

LCR4.0

HOLISTIC

# CREATIVE ARTS DIGITAL SANDPIT

WITH

**VEC** VIRTUAL  
ENGINEERING  
CENTRE

**FACT**  
FACT LIVERPOOL  
**CT**



**European Union**  
European Regional  
Development Fund

**NORTHERN** HM Government  
**POWERHOUSE**

Culture  
**LIVERPOOL**

# The Situation

The recent five-year plan for culture ([Liverpool City Region Cultural Compact Strategic Action Plan 7](#)) – highlights the key role that arts and culture play in the city region’s economy as well as in supporting health and wellbeing in the area.

The arts industry faces several challenges, not least the recovery from COVID-19 and current economic challenges, but also ingrained industry hurdles such as time and headspace to innovate and upskill digitally, in addition to accessing additional funding and developing the right partnerships.

In their 2020-2030 Strategy, Arts Council England is keen to see the sector adopt new technologies. As the habits of customers change because of technological opportunities, the sector must become early adopters and developers of new tech and through this technology; develop new work, reimagine culture for audiences of today and experiment with new ways of reaching the public. As technology continues to develop at great speed, partnerships within both the technology sector and higher education must be made to support the sector.

# The Opportunity

Digital technologies offer opportunities to make creative businesses more resilient, and competitive, reaching wider audiences, and developing new forms of artistic expression. These enabling technologies can be shared across the sector leading to cross-organisational collaboration.

Our aim is to raise awareness and improve understanding of innovative digital technologies and showcase best practices for the arts sector. This new initiative will use the LCR4.0 Holistic project for bringing together key industry stakeholders to highlight the impact and benefits of innovative technologies which will support the growth of a ‘digital arts ecosystem’ and supply chain.

Here are a few examples of how technologies can be used within the industry:



## Creative Innovation

Using technology for artistic output

- Developing virtual worlds and using the Metaverse
- Alternative capture technologies (360° video, ambisonics, state tracking) for unique performance experiences
- New ways of supporting performances and deliverables (education, community engagement, artistic development)



## Audience Enhancements

Improving audience interation, experience & inclusion

- Automated captioning, sign-language, or audio-description systems to enable neurodiverse or mobility impaired visitors with improved systems
- Giving visitors relevant information, for example via electronic guided tours
- Using apps and mobile technology for audience participation and interaction



## Operations Management

Using technology to improve business processes & support decarbonisation

- Creating automated systems (RFID tags) for asset tracking and security of inventory
- Area scanning and ‘Digital Twin’ technology to help with facilities planning, set modelling & improvement
- Using dashboards & sensors for real-time management and sustainable operations



## Business Opportunities

Using data to inform new strategic directions & increase revenue

- Collating open source data analytics for planning, audience analytics and event advertising
- Distribution tools to reach new audiences and generate remote engagement
- Alternative revenue through digital technologies such as Blockchain & NFTs

Part of the University of Liverpool, the Virtual Engineering Centre (VEC) is the first UK leading digital engineering centre, supporting industry in their digital transformation.

The VEC has over ten years of experience in combining world-class research and unique capabilities and experience of digital adoption, to hundreds of businesses across industries and sectors

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LCR4.0

## HOLISTIC

LCR4.0 HOLISTIC is an ERDF project (European Regional Development Fund) that will deliver the first Liverpool City Region wide digital supply chain ecosystem for SMEs, cross-linking traditional supply chains and clusters to create a city region supply chain network offering greater business resilience, growth opportunities and diversification.



FACT Liverpool has enriched lives and shaped the future via film, art and creative technology since 1989.

We use our galleries and online platforms to amplify diverse voices, explore art, technology and science, and reflect contemporary society. We nurture current and future generations of artists, imaginers, critical thinkers and audiences, helping them gain confidence, skills and experiences to deliver enriching futures.

We offer three large art galleries, three cinemas, media/events and learning spaces, and are a major cultural venue in Liverpool. Since 2003, over 5 million visitors have experienced over 400 new media and digital artworks from artists including Pipilotti Rist, Nam June Paik, Ryoichi Kurokawa, Agnes Varda and Isaac Julien.

Our learning and public programmes embed artists locally and empower 10,000 young people and adults each year with little access to culture.

Our plans to develop and launch Studio/Lab in 2023 will better support artists, particularly early career artists; create more inspiring and relevant cultural experiences for audiences, and enable us to access talent development and research funds. No other arts organisation outside London offers such a strategic programme to enhance and sustain the digital arts sector.



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## Culture LIVERPOOL

Culture Liverpool leads on the development of arts and cultural strategies for Liverpool, contributing to the City Council's aspirations to make Liverpool 'The UK's Most Exciting City'

The arts and creativity are vital to Liverpool's regeneration and renaissance as a global cultural city. Liverpool has always had an outstanding cultural offer, the city is rooted in creativity and it forms part of the city's cultural heritage, and attracts tourists and visitor by the millions each year. However, it is essential that the city stays in touch with new digital developments and innovations and that the sector responds to the changing needs of visitors.

Few would argue against the need to stay up to date, offer something fresh and new, to innovate and stay ahead. The cultural sector is renowned for creativity and inventiveness with limited resources, and the ability to develop content that engages, excites and entertains communities, tourists and visitors alike.

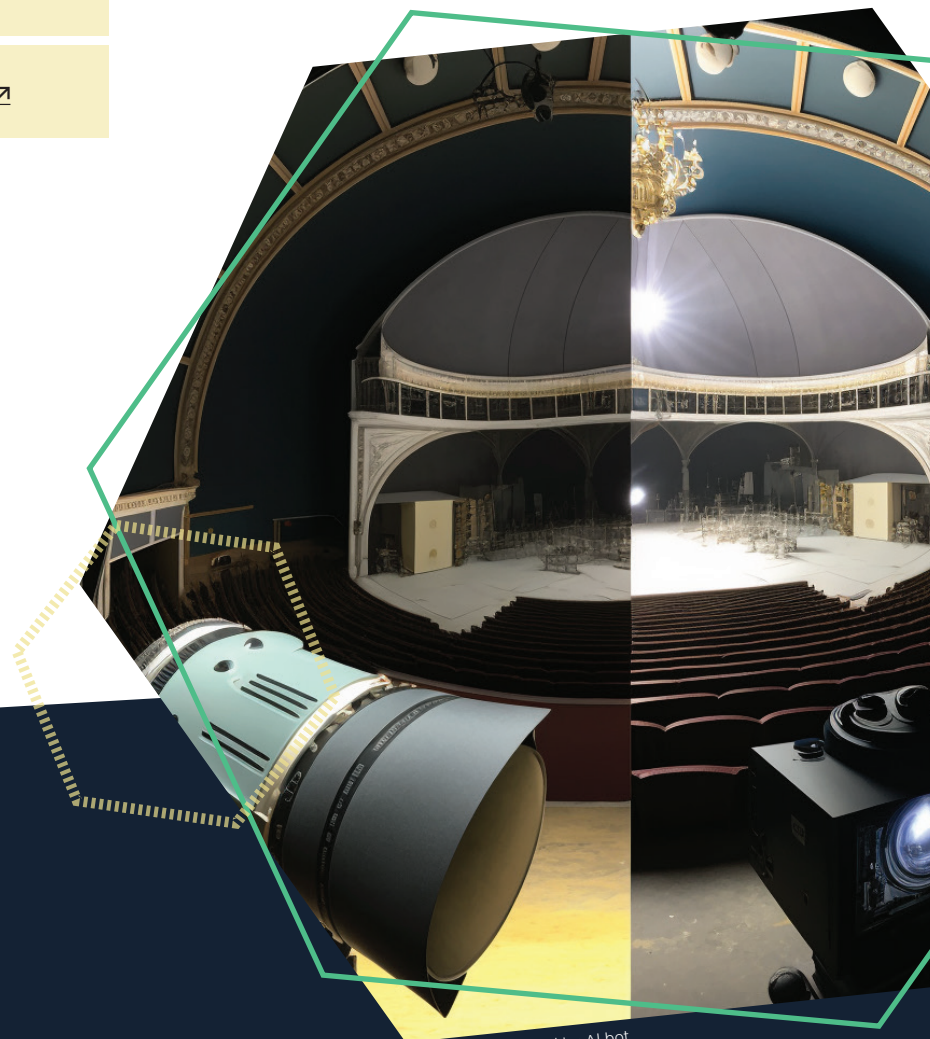
The Sandpit is a unique funded opportunity for the creative arts sector to dip their toes into new innovations and digital tools, to find out how technology can improve their business, the cultural offer of the city, and their audience experiences. Connecting with experts on both sides means that content creators, technical experts and innovators can come together, for skills and knowledge to be shared, new partnerships forged that will have lasting impact and set out ways to improve existing practice, but maybe also find (or invent) the Next Big Thing!

# The Sandpit

Come and see how digital technologies are already changing the arts sector in the region and how they could be used to help you.

VEC's sandpit methodology is a collaborative environment which allows teams to explore innovative digital tools and technologies in a safe, neutral and technology-agnostic space – enabling businesses to better understand how the adoption of technologies can create long-term impact and de-risk experimentation.

When	Thursday 16th March 2023 10am - 3pm
Where	FACT Liverpool, 88 Wood St, Liverpool L1 4DQ
How	Sign up to our <a href="#">Eventbrite</a> ↗



\*Artwork curated by AI bot