports, artificial intelligence, computer games, organisations, primary science and the arts, to demonstrate how play and games are becoming our key tools for navigating the possibilities of the future.

Future Thrive

Future Thrive is an experiential and sensorial journey into how we will develop and thrive in a world years from now. A physical and stimulating experience of health, wellness, body tech, genetics, food and smell. As tastes change, societies grow and the current status quo is disrupted, how will our unique genetics influence

our shopping habits? What will we eat? How will the future smell? Will our homes function in a completely different way? FutureFest will present a host of possibilities and the voyage of discovery will attempt to provide solutions for an ever-changing tomorrow.

What you should know about FutureFest 2015

FutureFest 2015 was big and bold. Selling out, with over 3,000 attendees, it focused on six themes to explore the future: global, thrills, music, money, machines and democracy.

Vivienne Westwood and **Edward Snowden** challenged the establishment and discussed the future of democracy; legendary funk musician **George Clinton** took us on a journey through space, time and music; best-selling author **Jon Ronson** questioned the power of social media and Baroness **Helena Kennedy QC** examined power structures in the face of globalisation.

Major installations commissioned exclusively for FutureFest took centre stage and challenged festivalgoers' senses. We hosted:

- Neurosis, the world's first neurological thrill ride.
- Food futurologist **Dr Morgaine Gaye** and chocolatier **Paul A. Young** who tickled taste buds with the Sweetshop of the Future.
- Robots that collided with humans in our 'immerse' zone, with urban architects Minimaforms unveiling their interactive world Emotive City, and body>data>space who tested human-machine interactions with their tactile, blind robot.

Support came from Microsoft Research, the British Council, Transport for London, Arup and the Oxford Martin School, to name but a few.

38

Talks and presentations

16

Performances

13

Continuous installations

16

Panel discussions

14

Tasting sessions



More than 8 out of 10 attendees would recommend FutureFest



Respondents leave inspired with a changed attitude towards innovation, with over half feeling their thinking had changed



Thousands of attendees make new connections at FutureFest, with a third of these new connections resulting in collaborations



Source:
YouGov Integrated Report,
November 2015

What you should know about FutureFest 2015

Social media

- **#FutureFest 2015** trended #1 on Twitter for UK and London
- **12,000** #FutureFest tweets over the weekend - tripling from 2013



- **5 million** Twitter accounts reached - double 2013
- **28,546** people reached via Facebook
- **140 per cent** increased social media engagement from 2013



Here is some feedback from our partners

“ It’s been really good for us to...get out to new audiences. Also, for us to align ourselves with an organisation like Nesta really worked for us...going forward we would like to work with them more closely. It’s been a real success for us.

“ I think the calibre of speakers they had was really high. The audience... were engaged.

Q Overall, do you think it was a success for Nesta and FutureFest?

A Yes, I would say so, definitely....really good feedback, people getting really excited.

What you should know about FutureFest 2015

Media

A proactive media campaign secured features and previews. A mix of cutting-edge content and quality speakers attracted much media attention helping to sell out the event and create a buzz in the build-up. The highly-anticipated event secured great coverage.

- 120 pieces of media coverage (UK and international) - 50 per cent increase on 2013
- 65 journalists attended - up 83 per cent from 2013
- Broadcast interviews included C4 *Sunday Brunch*, BBC Radio London, Sky News, Al Jazeera, Radio 5 Live, BBC *Click* and two Guardian podcasts

TheObserver



THE INDEPENDENT



“ I wanted to thank you and the Nesta team for an engaging and edifying weekend! Was really wonderful to participate.

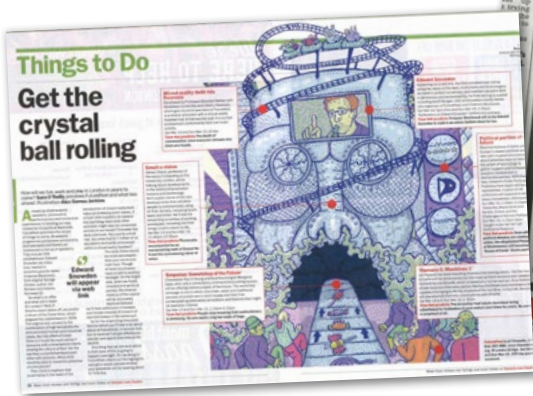
Bridget Arsenault,
Vanity Fair

“ Wandering along the purple-lit passages, I felt as if I were traveling back in time, to the Science Museum of my childhood, although I was surrounded by adults of all ages (and, it seemed, nationalities), there was the same unifying sense of wonder.

Anthony Gardner,
Intelligent Life

“ An eclectic programme juxtaposes scholarship and spectacle and there’s an impressive line-up of speakers... So nip along to FutureFest, check out the highlights, and get a sneak preview of what your grandkids will be reading about in Time Out.

Sara O’Reilly,
Time Out



Partners

FutureFest 2015 was supported by:



The British Council co-curated the future global theme by bringing over speakers and performers from Nigeria and South Africa.

ARUP

Arup installed the Garden Bridge virtual reality simulator and created a bespoke video installation, Resilient Cape Town.



Transport for London displayed their Neon Night Tube and showcased the future of transport through a series of interactive screens and films.



Oxford Martin School provided high-level academics who spoke at the festival.



Microsoft Research exhibited Tenison Road - a year long project in which they have been experimenting with a street's data to explore new ways for collective participation, civic engagement and democracy.



Breakin' Convention produced bespoke dance footage for the main stage screens.



Borough Market offered the FutureFest audience discounts at their food stalls during the weekend.



Charge Point provided free mobile charge stations for the whole weekend.

And here is some of the feedback partners received...



“ I am so much more aware of the issues we are facing in 2015...
FutureFest instilled the drive in me to ask questions...

2015 attendee

“ Seeing how people can be so creative in thinking of the future,
it opened my mind to think differently about everything...

2013 and 2015 attendee

“ It's important intellectually, I think, from time to time,
to just put yourself in a different environment.
For me, it was....like the intellectual
equivalent of going to a day
spa and coming out feeling
refreshed, that's what I
felt afterwards.

2015 attendee

Source:
YouGov Integrated Report,
November 2015



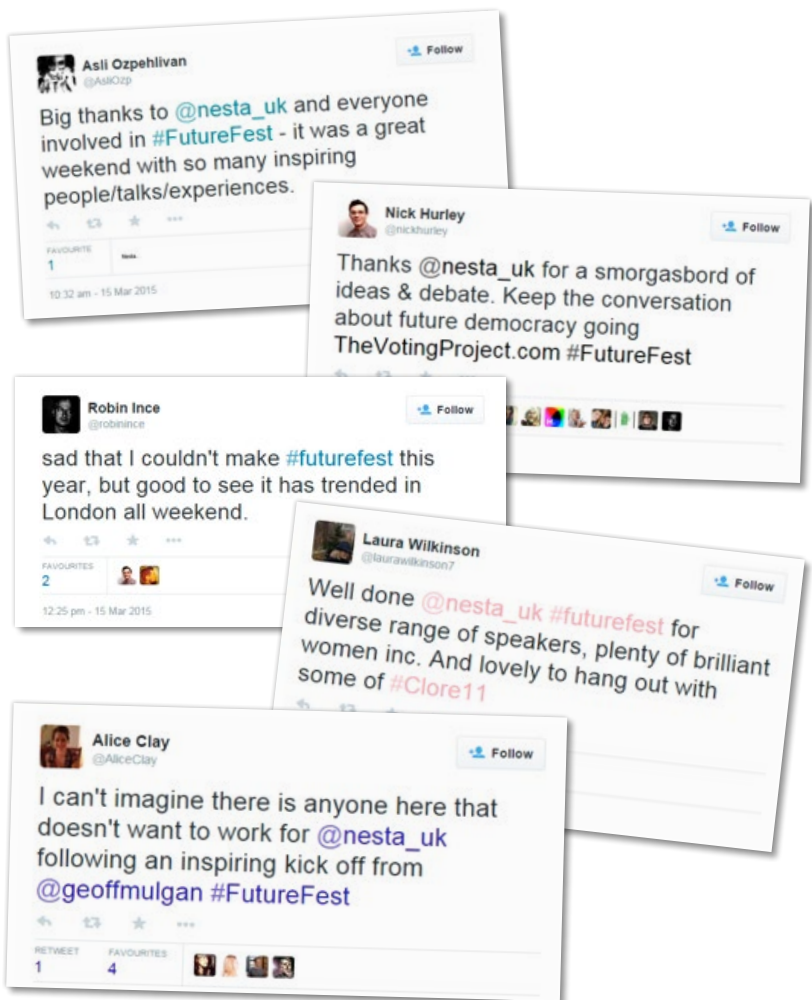
VIP reception

To celebrate and thank those who supported FutureFest, we hosted our first VIP reception. With over 150 guests in attendance, we showcased performances from BitterSuite, Nigerian ensemble The Future is Now, DJ Jasper The Vinyl Junkie and the Funk Stylerz dance crew. Cocktails were on tap from award-winning mixologists Mr Lyan and guests included headline speakers, performers and corporate supporters.



“ Meeting people with super interesting stories: It’s what the after party at #FutureFest is all about!

Roberta Lucca, @olicca



Plans are underway for FutureFest 2016 and we want your support to produce an unrivalled festival of the future.

www.futurefest.org

Audience

- Access to a captive audience of 4,000-5,000
- Post-event audience analysis
- Ability to engage with an international digital audience of 2 million

Speaking and contributing

- Opportunity for your CEO to appear on the main stage, alongside Nesta's CEO
- Address at the VIP reception
- Opportunity to create a bespoke stage/room - speaker, installation, demonstration or a combination of deliverables
- Sponsorship of a stage, session, discussion or provide speaker/panelist
- Design, create and deliver a bespoke piece of content (eg installation, demonstration or a combination of deliverables)

Branding and marketing

- Credits on all marketing material, advertising, social media and promotional activity issued for the festival
- Inclusion in FutureFest newsletter (10,000+ subscription and Nesta's newsletter, 30,000+ subscription)
- Logo and link on the FutureFest website
- Logo on wristbands for attendees at the event
- Logo on all event signage
- Exclusive branding and promotion within the VIP reception venue
- Logo on VIP reception invitations

Tickets

- 15 x weekend tickets
- 10 x weekend tickets
- 5 x weekend tickets
- Free entry for up to 10 staff members to pre-FutureFest events (subject to planning)
- Special preview of FutureFest before the official opening (subject to planning)
- 20 x invites to the VIP reception
- 15 x invites to the VIP reception
- 10 x invites to the VIP reception

Promotional festival guide

- Page about your contribution to FutureFest in the event promotional material
- Half page about your contribution to FutureFest in the event promotional material
- Your organisation listed in the event promotional material

Photography

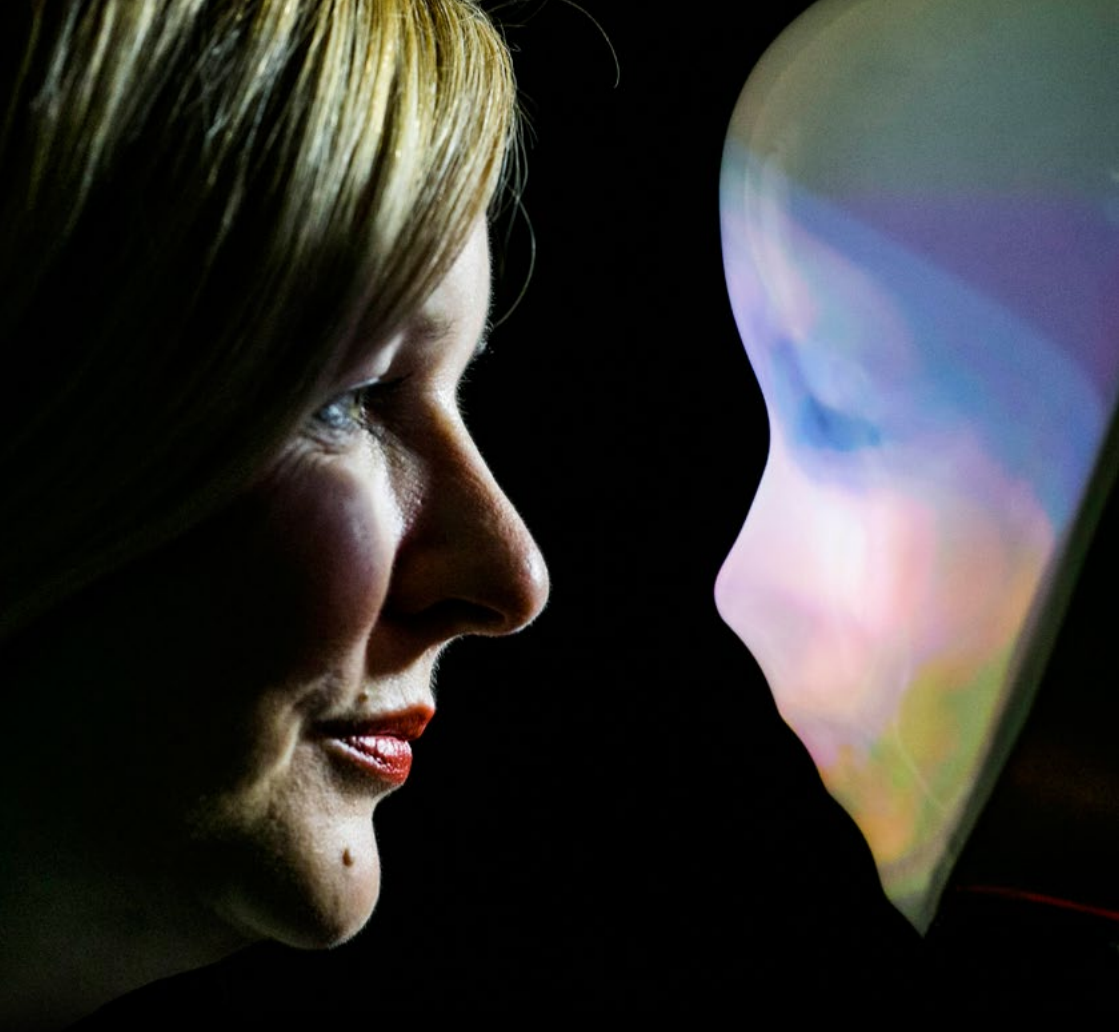
- Full set of photographs supplied after the event

All content to be produced in partnership with FutureFest curation and marketing team. Guidelines will be provided for all contributing sponsors and partners. We'd love to talk to you about the options for your organisation and discuss what package works best for you.

SEPTEMBER 2016 / TOBACCO DOCK / LONDON

GOLD	SILVER	BRONZE	VIP RECEPTION	CONTRIBUTING PARTNER
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Please contact Lena Patel on:
 020 7438 2528 / lena.patel@nesta.org.uk



“There are not many times when you come away from an event truly inspired... it's two days on from FutureFest and I'm still buzzing with new thoughts. It wasn't just the speakers, it was what it felt like to be there, that it embraced everyone, made everyone feel invited and excited to be contributing to the discussions. I know to make that kind of event doesn't just take genius, it takes so much preparation, careful thought about programming, people management... and you did it all so, so well.

Jessica Bowles, Principal Lecturer, Creative Production and Collaborations at Central School of Speech and Drama

FutureFest



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Nesta ..

2015

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