

New speaker added to 2015 Creative LIAisons

LIA has announced another speaker to the 2015 Creative LIAisons. He is Emad Tahtouh, Director of Applied Technology at FINCH.



He joins John Mescall, Ralph van Dijk, Matt Eastwood, Pum Lefebure and Keynote Speaker Daymond Joffe. During his time at FINCH, he has judged at Cannes, Spikes and AWARD and has presented at Cannes, Spikes, SXSW and SAWA.

Tahtouh comments, "This will be my first time speaking at Creative LIAisons, so I don't really know what to expect. The prospect of speaking to a room full of young, talented and motivated creatives is intensely exciting. I do not plan to make a run-of-the-mill presentation; I really dislike the format of standing up on stage and just showing reel after reel of my own work, and that is not what this will be. I am hoping to shake things up a bit. Talk about the current creative model, what is right with it, what is wrong with it? What steps can we take to start making more innovative work? It will be more of a conversation and less of a presentation."

He develops and curates technology solutions in both practical and creative capacities. The most renowned projects that he has overseen during his time at FINCH are the development and creation of The Most Powerful Arm and 37 Degrees.

For more information, go to www.liaawards.com.