

**FOR IMMEDIATE RELEASE**

## **Countdown is on to Digital Shoreditch**

Excitement is mounting in Shoreditch as London's digital community counts down to the very first Digital Shoreditch Festival.

London Metropolitan University is a founding partner of the festival, which will see East London transformed into a pulsating digital playground from May 3-7.

The festival will celebrate the world-class talent and diversity thriving within London's digital community through late-night parties, workshops, massive projections, interactive art and reality games.

Tickets are fast selling out for the multitude of events, to be held at various locations across Shoreditch and Brick Lane.

The festival's creator, Kam Star, said: "Digital Shoreditch unites the outstanding mix of creative, technical and entrepreneurial talent that is at the heart of the UK's digital economy".

"The 500 plus digital companies working in Shoreditch are testament to this. We want to show the world that for creativity and innovation East London is number one".

London Met's Vice Chancellor Malcolm Gillies said: "Our innovative digital courses and Shoreditch-based enterprise projects mean London Met is uniquely positioned to play an integral role in this rapidly growing market. Digital Shoreditch will showcase the very latest in the digital arena, set to become a major part of the UK's future economy."

Creative companies can still sign up to host an open studio during the festival. Companies which take part automatically receive a position on the festival map and calendar and will be sent a festival pack.

The climax of the festival will be reached at the Digital Shoreditch Summit on Friday 6 May. This event will unite East London's digital superstars and visionaries to share strategies, explore key business drivers and celebrate the creativity and entrepreneurial spirit that ignites the digital economy.

The full programme and event map is now available online at [www.digitalshoreditch.com](http://www.digitalshoreditch.com).

**Notes to editors:**

To book tickets to any of the events for Digital Shoreditch, or to register for Summit, see [www.digitalshoreditch.com/tickets](http://www.digitalshoreditch.com/tickets).

**Kam Star** is the founder of PlayGen, a leading games development studio based in London Metropolitan University's business incubator, Accelerator. The company specialises in serious games and social games designed to make players happier, smarter, healthier, more creative and confident. PlayGen is made up of developers, designers, artists, psychologists, writers, analysis and producers. <http://playgen.com/>

**Accelerator** provides highly-successful business development programmes which assist innovative, growing businesses in Information and Communication Technology (ICT), interactive media, e-learning and design. [www.accelerator-london.com/](http://www.accelerator-london.com/)

**For more information contact:**

Helen Blockley  
Communications Manager  
Research and Graduate School  
London Metropolitan University  
020 7133 2962 or 07764 746581  
[h.blockley@londonmet.ac.uk](mailto:h.blockley@londonmet.ac.uk)

Victoria George  
PR and Internal Communications Officer  
London Metropolitan University  
020 7320 1349  
[v.george@londonmet.ac.uk](mailto:v.george@londonmet.ac.uk)