



## London Digital Week Launch

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London Digital Week (LDW) today announced that it will open its doors for the very first time from the 21st to the 27th of September 2009. Running during the same week as London Design Festival and following London Fashion Week, LDW will celebrate the UK's exceptionally strong digital sector, which is increasingly contributing to the country's global reputation for creativity and to the British Growth Domestic Product (GDP). The Week's overriding aim is to cement the UK as one of the leading digital markets with some of the strongest and most original talents from home and abroad working in the capital.

## Celebrating Creativity in Britain

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LDW will become a platform where the digital industry can share ideas, best practice and innovation. The wide ranging events will introduce new thinking and arm creatives with knowledge, skills and inspiration. The week will bring together established digital events with new experiences; talks, conferences, networking opportunities, exhibitions, workshops, open studios and parties. The event is aimed at people working across a wide range of digital-supported industries such as; advertising, marketing, film, music, games, publishing, architecture, art and education, as well as students and industry commentators, with events primarily taking place around the East End of London.

LDW will work closely with the London Design Festival to increase the profile of digital during the Festival. Events will be based primarily in London's East End, with the main festival focus being in Shoreditch and Brick Lane, with satellite events in Soho. It is envisaged that the festival will grow to encompass many of London's design districts such as South Bank and White Chapel with outreach projects targeting the public.

Said **David Bausola**, LDW President; "The UK is inspirational in this sector - it's something to be massively proud of. LDW will be about celebrating this and also about helping those within the industry - from all over the world - raise their game. We are sure there's going to be some exciting ideas and work coming from the events."

## LDW Executive Council

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LDW is steered by a voluntary Working Council, who will each bring something very different to the Week and are not all digital-specific. The Council is headed by President **David Bausola** (founding partner of Ag8, the London-based studio that conceived and developed the Purefold franchise for RSA Films.) and Vice-President, **Laura Jordan-Bambach** (executive creative director at LBi London, the UK's second top-billing digital agency).

The Working Council & Directors of the Week include...

**Chester Chipperfield**, Events & Technical Director  
**Rob Corradi**, Creative Director & Sponsor Relations  
**Collyn Ahart**, Strategy Director & Venues Coordinator  
**Jimmy MacDonald**, MD & Partner Relations

LDW will also seek advice through a broader council of leading exponents from the digital sector.

## LDW Website

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The event is supported by [www.londondigitalweek.com](http://www.londondigitalweek.com) where participants in the Week will be able to register events for free and see what events are scheduled for the week. Some of the Week's events currently include...

- **London Digital Architecture Conference**  
Conference and 'Digital Hinterlands Exhibition'.  
Hosted by Arup and presented by InteractiveArchitectureDotOrg
- **Tent Digital**  
Interaction design exhibition in collaboration with Dezeen at the Truman Brewery.  
Hosted by Tent London.
- **Protein Academy**  
Back to the classroom for two days of school for hands-on workshops with international teachers
- **AdGrads**  
Workshops for those interested in jump-starting their career in the creative advertising industries.
- **SheSays**  
Getting more women into and to the top of the digital advertising industry.

Further events are being confirmed weekly, promising a broad range of happenings across an range of exciting venues and locations. Anyone interested in getting involved with the week should visit the site for further information.

*Ends.* Hi-res imagery is available to view and download [here](#).

For more information please contact;

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