

**BRITISH
UNDER
GROUND**

DIGITAL
MEDIA
PACK



FUTURE ART
AND CULTURE

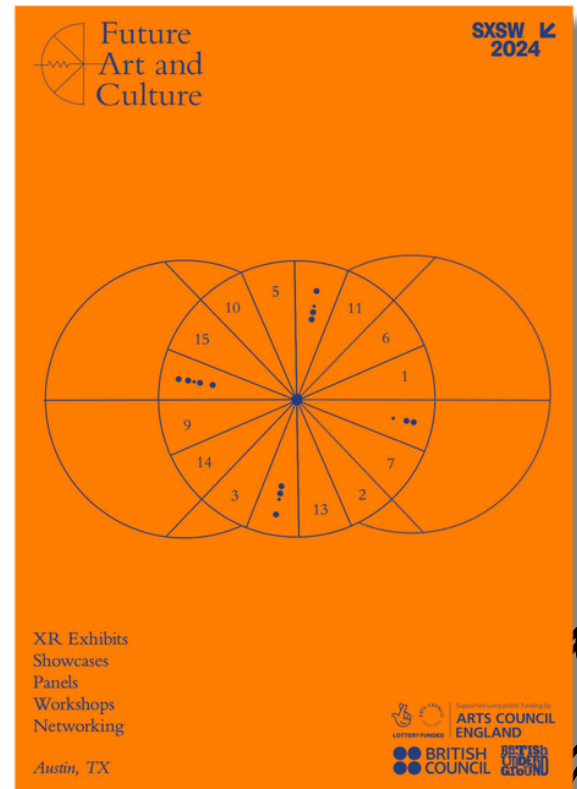
SXSW 24

Future Art and Culture is a major international showcasing initiative at South by Southwest (SXSW) in Austin, Texas.

The programme pushes the boundaries of art and technology through exhibitions, panel discussions, partnerships and networking events.

If you are a participant receiving funding for Future Art and culture, ensure this descriptor is included across all written communications (social media, websites etc.):

Future Art and Culture is produced by British Underground and Arts Council England with partnership support from the British Council.



FUTURE ART AND CULTURE

futureartandculture.com

#futureartandculture

@british_underground

@aceagrams

@britishcouncil

KEY LINKS

- [Future Art and Culture poster](#)
- [Future Art and Culture poster square](#)
- [Future Art and Culture and partner logos](#)

THE ARTWORK

"The design is a building upon a Future Art and Culture story which started in 2023 and, in a way, a visual telling of a history of computers which is very much a UK story—despite what many think.

From Charles Babbage, Ada Lovelace (who essentially published the first ever algorithm), to Alan Turing, the Manchester Baby and Ferranti, the genesis of computers isn't in Silicon Valley at all, but the UK". – Craig Oldham, FAC Artwork Designer



Future Art and Culture is produced by British Underground and Arts Council England with partnership support from the British Council.

British Underground, led by **Crispin Parry**, are a team of expert live event producers and future talent tastemakers who create transformational opportunities for UK artists and producers by connecting them to international creative communities and industry networks. Our FAC alumni include the award-winning AI film-maker Karen Palmer, immersive artists Marshmallow Laser Feast and the Royal Shakespeare Company.

South by Southwest® dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW® is best known for its conference and festivals that celebrate the convergence of tech, film, music, education, and culture. This year, SXSW is held March 8-16 in Austin, Texas for the 2024 SXSW Conference & Festivals.

SXSW CHANNELS

Instagram: [@sxsw](#)

X: [@sxsw](#)

Web: [sxsw.com](#)

Trademark Guidelines

Media and Marketing Toolkit

BRITISH UNDERGROUND CHANNELS

Instagram:
[@british_underground](#)

X: [@B_Undergr0und](#)

Web: [britishunderground.net](#)

British Underground Logos

SXSW 2024 SXSW



MARCH 8-16



MARCH 8-16



MARCH

XR EXPERIENCE

XR Experience	Creator	Instagram	Web
SoulPaint	Sarah Ticho, Director	@ hatsumivr	hatsumi.co.uk
Impulse: Playing with Reality	Anagram	@ weareanagram	weareanagram.co.uk/
Kiss / Crash	Adam Cole	@ adamcole.studio	adamcole.studio/
Buried in the Rock	ScanLAB Projects	@ scanlab_projects	scanlabprojects.co.uk
Maya: The Birth of a Superhero	CJ Clarke, director	. @cj_clarke	japc.co/maya-the-birth-of-a-superhero
Maya: The Birth of a Superhero	Poulomi Basu, artist	@ poulomi07	japc.co/maya-the-birth-of-a-superhero
The Journey Back	Darren Emerson	@ eastcityfilms	eastcityfilms.com/
Smoke and Mirrors	Beatie Wolfe	@ beatiewolfe	beatiewolfe.com/smoke-and-mirrors
The Tent	Rory Mitchell	n/a	themerchantile.agency

FOR THE XR EXPERIENCE SCHEDULE AND MORE INFORMATION

**VISIT
FUTUREARTANDCULTURE.COM**

THE PANELS

Panel	Panelists
Where's the Creativity in Quantum?	Russell Huffman @ j russellhuffman , Tonya Nelson @ thetonyanelson , Harry Kumar @ harrykumar__ , Monica Bello @ monica_bello_b
BFI: New Forms of Business: Making Immersive a Reality	Kelley Szany @ ihmec , Ulrich Schrauth @ uschrauth , Myriam Achard @ myriamachard , Ben Luxford @ bluxford
Tech for all: Unlocking creativity with Inclusive Innovation	Nick Kwek @ nylkwek , Hayley Philippault and Emily Reuben from @ duchenneuk , Eli Crossley
AI Next Frontier: Breaking the Chains of Colonial Algorithms	Karen Palmer @ storytellerfromthefuture , Ruha Benjamin @ ruha9 , Jason Edward Lewis @ jaspernotwell , Kambale Musavuli @ kambale
New Scores: Merging Music & Gaming	Luke Ritchie @ lritchie_music , Anne McKinnon @ thebooleane , Robin McNicholas @ robinmcnicholas , Jesper Nordin @ jespernordin

LIVE MUSIC SPECIAL EVENT

from **ASKEW** @[askewband](#)

FOR THE FUTURE ART AND CULTURE PANEL SCHEDULE
AND MORE INFORMATION

VISIT
FUTUREARTANDCULTURE.COM

THE PODCAST

As British Underground leads up to the **Future Art and Culture programme** at **SxSW 2024**, our three-part podcast provides a conversational gateway into the world where tech, art and culture meet.

The series, featuring guests **Harry Kumar**, **Karen Palmer** and **Luke Ritchie**, is hosted by **Crispin Parry** and **Almass Badat**, is out now on Spotify and will be published on the Future Art and Culture website and British Underground's website in March 2024.

Each bitesize episode is around 20 minutes long – perfect for anyone who is curious to learn more about the world of **AI, VR and Quantum Computing**.



GUESTS

Harry Kumar

@[harrykumar](#)

Karen Palmer

@[storytellerfromthefuture](#)

Luke Ritchie

@[lritchie_music](#)

LISTEN TO THE
FUTURE ART AND
CULTURE PODCAST:

VISIT
[FUTUREARTANDCULTURE.COM](https://futureartandculture.com)



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THANK
YOU



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