

# ACT | UJ Conference, #creativeintersections - an interactive experience

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#creativeintersections is an interactive, creative conference presenting interdisciplinarity as an alternate thinking approach. School yourself through presentations, networking activities, workshops and brainstorming breakaways that will activate practical engagement. 16 and 17 March 2016.

The 4th installment of the ACT | UJ Conference, #creativeintersections – an interactive experience - will take place at the UJ Arts Centre, located on the Kingsway campus, on 16 and 17 March 2016.

The conference takes as its starting point the stimulating nature of the creative sector, which by its nature pursues alternative ways of thinking and doing things. Although this can appear disorganised and incoherent to outsiders – and therefore difficult to engage with for those who sit on the edges – this focus on unconventional thinking is ultimately what builds the intrinsic value of the creative industries.



An interdisciplinary approach thus lies at the heart of the conference, which aims to stimulate new ways of thinking. The conference will follow an approach, based on studies done on conferences that reveal that people take more away from immersive, experiential experiences than from 'lecture-type' programmes.

Conference delegates will thus be able to engage actively and practically in crossing the boundaries of academic disciplines. These 'intersections' will highlight new mediums, theories and connections, with discussions centering on interdisciplinary activities, intercultural dialogue and innovative technologies.

As with previous years, the 2016 ACT | UJ Conference will present an invaluable chance for people working at different levels and in different contexts in the sector to meet and learn from one another, in order to identify and leverage synergies and opportunities that they may not previously have been aware of.

Delegates will be encouraged to engage with networks outside their existing circles and disciplines, giving them exposure to new ideas. These will be facilitated through brainstorming breakaways and skill swapping, networking events.

"The aim of The Conference is to share information, knowledge and research with the view of enabling, advancing and inspiring the creative sector", says Pieter Jacobs, CEO of the Arts & Culture Trust (ACT).

The programme will consist of:

- **Presentations:** Two keynote presentations, two panel discussions and one interview segment.
- **Hatchery Sessions:** This will consist of follow-on sessions over the course of the conference. Delegates will be divided into groups to work on creative interdisciplinary focusing on ideas, solutions or collaborations.
- **Pitch Perfect:** The Hatchery Sessions conclude with Pitch Perfect, a session during which delegates are able to pitch their idea or solution to a panel of judges to stand a chance to secure a grant for implementation.
- **Maker Workshops:** During enrolment, delegates will choose one workshop from a range of practical and more theoretical engagements to complete over the course of the conference.
- **Networking Session:** The idea behind this networking event is that delegates would be given an opportunity to barter knowledge for knowledge in a skills-sharing exchange - with everything from 3D printing to crochet.
- **Creatives in Conversation:** Three interdisciplinary engagements with leaders in the creative industries will be

presented, both leading up to the conference and two following on it.

For more information visit the website [www.creativeconference.co.za](http://www.creativeconference.co.za). Reduced early- bird tickets are available from 1 February. Enrol at <http://www.creativeconference.co.za/enrolment/>.

The ACT | UJ Arts & Culture Conference is presented by the Arts & Culture Trust (ACT) and UJ Arts & Culture in partnership with the Department of Arts & Culture's Mzansi Golden Economy Programme, Business and Arts South Africa (BASA) and SAMRO Foundation with support from the National Arts Council, Nedbank Arts Affinity, Creative Feel Magazine, the British Council's Connect ZA.

For more, visit: <https://www.bizcommunity.com>