



pervasive media studio

### **Startup competition**

**Prize: £1000 bursary and a minimum of 3 months in residence at the Pervasive Media Studio, Bristol**

We are looking for an experimental and energetic new company or project team to come and undertake an intensive period of R&D here in the Pervasive Media Studio. If you find that there is just never enough time or resource available for you to develop your own IP, take risks on a new proposition or go beyond the everyday, we may be able to help.

#### **Who are we:**

The Pervasive Media Studio is a unique multi-disciplinary lab in Watershed, Bristol, where a brilliant community of artists, creative companies, technologists and academics work on commercial and cultural projects in the area of pervasive media.

The open-plan workspace encourages ideas to be shared and developed collaboratively, raising the bar and pushing boundaries of what is possible in an emerging field.

This year we are offering one startup company or project team of up to four people the opportunity to take up residence in the Studio for three months, with a bursary of £1000 help the beneficiaries to develop a their business/practice in a creative technologies field.

#### **What is pervasive media?**

The two defining features of Pervasive Media are:

1. Uses technology to understand something about the situation and respond based on that information
2. Uses digital media to augment (bridge) the physical environment, and vice versa.

#### **Who should apply:**

We are looking for applications from companies or project teams that are less than 5 years old, wanting to base their business in a collaborative, inter-disciplinary environment. Brand new companies are welcomed too. We are particularly interested in hearing from teams working in one or more of the following:

- Creative applications of technology
- Interaction/Experience design
- Micro-electronics
- Games design
- Ubiquitous computing
- Engineering
- Robotics
- Mobile and wireless technologies

If you're not sure if what you do fits into one of these categories, feel free to contact us for a chat [admin@pmstudio.co.uk](mailto:admin@pmstudio.co.uk)

This particular competition is designed to support small teams and is not intended for students or individuals.

#### **What you get:**

- £1000 bursary, the only string attached is that you commit to being resident in the Studio for at least 3 months
- Desk space and access to communal facilities in the Studio including meeting rooms and limited equipment
- Introductions to a diverse and collaborative group of amazing people drawn from our network of contacts within, and beyond the Studio
- Time and support from the Studio Producer to help you to develop your ideas
- A platform to share your ideas as part of our Friday lunchtime talk programme

**What we would expect from you:**

Any residency in the Pervasive Media Studio is built upon engagement and participation. It is through frequent, targeted and rich interactions that residents will derive lasting and sustainable value. Residents must therefore be undertaking research into creative technologies and be willing to collaborate and share knowledge and skills with other studio residents.

We know that three months is not very long and we know that the work you start within this timeframe is unlikely to lead to the completion of the idea that you are developing. The emphasis from our point of view is on supporting and developing new talent, not on outputs or prototypes. If it emerges that there is value for you and for the Studio community in continuing your residency beyond the initial month, we would certainly be receptive to that conversation.

**Previous startup in residence: Auroch Digital**

Auroch Digital came to the Studio in 2011 with a rich understanding of games design and an idea about setting up Red Wasp Design, an indie games studio, and creating a beautiful, turn-based strategy game 'Call of Cthulhu: The Wasted Land' based on the writings of H.P.Lovecraft. They worked with a number of other studio residents to build a supportive fan base as the game was being developed to ensure that they created something that the followers of this cult classic would love, and that there would be an audience ready and willing to buy and champion the game once it launched. In the Studio they ran socials and games jams for the growing indie games community in the city and have recently set up the new Bristol Games Hub with fellow residents Opposable Games in Stokes Croft, Bristol. Their latest venture 'Game the News' has seen them making a raft of fantastic games very quickly that respond to current affairs, including the controversial 'Endgame:Syria'.

**Timings:**

Open to applications: Monday 1 July  
Deadline for application: Thurs 1 August, 5pm  
Interviews: Wed 7 & Thurs 8 August  
Residency: September to December 2013\*

**How to apply:**

Download the application form and submit your proposal to [admin@pmstudio.co.uk](mailto:admin@pmstudio.co.uk) by  
**Thursday 1 August, 5pm**

\*this can be flexible, subject to further discussion