# PAUSE-FEST

**Festival Promo**

# What is Pause

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Pause Fest brings together people from all over the world, to Australia's digital industries to discuss the future in design, business and technology.

The festival has attracted a powerful mix of industry professionals, startups and early adopters from a broad range of digital disciplines. The event presents an unparalleled opportunity for people to connect, collaborate and launch creative digital projects alongside global leaders and visionary brands.

Focussing on "making ideas happen". Presentations and panels discussed the importance of fostering creativity and innovation, and how tech and creative could work together.

# Who WIll Attend?

Australian startup scene was just beginning to really take off, and it has since attracted that particular niche of people that are driven by passion and purpose. Next wave of visionaries where they don't ask what's next, but figure out how, and decide when.

In 2016, Pause Fest had around 15,000 attendees from all over Australia and the world.
In-person attendees were fairly balanced number of female and male.
More female speakers
The audience appeared more senior level (Directors, Creative Leads, etc.)

Over 20 satellite events.

Cost: $350 to $1050

Accessible Student Pricing: $99 to $175
Free coffee all day

# PERSONA

Samantha Burner, 28 years old
Occupation: Web Developer at Fluid
Location: San Francisco, CA

Currently has no children. Owns a raspberry pi. Uses Android phone with route access. Makes experimental work ranging from web apps to interactive art installations. Secretly is into My Little Pony, and is S-M-R-T.

TV: Walking Dead, Game of Thrones, Breaking Bad, Documentaries (all on Netflix)

# DESIGN PROBLEM
# CHALLENGE

*“People are still confused about what we do and why we do it, but innovation is confusing, it’s not pretty and you don’t know what the outcome will be but something amazing and magical always happens at the end,”*

*– founder George Hedon*

# Potential Solution

Australia's digital scene is still *young* compared to elsewhere.

Embracing '*innovation is confusing*' with experimenting with unconventional edits, collage of video, and 3D elements. An interplay with evolution of exploration from adolescence to adulthood, tools, toys, and – even as adults, how playing teaches. Growing in complexity over time would be a strong visual metaphor for growth of popularity Pause fest, Australia's digital scene, and innovation that's fostered at this event.

# Chosen Speakers

***Kevin Kelly***
*Editor*

Is Best known for founding executive editor of Wired magazine. Kelly, is admired for his new visionary perspectives on digital technology.  Experienced, he brings valuable insight into the meaning of cultural change that explores the phenomenon of technical and biological creation. He will discuss the exploration of the world's most secretive Hyper Vision of Virtual Reality (VR) future.

*Tan Le*
*Entrepreneur*

The founder & CEO of Emotiv, a bioinformatics company that's working on identifying biomarkers for mental and other neurological conditions using electroencephalography (EEG).

# Chosen Speakers

## *Jeff Woods*
*The Grid*

Jeff is a nationally recognized commercial photographer with passion to equip small businesses with the tools needed to grow in today's marketplace. He has been a featured speaker for Canon and Adobe and has presented seminars on design, business marketing and photography throughout China, Brazil, Ireland, Canada and US. Expert field: Design, Photography, Filmmaking

## *Mary Franck*
*Artist*

Mary Franck is a computational designer working in immersive and real-time media based in California. She specializes in real-time content for production and installation. Basically making bespoke media systems for projection mapping, distributed show systems, and interactive visualizations.

# WORDLIST

Engage
Learn
Creative
***Innovative***
Future
Discovery
Ideology
Knowledge
Explore
Fresh
Digital
Technology
Contemporary

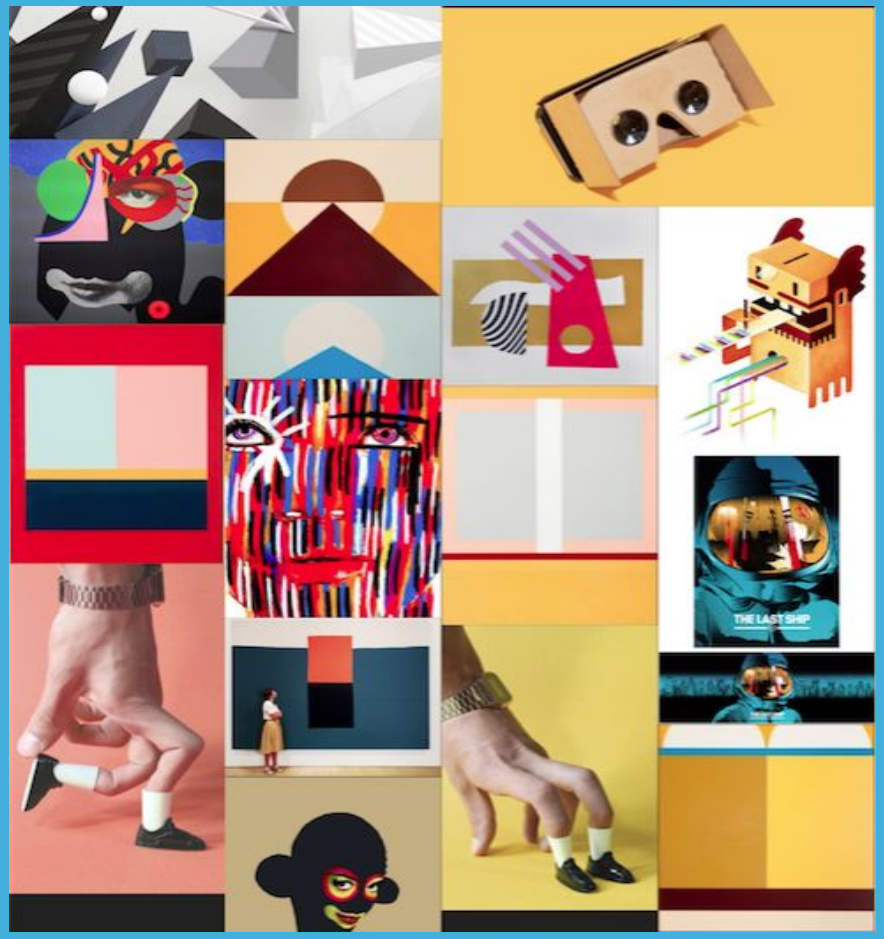
Experimental
Experiences
***Play***
Develop
Interactions
Blooms
Pushes
Boundaries
Thinkers
Do-ers
Start-ups
Creators
Urban
Conceptual

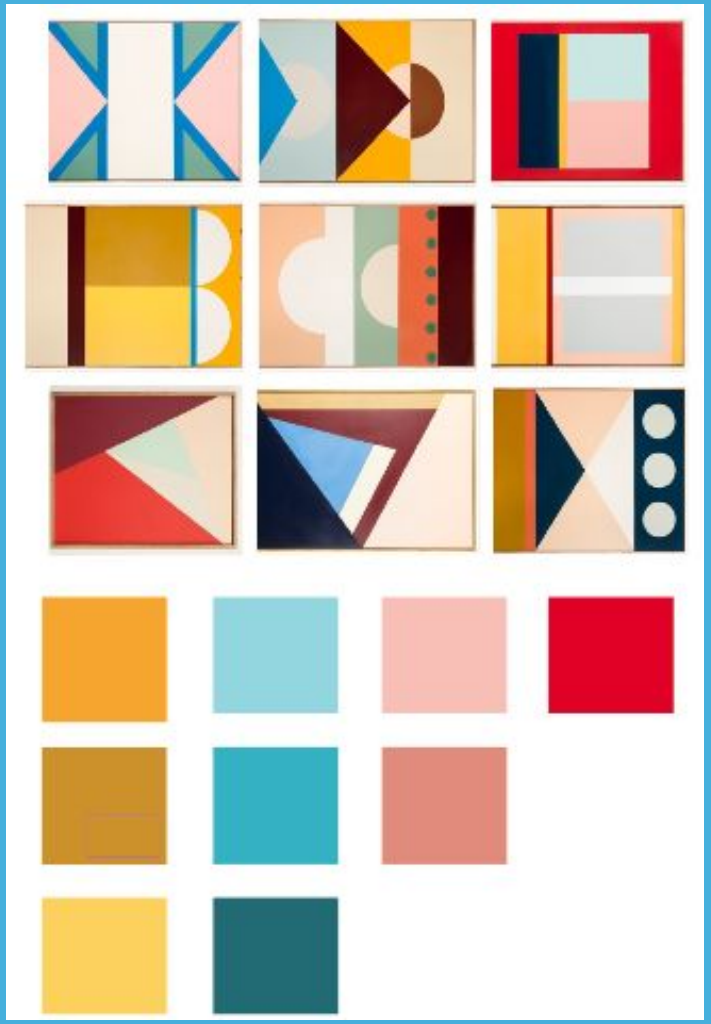
Purpose
Surprises
Connect
Collaborate
Pure
Fun
Seed Bed
Research
Coffee
Growing Rapidly
Involved
Bionics
Scientific

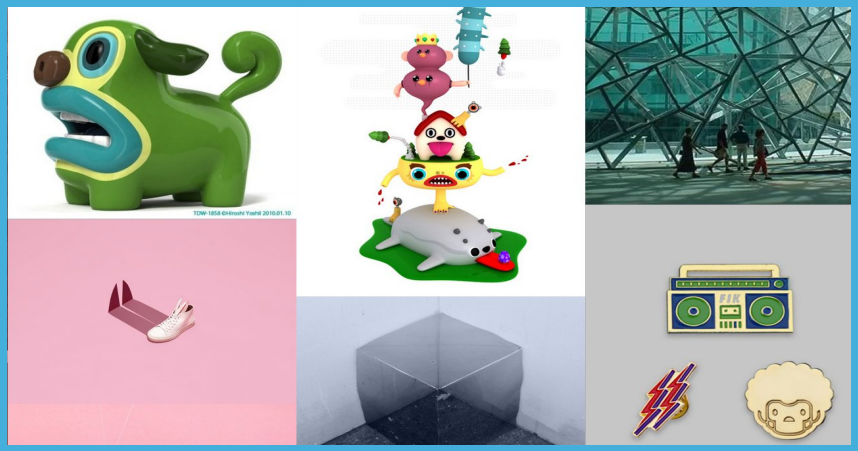
Abstract
Active
Simple
Enthusiasm
Warm
Toasty
Australia
Participate
New
Architecture
***Young***
Leading-edge
Imaginative

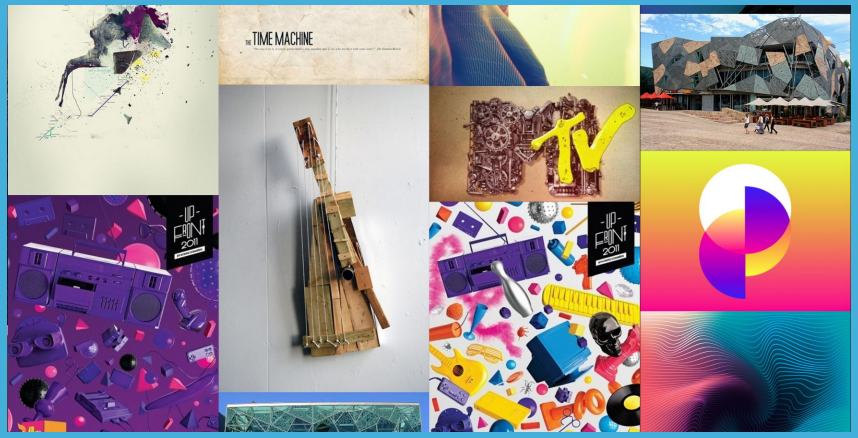
Collage
Framework
Changing
Reinventing
Engineering
Math
***Diverse***
Uncover
***Avant-garde***
Next-level
Unknown
Disruption
Mixed Mediums

# Moodboards



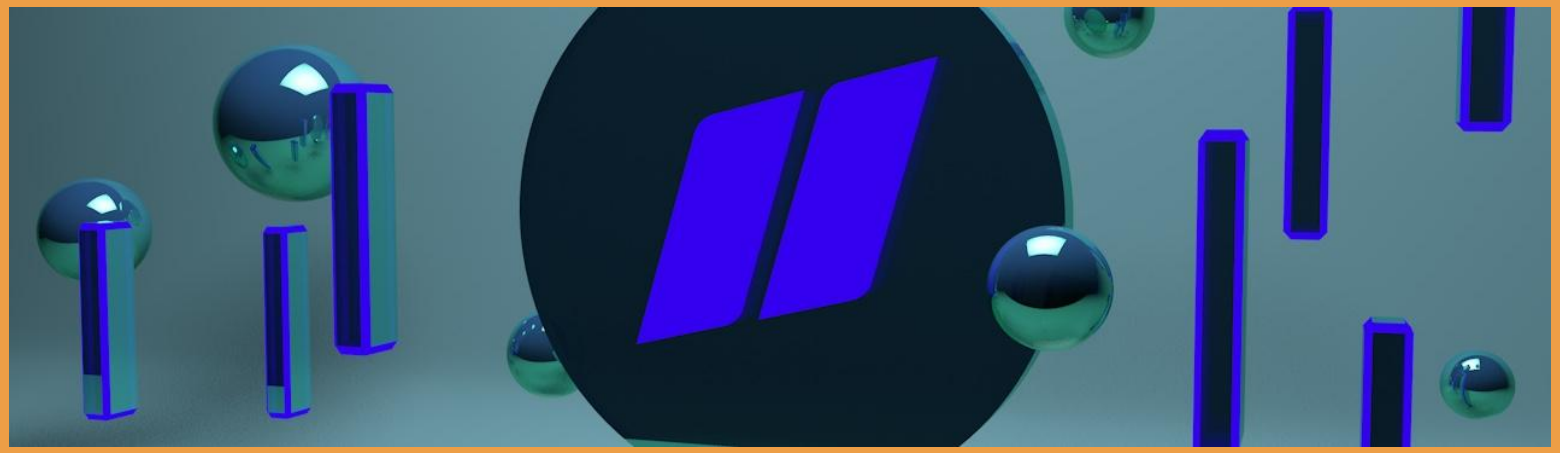



THE TIME MACHINE

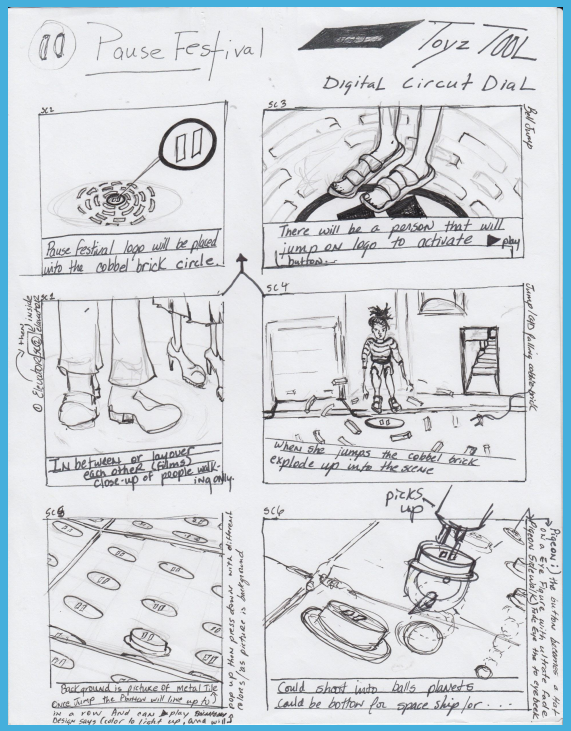
# A PICTURE IS WORTH A THOUSAND WORDS

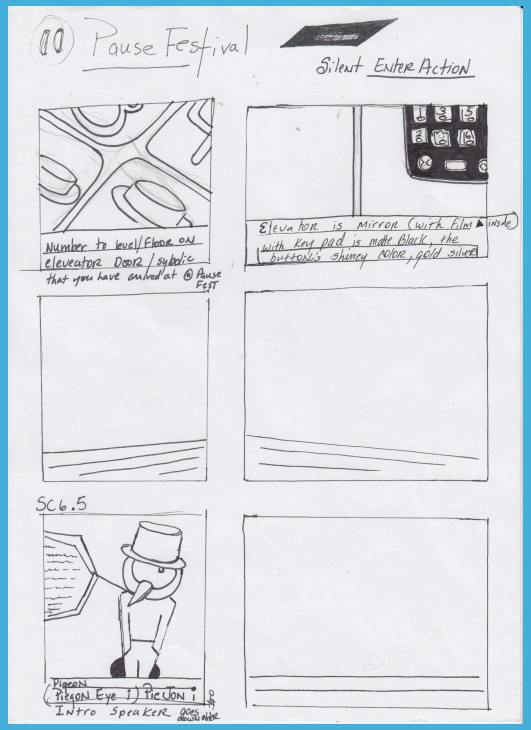
A complex idea can be conveyed with just a single still image, namely making it possible to absorb large amounts of data quickly.

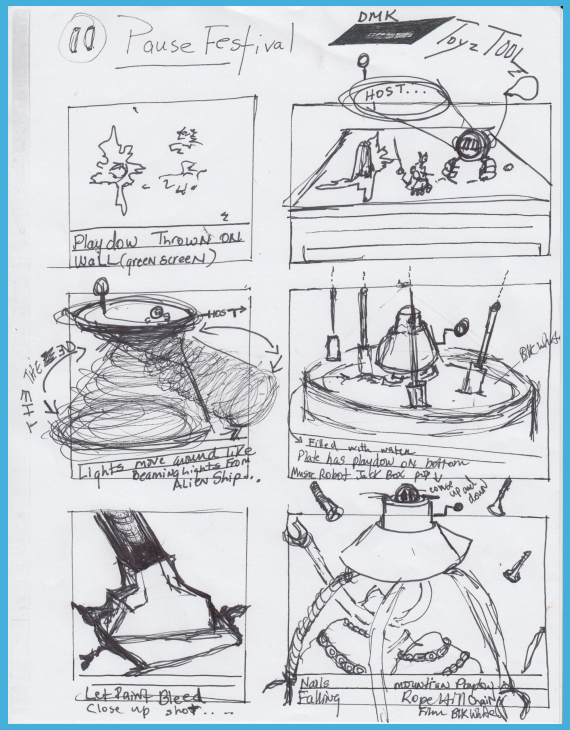
# AVANT GARDE ASPECT RATIO



# SKETCHES


Pause Festival
Toyz TOOL
Digital Circut Dial
Pause festival logo will be placed into the cobbel brick circle.
There will be a person that will jump on logo to activate play button.
In between or layover each other (films) close-up of people walking only.
When she jumps the cobbel brick explode up into the scene
picks up
Background is picture of metal Tile
Could shoot into balls planets
Could be bottom for space ship/or . . .


Pause Festival
Silent Enter Action
Number to level/floor on eleveator door / sybolic that you have arrived at @ Pause Fest
Elevator is mirror (with film inside) with key pad is matte black, the button's shiney color, gold silver
SC6.5
Pigeon
Pigeon Eye i) Pigeon i
Intro Speaker


Pause Festival
DMK
Toyz TOOL
HOST...
Playdow Thrown on wall (green screen)
Lights move around like beaming lights from Alien Ship..
Filled with water
Plate has playdow on bottom
Let Paint Bleed
Close up shot...
Nails Falling
mountain Playdow
Rope Hill Crawl
Film Blk White

# Color Pallet

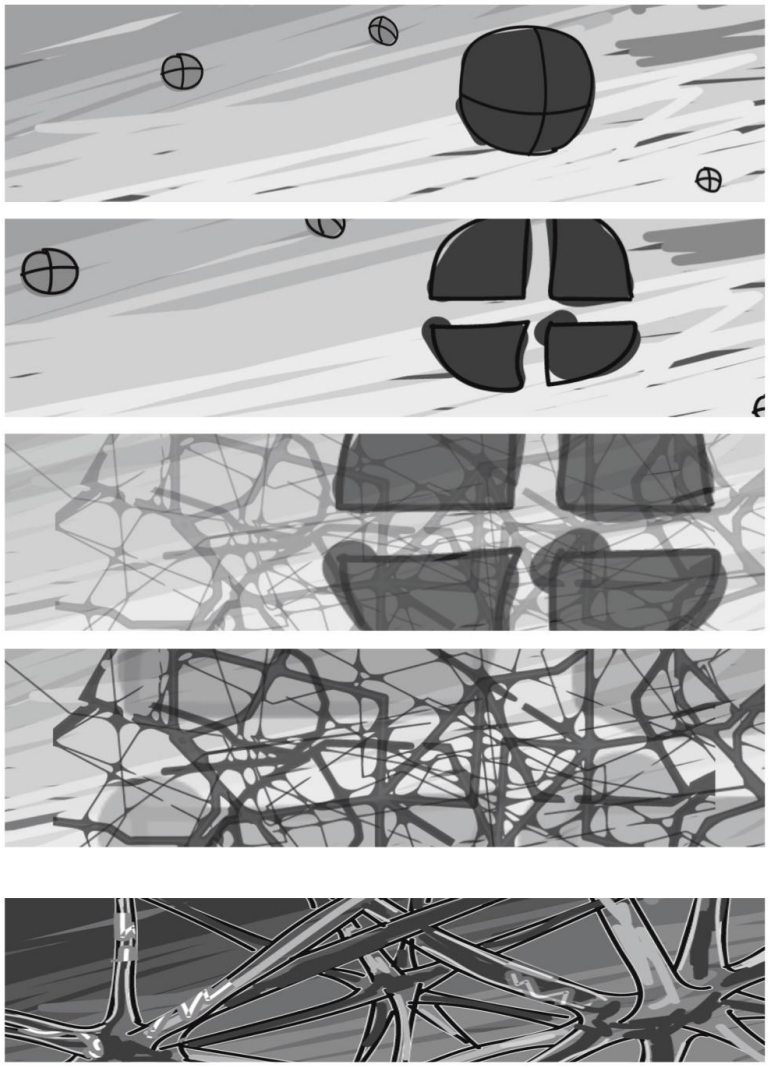
# TITLE SEQUENCE

70pt font

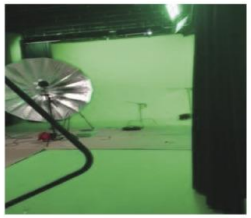
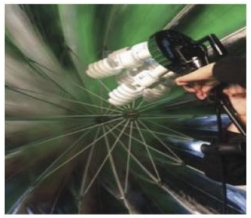
80 kerning

JEFF WOODS

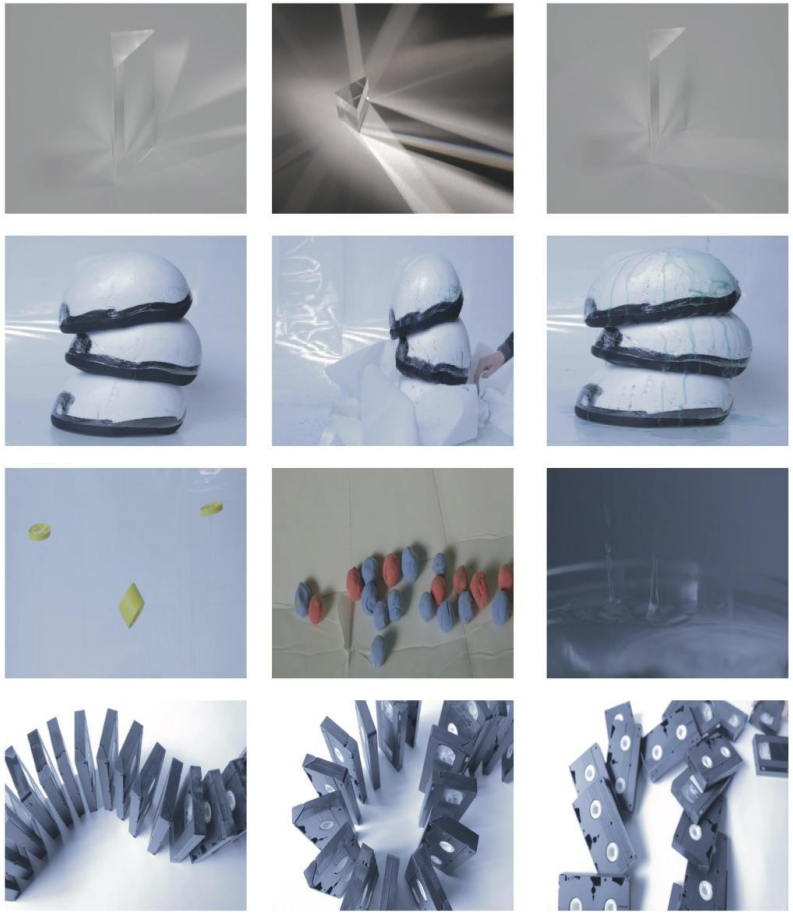
# Animatic



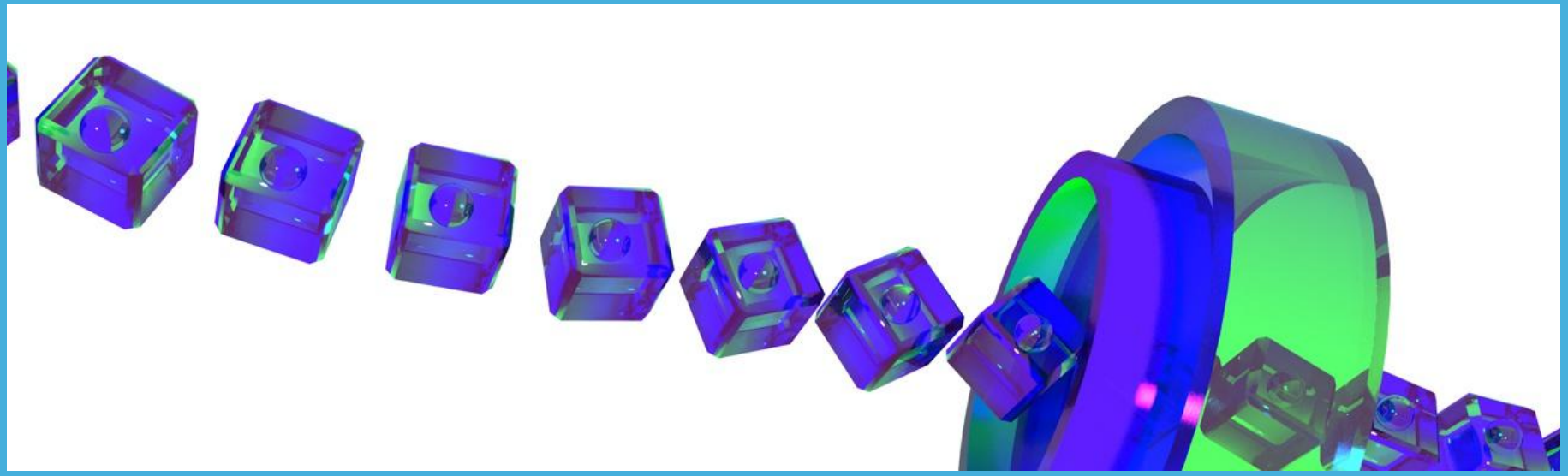
# GreenScreen Shoot

# GreenScreen Footage



# STILL FRAMES



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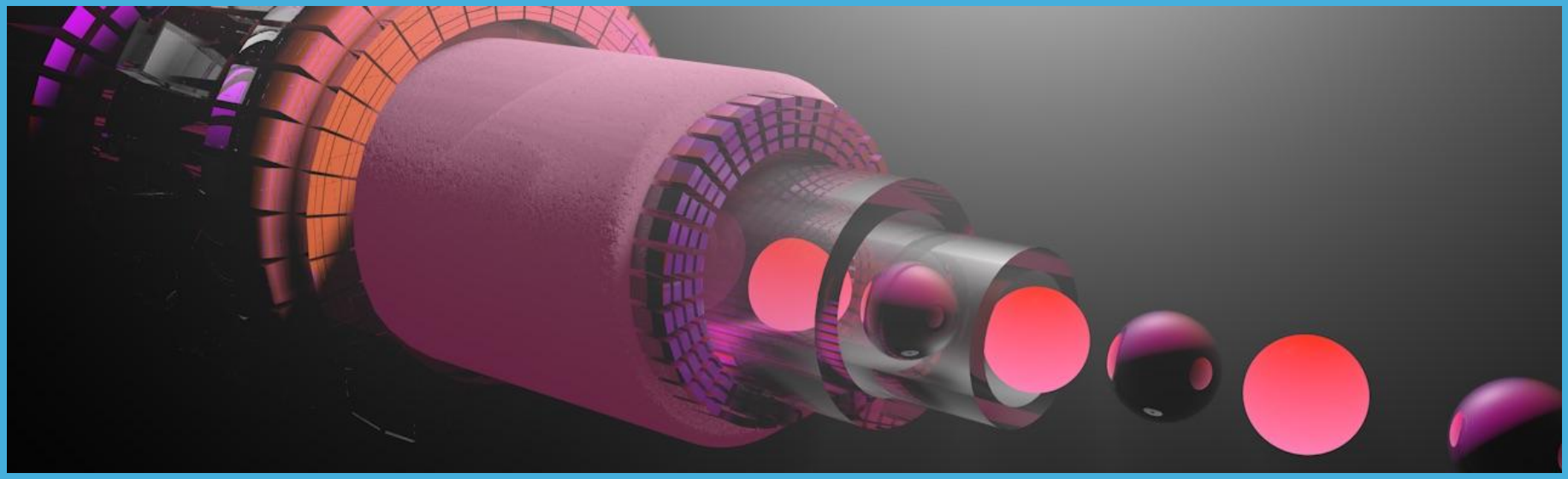

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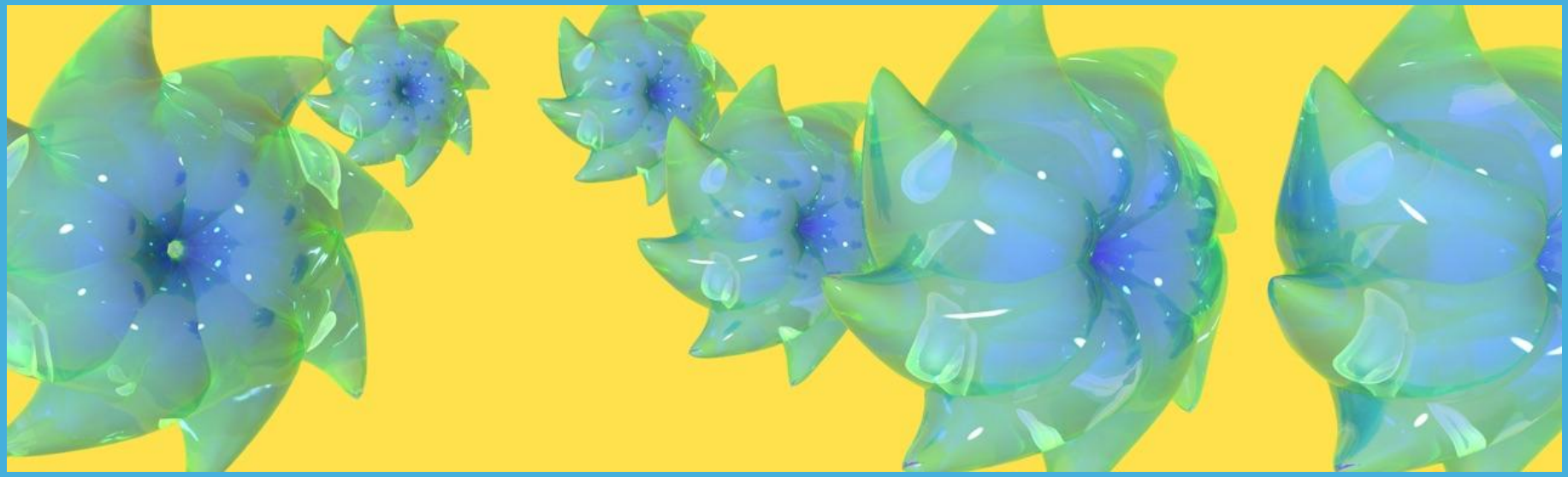

# THANKS!

## Any questions?

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