The Digital Creativity Hub (DC Hub) is an £18 million public/private initiative which was born in October 2015. It provides an access point for organisations wanting to engage with cutting edge research in digital creativity technologies, focusing on digital games, interactive media and the convergence of technology and applications in the rich space between. This research will empower organisations to interact with customers in new ways, reach new markets, gain new customer insights and expand their product/service portfolio.

The main focus of the DC Hub is to work with business, government, the third sector and the general public to co-create the means for interaction and expression in the future digital society, jointly realising the huge potential for economic, social and cultural impact.

- Research ideas will find a fast route into the commercial space through close partnerships between the Hub and industry.
- Scientists, social scientists, government and the third sector will work together to harness the enormous potential of games and interactive media to achieve social good.
- Museums, galleries and publishers of games and media will work with the DC Hub to maximise the positive impact of the digital world on creative culture.

**Projects Under Investigation**

1. AI for Game Behaviour
2. Game Data Analytics
3. Interactive Procedural Content Generation
4. Tools for Interactive Narratives
5. Creative Media for Theatre and Performance:
6. Community Heritage and Digital Creativity
7. Curating Digital Technology
8. EPISODE: Environmental Policy In Simulation, Open Data, and Engagement
9. Games for Second Language Learning
11. New Economic Models and Opportunities for digital Games (NEMOG)
12. GAMification for Better living in the cities by Influencing Tourist behaviour (GAMBIT)

**News**

- BBC R&D brought 7 staff for a BBC/DC Hub research collaboration discussion in October 2015.
- DC Hub staff heavily involved in recruitment of 2 new lecturers in the Department of Theatre, Film and TV (Debbie Maxwell and Ben Kirman).
- DC Hub and Creative England to announce high level collaboration (with one shared member of staff).
- Lots of other engagement with external stakeholders, new partners
- New research papers and projects already

For more information about how to get involved please visit [www.digitalcreativity.ac.uk](http://www.digitalcreativity.ac.uk) (pages still under construction!) or contact the DC Hub Manager, Emma Brassington, on [dchub@york.ac.uk](mailto:dchub@york.ac.uk).
Digital Creativity Hub - People

Researchers
1. Gareth Beale (York): Digital heritage, archaeology, community engagement  
2. Florian Block (York): User experience design, data visualisation (especially in natural history)  
3. Mike Cook - Artificial Intelligence and procedural content generation for games  
4. Sebastian Deterding (York): design of games (especially for science/society), gamification  
5. Sam Devlin (York): Data analytics in games, Artificial Intelligence  
6. Erik Geelhoed (Falmouth): Identification/measurement of economic, social and cultural impact  
7. Mark Johnson (York): Games/Media for Society, procedural generation of cultural artefacts  
8. Rowena Kasprowicz (York): games for second language learning, engagement with schools  
9. Jamie Woodcock (Cass): Business models, particularly in games for science and society  
10. Lance Putnam (Goldsmiths): Artificial Intelligence for Generative Art

Investigators
University of York - Department of Computer Science:  
1. Director: Prof Peter Cowling  
2. Prof Helen Petrie  
3. Prof Jim Austin  
4. Dr Paul Cairns  
University of York - Department of Theatre, Film and Television:  
5. Director: Prof Marian Ursu  
6. Dr Jon Hook  
7. Dr Guy Schofield  
University of York - Department of Archaeology  
8. Prof Julian Richards  
University of York - Department of Sociology  
9. Dr Darren Reed

University of York - Department of Electronics  
10. Dr Damian Murphy

University of York - Department of Education:  
11. Dr Emma Marsden

University of York - Department of Psychology:  
12. Prof Alex Wade

The Cass Business School:  
13. Prof Feng Li

Goldsmiths (University of London) – Department of Computing:  
14. Prof William Latham  
15. Dr Jeremy Gow

Falmouth University Games Academy:  
16. Prof Simon Colton  
17. Prof Tanya Krysinska

Manager
1. Emma Brassington - Digital Creativity Hub Manager

Staff to be Appointed 2016
1. Senior Research Fellow/Professor in computer science and games  
2. Administrator  
3. Researcher in decision making for games / Artificial Intelligence  
4. Researcher in interactive storytelling  
5. Researcher in audio for games and media  
6. Senior software engineer / project manager  
7. Junior software engineer / programmer  
8. Part time events and marketing manager (joint post with Creative England).