

Paradigm Electronic Arts Festival

The Biscuit Factory, Leith
Edinburgh
EH6 5NP

9-16 November 2017

Paradigm Electronic Arts Festival is a fusion of events, exhibition, networking and workshops where design and technology meet art and music. It exists to represent and develop participation in electronic arts in Edinburgh and spark relationships for international artistic collaborations.

Paradigm is a new node for attracting emerging culture and innovation, a place for digital pioneers to establish their practice, test new ground and expose Edinburgh as a world leader in Design, Innovation and Music.

The festival encompasses the entire Biscuit Factory Building, creating zones across two floors enabling workshops, live performances and interactive installations to take place concurrently in a meaningful way. A set of curated artists will explore the theme "Inside Out" utilising electronic and digital technologies which span Design, Interactive, Sound and Visual art.

Paradigm will also stage an Immersive late-night electronic music and visual experience with international DJs and live acts playing side-by-side with Scotland's most promising newcomers.

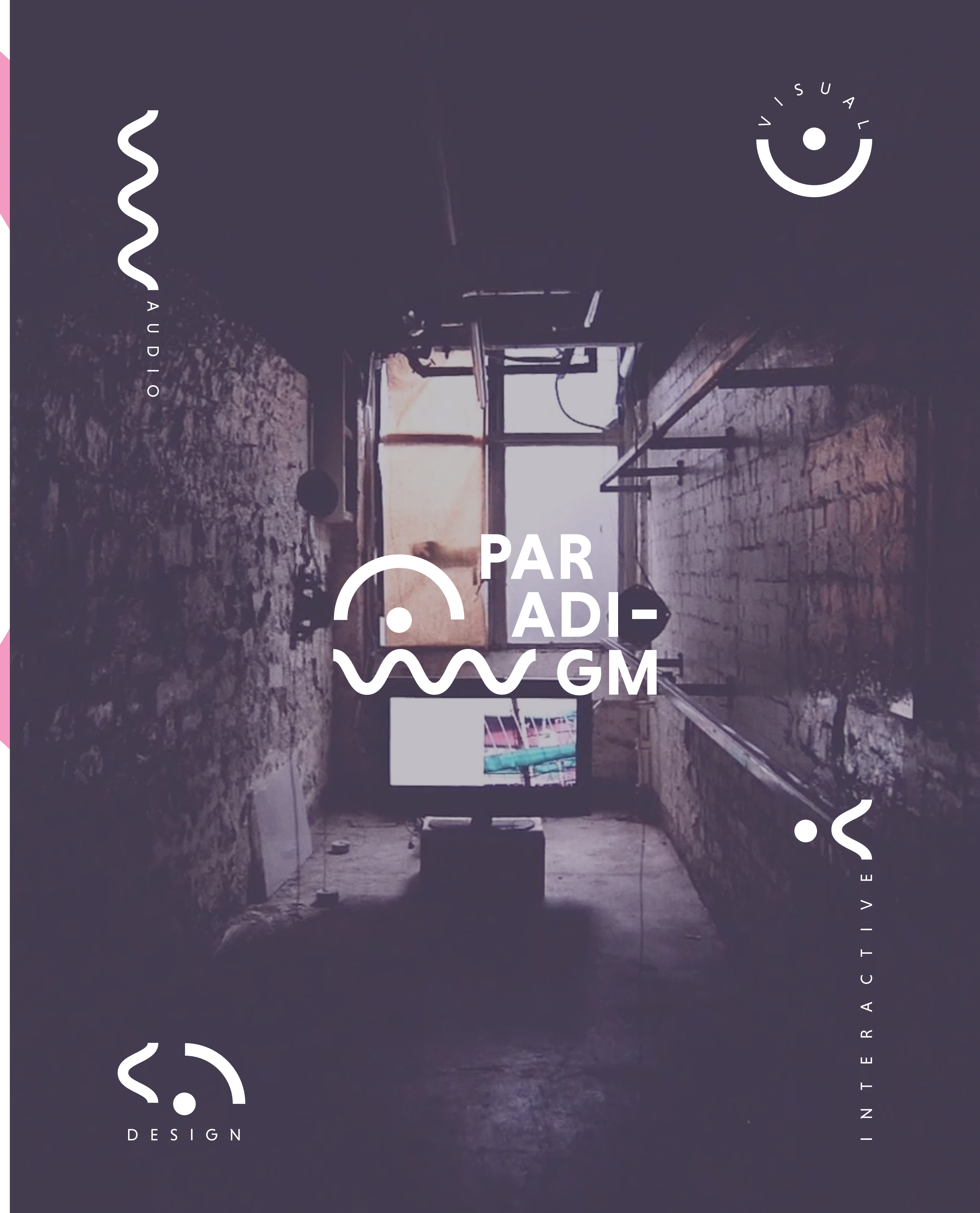
AUDIO

VISUAL

PARADIGM

DESIGN

INTERACTIVE



Paradigm's Story

Set up in 2014 as a platform for interactive and new media artists to experiment with in a club setting.

The first iterations of Paradigm took place **over the 3 floors of the Mash House** Venue in the Cowgate, presenting immersive Sonic environments, Interactive Light Installations, Projection Mapping, Virtual Reality, Live Acts, DJ Sets and Audio Visual stage shows **regularly attracting 300 people.**

2016 saw the Launch of Paradigm Electronic Arts Exhibition at Summerhall attract 400 people to the opening party and over 1,000 people ranging from 1-90 years old during the course of the exhibition. 30 international artists & collaborators from a variety of disciplines took over the basement for 10 days, coming together to create a showcase of highly creative work featuring: mind-controlled music, sound and visuals that follow movement, 3D glitch art, virtual reality, sight and sound of micro-organisms, and much more.

2017's Festival at the Biscuit Factory will break new ground with a week long exhibition spanning two floors, attracting people from all over Scotland and beyond for a one-of-a-kind showcase of new electronic arts.

We are hosting a **600 Capacity Warehouse Event**, featuring internationally acclaimed DJs and Live acts alongside a large scale audiovisual install and an interactive zone.

We are also hosting a **600 Capacity Opening Party** showcasing all the works with performances and demonstrations from the artists involved.

Attracting up to 40 people per session, there will also be 4 days of Workshops based around four key themes:

- **Design**
- **Interactive technologies**
- **Electronic Music**
- **Live Visual Programming**

Our Marketing Strategy

We have an extensive marketing strategy in order to attract several key audiences:

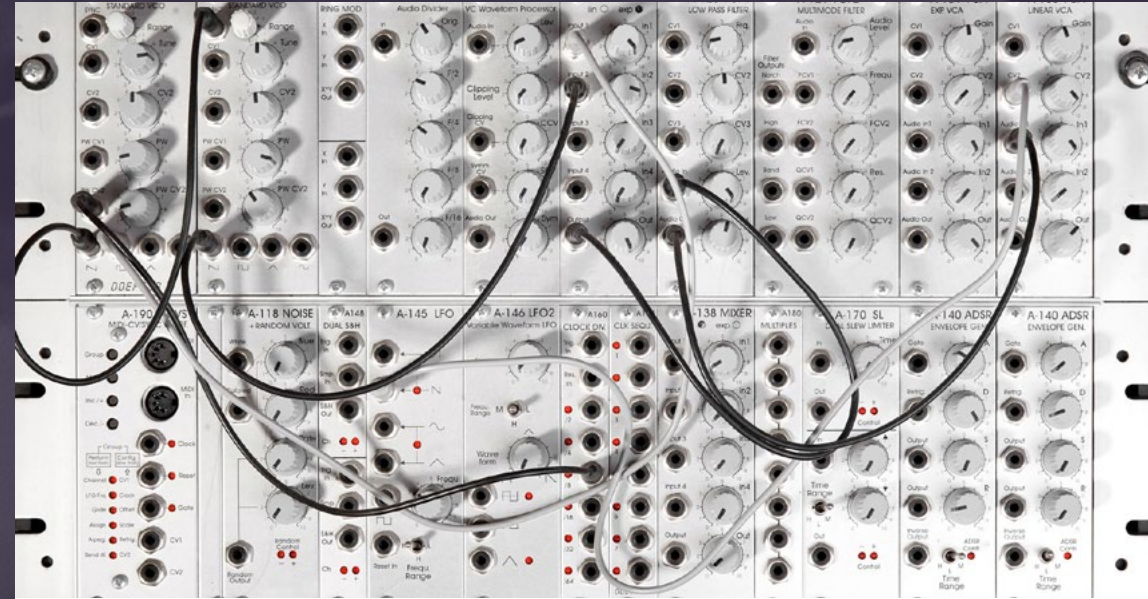
- **Practicing Electronic Artists**
- **Electronic Music Artists**
- **Contemporary Arts Community**
- **Electronics Hobbyists**
- **Coders, Developers and Digital Creators**
- **Art & Design Students**
- **Electronic Music Enthusiasts**
- **Creative Businesses / Studios**
- **Traditional Artists - Looking to incorporate technology into their work.**
- **Music and Arts Festival Organisers**
- **Parents who would like to introduce creativity to their kids**



We will achieve this through advertising in The Skinny Independent Culture Journal (half Page), The List (Half Page), A3 Posters and Square Format A5 Flyers in venues across Edinburgh and Glasgow, A0 Posters at strategic locations across Edinburgh and promotion across our social media platforms, including Facebook, Instagram & Twitter with cross pollination between us and over 50 artists involved.

We also have a website and ticket portal with dedicated pages for each section of the festival, displaying partners logos, links to their sites and a blog which pushes content out through the website and social media channels.

Sponsorship Options



£1,500

SPONSOR THE THEME

We will be holding 4 days of workshops centering around 4 themes including:

**DESIGN, INTERACTIVITY,
AUDIO & VISUAL TECHNOLOGIES**

OPENING PARTY/EXHIBITION TICKETS

- Special Thanks in Brochure intro
- Workshop Main Sponsor in Brochure
- Branded Workshop Slides
- Space for Pop-up Banner
- Logo on our Partners Banner
- Promotion across Paradigm Electronic Arts social media
- Partner Logo on Website

Talk to us about how you would like to align your brand with our Workshops



IN KIND

SPONSOR A WORKSHOP

A unique opportunity to promote your business or practice through running a workshop.

90MINS

OPENING PARTY/EXHIBITION TICKETS

- Special Thanks in Brochure intro
- Branded Workshop Slides
- Space for Advertising Materials
- Logo on our Partners Banner
- Sponsor promotion across Paradigm Electronic Arts social media
- Partner Logo on Website

Talk to us about how you would like to align your brand with our Workshops



£750

SPONSOR AN ARTIST

A great opportunity to find new talent and build lasting relationships with the next generation of creatives producing cutting edge new work.

OPENING PARTY/EXHIBITION TICKETS

- Special Thanks in Brochure
- Logo on Artist blurb post
- Kindly Supported by text on artist work discription with logo. v

Talk to us about how you would like to align your brand with our exhibition

Sponsorship Options



IN KIND

SPONSOR THE EXHIBITION

- Free Opening Party+Exhibition Tickets
- Special Thanks in Brochure
- Logo on website as Partner
- Logo on our Partners Banner
- Logo on artist work discription

Special perks for main partners:
Social Media, Branded Video Content

Talk to us about how you would like to align your brand with our exhibition



£1,500

SPONSOR THE OPENING PARTY

10 FREE TICKETS

- Special Thanks in Brochure
- Opening Party Sponsor in Brochure
- Branded Slides
- Space for Pop-up Banner
- Logo on our Partners Banner
- Partner Logo on Website
- Opening Party promotion across Paradigm Electronic Arts social media

Talk to us about how you would like to align your brand with our events



IN KIND

SPONSOR OUR WAREHOUSE EVENT

FREE TICKETS

- Special Thanks in Brochure
- Partner on Website & Brochure
- Logo on A0 Posters
- Logo on our Partners Banner
- Social Media Posts
- Video Content

Talk to us about which options are available.

Talk to us about how you would like to align your brand with our events



"This played with my head in a very interesting way"

1000+ visitors



"Some Great Ideas - Love all the interactive stuff. Really enjoyed the 'Brainwave' thing, the motion sensor room and the virtual reality room - lost the floor. Keep up the cool work - didn't understand how it all works but that is part of the excitement :) Good Job."



"Diverse, Innovative, Inspiring stuff."



Get in Touch

To help bring this exciting project to fruition and chat about how we can partner up, please contact us:

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Our Existing Collaborators:



The Biscuit Factory



New Media Scotland



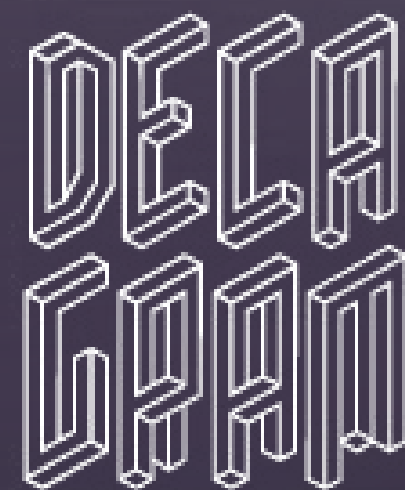
Creative Edinburgh



Delic



Unstable Creations



Decagram



The Noise Floor



Laptop Lounge