

FOR IMMEDIATE RELEASE

## Digital Shoreditch festival to take over East London

East London is gearing up to become a pulsating digital playground during the very first Digital Shoreditch festival this May.

The festival celebrates the world-class talent and diversity thriving within London's digital community. There will be late-night parties, workshops, massive projections, interactive artworks and pioneering reality games.

Digital Shoreditch is the brainchild of Kam Star, founder of the serious games and simulations company PlayGen, with headquarters based in London Metropolitan University's business incubator, Accelerator. Kam, a true digital media entrepreneur, said: "Together with the huge support from the digital community we are turning Shoreditch into the most incredible digital playground in the world."

London Met is a founding partner of the festival. Sue O'Hare, Associate Director of Enterprise at London Met, which runs Accelerator, said: "London Met has been an integral part of the Shoreditch scene for some time, supporting local businesses and helping to create jobs."

"We are very excited to be a founding partner of Digital Shoreditch and are looking forward to finding ways we can further support the growth of Tech City."

The activity will culminate in vibrant Shoreditch and Brick Lane on 3-6 May, 2011. Home to the largest concentration of digital creative companies and innovators in Europe, Shoreditch is the ideal place for the industry to showcase and the public to experience the latest in digital innovation.

The project kicks off tonight, March 2 and tomorrow, March 3, with the first Digital Shoreditch meet-ups. Hosted by Accelerator and London Met, these monthly forums will enable a huge spectrum of individuals and companies to connect, swap ideas and get involved in Digital Shoreditch.

For more on Digital Shoreditch, see: <http://digitalshoreditch.com/>

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**Notes to editors:**

**Accelerator**, based in Shoreditch, the heart of London's digital media community, is London Metropolitan University's specialist business incubator. Accelerator provides highly-successful business development programmes which assist innovative, growing businesses in Information and Communication Technology (ICT), interactive media, e-learning and design.

<http://www.accelerator-london.com/>

**PlayGen** is a leading games development studio based in London Metropolitan University's 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/>

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