

- Creative
- Exchange
- Wales
- Network



Creative Exchange Wales Network (CEWN) is a joint AHRC and A4B/Welsh Government initiative to support the creative economy in Wales. The network aims to stimulate growth in the creative economy by bringing together and supporting creative businesses and academics. Through supporting, sustaining and growing the opportunities for collaboration, we will help to make links and support more exciting projects. Between 2013-2014 CEWN supported 20 projects and has been developing the Higher Education Connected Studio Wales initiative in partnership with BBC Cymru Wales/S4C

For more information on the CEWN project or any of our projects, please contact:

Dr Andreas Vlachidis | andreas.vlachidis@southwales.ac.uk | cewn.weebly.com | [@cewnetwork](https://twitter.com/cewnetwork)





Ad-Vantage

Ad-Vantage aims to engage audiences in the development of short film adverts through a bespoke on-line platform to capture consumer data. The platform is the first structured project that emphasises the importance of market/audience analysis to film-makers from the onset.

Hannah Raybould, University of South Wales
Pauline Burt, Film Agency for Wales

App-Teitl

App-Teitl aims to develop and produce an app designed to provide exemplary Welsh language subtitling to live cultural events specifically, and with a broader brief to do the same for other cultural events. Welsh subtitling provided by App-Teitl would greatly enhance the experience for Welsh speakers.

Eilian Roderick, University of South Wales
Leslie R. Herman, Integrated Branding
Dafydd Roberts, BIC Innovation Ltd

Brown Babies Wales

This project aims to explore the methodologies of academic and media research in order to assess whether there are principles in each which could positively affect the other's practice. The aim is to lead to improved research impact and public engagement on the one hand and, on the other, to better application of academic research in the broadcast media.

Jayne Hall, University of South Wales
Angela Graham, Green Bay Media

Breaking Bread

Mix, Prove, Bake

The project undertakes a feasibility study to pilot a not-for-profit service to enable the ageing population to contribute to their community through the shared experience of making bread. This activity has proven to have therapeutic benefits for the ageing population and could be a trigger for social engagement, communication and knowledge exchange.

Leah McLaughlin, Cardiff Metropolitan University
Alison John, Yello Brick

Beumaris Gaol Stories

The project aims to produce a detailed scoping document to clarify the way to access further funding in order to produce a mobile application which utilises iBeacon technology to enhance the visitor experience at Beumaris Gaol on Anglesey.

Ffion Haf Jones, Geraint Ellis, University of Bangor
Phil Stead, Cwmni Da
Ceri Williams, Beumaris Gaol

Edible Wales: Sustenance and Locality

The aim of the project is to promote the production and healthy consumption of Welsh food within a frame of locality and cultural heritage. The project will do this by creating a regional food iconography for Rhondda Cynon Taff developed through workshops bringing together innovatively local arts groups and food businesses.

Richard Marggraf Turley, Aberystwyth University
Sophie Bennett, Aberystwyth University
Aron Evans, A&O Studios
Nancy Evans, Artis Community

Emotion Detection using EEG (Electroencephalography)

A capability and feasibility study

The research will understand the opportunities and capabilities (including limitations) of EEG technology in emotion detection using EEG. The ultimate aim of the research is to develop new meta-data tagging algorithms that can search music media content especially for non-musical characteristics such as colours, shapes and emotions.

Mohammed Ali Roula, University of South Wales
Jeff Francis, Sound Experience Ltd

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Fashion: Sustainability and Creative Enterprise

Scoping a new model for fashion education in the 'real world'

The project ultimately aims to culturally and socially enrich the region and integrate industry and academia in a pioneering way. The fundamental aim of this scoping project is to develop a business plan and strategy for a fashion label that will offer a new model for both education and business, run by staff and students in the Fashion and Retail Division at CCI(USW).

Torunn Kjolberg, University of South Wales

Jemma Oeppen, University of South Wales

Hactivating the Archive

The project investigates the rules of engagement that influence the way in which library users are permitted to access, experience and travel through the physical and virtual spaces of the National Library of Wales and engage with its analogue and digital collections.

Louise Ritchie, Aberystwyth University

Torunn Kjolberg, University of South Wales

Professor Lorna Hughes, National Library of Wales



i-Magine

The project explores the potential of digital technologies to support creativity and share imagination through the development of an interactive visual storytelling environment. It evaluates the usefulness of visual narratives to reduce stress, lower levels of perceived pain and increase subjective wellbeing.

Cathy Treadaway, Cardiff Metropolitan University

Prue Thimbleby, Swansea Metropolitan University

Richard Crandon, On Par Productions

Landscape Holography

The project aims to investigate the feasibility and potential of using landscape holography in cultural heritage. The research opens up the possibilities of using aerial photography to make large scale landscape holographs for use within the heritage, tourism and other sectors.

Sian James, University of Bangor

Zaid Al Obaidi, Skyhawk AP

Mission Possible

Using visual feedback to improve physical activity in children

Mission Possible's goal is to engage with young people in the school environment and help them to increase their physical activity levels. "Mission Possible" consists of a set of missions that can be completed by performing various amounts of physical activity, measured by an activity tracker.

Gerrit Niezen, Swansea University

Lea Halborg, Redhead Consultancy Limited

Role-playing Games and Community Engagement with Local History

The project aims to explore the use of pervasive role-playing and geocaching games to engage people in the community of all ages, in local history. It centres on the use of an interactive digital role playing game to engage community with local history, to make people look at history as an active subject and to explore the boundaries between historical fact and fiction.

Jacqui Mulville, Cardiff University

Denys Pringle, Cardiff University

Hugh Griffiths, Lily Pad Films

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People's Journeys / Teithiau Pobl

People's Journeys / Teithiau Pobl seeks to explore the intersection between storytelling and cityspace. The project consists of individual narratives, linking a specific place to a story. The stories of these journeys collected and delivered through a multimedia application (an app) allowing users to see their community in new and innovative ways.

Spencer Jordan, Cardiff Metropolitan University
Gareth Loudon, Centre for Creativity Ltd

ProEngagementCoding

Designing and evaluating video coding templates in special need schools

The aim of this project is to create new robust and inclusive strategies and templates for teachers' in special need schools to measure and disseminate engagement in their students through video. CARIAD will work with AnalysisPro and teachers to create themed innovative video coding templates.

Leah McLaughlin, Cardiff Metropolitan University
Jon Moore, AnalysisPro
Andrew Walker, Exeter House School

Simplifying Routes to Employment for Young People / Pointr

The project aim is to develop a website (Pointr) to simplify how young people find services that lead to employment and training on the internet. Research conducted by PDR for Careers Wales shows that when searching for opportunities in Cardiff less than 25% used local services specifically designed to assist them in finding opportunities, with the majority ending up on national Jobs boards.

Gavin Cawood, Cardiff Metropolitan University
Nic Rodgers, Head Tag Ltd

Vital Signs in Music

Scoping a personal chronic disease management solution

The project uses music to provide a conducive artistic ambience based on patients' health and wellbeing status, using vital signs as indicators, to unobtrusively increase appropriate patient confidence. ViM has scoped the development of a personal chronic disease management solution that combines music, healthcare and human-computer interaction.

Yunqiu Li, Swansea University
Chris Ingram, The Glendale Family, Music in Hospital - MiH

Valley Lines Music Map - Valleys Tracks

The Valley Lines Music Map uses an interactive version of the Valley Lines rail map in order to bring it to life and to promote bands and music that is created in the South Wales Valleys. This project offers an engaging and interesting way of both delivering existing local content from established artists (eg Tom Jones) as a tourist/visitor attraction to increase visitor numbers, whilst at the same time 'localising' and promoting current music activity to a wider audience.

Paul Carr, University of South Wales
Darren Warner, Plugged In Magazine
Simon Griffiths, Young Promoters Network

Walking in their Shoes

Storytelling in situ to promote empathy amongst health professionals in situ

The aim of the project is to test the impact of a digital story on the empathy of health professionals in understanding the effect of place on patient wellbeing. Expressive art has been used successfully in health professional training on empathy. However, directing attention to the patient's physical and scape through the use of stories in such training has not, and is explored in this project.

Maggie Kirk, University of South Wales
Lisa Heledd Jones, Storyworks UK

Waterways and Walkways

Cardiff, #GlamCan and the Interactive DigitalCommunity

This project focus on the Glamorganshire Canal in Cardiff, addressing its past and cultural artefacts in an inter-textual and multi modal way, trading knowledge and stories via a 'gamified' treasure hunt using Twitter. The project predominantly uses social media, specifically the Twitter to facilitate networking and narratives.

Kate Watson, Cardiff Metropolitan University
Mike Reddy, University of South Wales
Francesca James, Fresh Content Creation
Adam Chard, Croatoan Design

