

## Introduction

We have selected below a range of companies, individuals and projects that in very different ways reflect what is happening now in terms of creative 'cross-platform' content. Their work encompasses everything from interactive television to immersive environments and from pioneering sound design to pervasive locative media (for a glossary of terms you may not be familiar with please see the Melt: Future markets PDF in the knowledge area of the MELT web site)

We have deliberately tried to highlight very different kinds of models, ranging literally from one person brands or very small practices all the way through to big companies.

We have also included some interesting work that is currently happening within educational or other government-funded contexts.

We would stress that our list is by no means definitive (as there are thousands of people and companies globally doing really interesting things in new and emerging cross platform content) but we hope it provides some inspiring food for thought and an insight into the way some of our key creatives and artists are working today.

## Agoraxchange ([www.agoraxchange.net](http://www.agoraxchange.net))

This is an online community for discussing and designing a massive multi-player global politics game 'challenging the violence and inequality of our present political systems'. The place to go if you're bored of 'shoot-em ups' or you want to see how the online games world is working.

## Altzero ([www.altzero.com](http://www.altzero.com))

With a tool downloaded from the web sound designers can create 3-dimensional sonic environments that begin to deliver on the phrase "immersive music"

[www.altzero.com](http://www.altzero.com)

## Arup Acoustics ([www.arup.com/acoustics](http://www.arup.com/acoustics))

Arup Acoustics is an international design consultancy embodying unique design consultancy in all areas of acoustic, audio visual, noise and vibration design. You can also find out more about their pioneering Sound Labs on their website.

## Blast Theory ([www.blasttheory.co.uk](http://www.blasttheory.co.uk))

Blast Theory is an award-winning artists group with an international reputation for their adventurous use of interactive media. The group's work explores interactivity and the relationship between real and virtual space with a focus on the social and political aspects of technology.

## Codemasters ([www.codemasters.com](http://www.codemasters.com))

Codemasters is one of the biggest games publishers in the UK. Not bad going for a couple of guys who started out making games in their bedrooms.

## Defence Diversification Agency ([www.dda.gov.uk](http://www.dda.gov.uk))

The DDA was launched by government in 1999 to promote 'the cross-fertilisation of technology between the defence sector and industry. Wondering what's happened to all that money that's spent on things you know nothing about, then check this out.

## Endemol ([www.endemol.com](http://www.endemol.com))

Endemol was established in 1994 and has rapidly expanded into the world's largest independent television producer. It's most well-known product is undoubtedly Big Brother, recognised by many as the world's first 'reality tv' show. Endemol create content for television, internet and phone and convergence of those media is key to their strategies for the future.

## Habbohotel ([www.habbohotel.com](http://www.habbohotel.com))

Habbo Hotel is an award-winning virtual hotel for kids. It is now a global phenomenon but was made originally by a small group of young Finnish artists and designers.

## [Haque \(www.haque.co.uk\)](http://www.haque.co.uk)

Haque Design and Research specialises in the design and research of interactive architecture systems. They say "Architecture is no longer considered something static and immutable; instead it is seen as dynamic, responsive and conversant. Our projects explore some of this territory".

## [Ideas Factory \(www.channel4.com/ideasfactory\)](http://www.channel4.com/ideasfactory)

Ideas Factory is a C4 project, launched in late 2002, that helps young creatives "get in and get on". It operates through a series of regional hubs; the West Midlands, the central Scotland Enterprise region, the Scottish Highlands and Islands, and Northern Ireland, with a London base out of C4.

## [Igloo \(www.igloo.org.uk\)](http://www.igloo.org.uk)

Igloo is an arts company run by Ruth Gibson and Bruno Martelli. They have collaborated on cutting edge experimental multimedia projects since 1995. Their work explores metaphysical worlds using video, the internet, performance and installation.

## [The Illustrious Company \(www.illustriouscompany.co.uk\)](http://www.illustriouscompany.co.uk)

The Illustrious Company provides original music soundscapes to accompany exhibitions, art installations, museums, galleries and the performing arts. It was recently established by Vince Clarke and Martyn Ware.

## [Jason Bruges Studio \(www.jasonbruges.com\)](http://www.jasonbruges.com)

Jason Bruges is a designer who creates installations, sculptures and environments. His new installation for the Puerta America Hotel in Madrid, for example, uses fibre-optics in flexible-polymer panels to create a light pattern that responds to peoples movements – a pioneering technique that had never been attempted before.

## [Jungulator \(www.iamthemightyjungulator.com\)](http://www.iamthemightyjungulator.com)

Jungulator is a self-generative tool that Bristol-based artists and programmers 'I am the Mighty Jungulator' have been developing over the last four years, and which NESTA Futurelab is helping to turn into a usable resource for students. Drawing on features of current audio and visual systems, the software allows users to input, manipulate and output self-generative audio and visual material. In its basic form it has been used within community arts education and as a professional artistic-performance tool.

## [L8R \(www.l8r.uk.net\)](http://www.l8r.uk.net)

L8R is an interactive drama on the web, video and TV (BBC Learning Zone). The teenage audience participate in the drama by voting on critical outcomes and advising the characters on the internet.

## [Lucy Kimbell \(www.lucykimbell.com\)](http://www.lucykimbell.com)

Lucy Kimbell works as an artist and interactive designer. Her recent work disturbs evaluation cultures in management, technology and the arts.

## [Magic Lantern \(www.magiclantern.co.uk\)](http://www.magiclantern.co.uk)

Magic Lantern is an award-winning production company specialising in multi-platform media projects. Their award winning website for Ballet Rambert can be found at [www.rambert.org.uk](http://www.rambert.org.uk)

## [Metamute \(www.metamute.com\)](http://www.metamute.com)

Mute magazine was set up in 1994 to discuss the interrelationship of arts and new technologies. Now, along with its web platform, Metamute, it contributes broadly to debates on culture, politics and globalisation.

## [Mobile Bristol \(www.mobilebristol.com\)](http://www.mobilebristol.com)

The Mobile Bristol Centre is part of the DTI's City and Buildings Research Centre. The principal partners are Hewlett Packard Laboratories, University of Bristol and the Appliance Studio. Its purpose is to create an experimental test-bed for technological and user value research in pervasive mobile media.

## [Noodle Heaven \(www.noodleheaven.net\)](http://www.noodleheaven.net)

Noodle Heaven is a platform for interactive music. They have created a way for musicians and games designers to come together and create interactive music. 'It's the first system we know of that allows artists to create interactive music tracks with full 3D graphics.

## [Paperdoll Heaven \(www.paperdollheaven.com\)](http://www.paperdollheaven.com)

If it sometimes feels like a man's world out there, take a break, unleash your girlie self, visit this site and dress up your favourite celebrity! 'The original idea was to provide an entertaining game for girls which wouldn't contain any of the contents normally associated with games directed to boys' What do you mean you don't like Kylie's new sackcloth?'

## [SMARTlab \(www.smartlabcentre.com\)](http://www.smartlabcentre.com)

The Smartlab is a research incubator and production centre facilitating a range of projects using innovative technologies in the service of site-specific live and media arts. It is based at Central St Martins College of Art and Design, University of the Arts, London.

## [Studio Tonne \(www.studiotonne.com\)](http://www.studiotonne.com)

Studio Tonne is the company/brand of sound artist/graphic designer Paul Farrington. Studio Tonne's client base includes Mute Records, Prada, Katherine Hamnett, RCA, FACT, the Caloust Gulbenkian Foundation and Ars Electronica. The project he's current most proud of is Moby Hotel, released to coincide with Moby's new album of the same name. Check in at ([www.mobyhotel.com](http://www.mobyhotel.com)) especially if you're a Moby fan.

## [Susan Collins \(www.susan-collins.net\)](http://www.susan-collins.net)

Susan Collins is an international artist who works extensively with site-specific installation, often in the form of interventions in public spaces.

## [Teachers TV \(www.teachers.tv\)](http://www.teachers.tv)

Teachers TV is a new channel and website devoted to people working in education. It reflects the deeper current shifts in education and is yet more evidence that this is a big investment area for the future.

## [Ultralab \(www2.ultralab.net\)](http://www2.ultralab.net)

Ultralab's mission is 'to research, apply and disseminate the benefits of new technologies, seeking to develop and empowering, creative and delightful learning environment that knows no boundaries'.

## [Urban Tapestries \(www.urbantapestries.net\)](http://www.urbantapestries.net)

Urban Tapestries is a 'project exploring social and cultural uses of the convergence of place and mobile technologies through transdisciplinary research'.

## [Warp Records/Warp Films \(www.warprecords.com\)](http://www.warprecords.com) ([www.warpfilms.com](http://www.warpfilms.com))

Warp Records was set up in Sheffield to promote electronic music about 15 years ago and has led the way as one of the coolest, independent record labels around ever since. Warp's work with pioneering directors such as Chris Cunningham have also earned them a considerable reputation in the film world which look set to grow. They may have grown up but they don't appear to have sold out.

## [Worthmedia \(www.worthmedia.net\)](http://www.worthmedia.net)

Worth Media is a Brighton-based company. It is a BAFTA and IVCA award-winning provider of research, consultancy and digital services including web design. Their award-winning drugs education project, D-Code gained them a strong reputation with both public and private sector clients as an ethical new media company.