



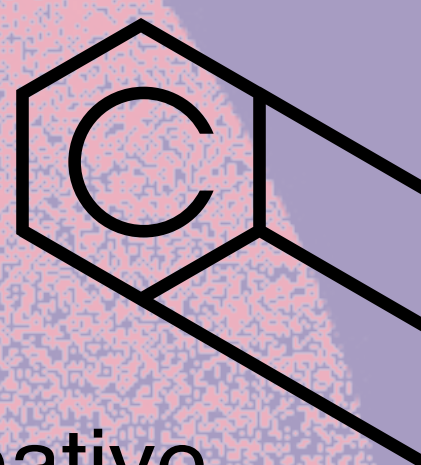
THE NATIONAL  
**FESTIVAL  
OF MAKING**

# Industry Day: Creativity, Screen & Innovation

Talks, Panels, Networking  
& Industry Insights

**S C R E E N  
LANCASHIRE**

In association with Creative Lancashire  
and Screen Lancashire



**Creative  
Lancashire**

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# Industry Day: Creativity, Screen & Innovation

**National Festival of Making welcomes you to Industry Day in collaboration with Screen Lancashire and Creative Lancashire.**

A programme of talks, panel discussions, networking and industry insight bringing together leaders from the creative, cultural, screen and technology sectors.

This event takes place on Friday 3rd July ahead of the official Saturday opening of the National Festival of Making. Industry Day offers a unique opportunity to connect with artists, producers, filmmakers, researchers and cultural leaders while exploring some of the biggest opportunities and challenges shaping the future of creative production.

From the impact of artificial intelligence on film and media, to regional screen growth, place branding and the future of television production, the programme brings together expert speakers from across industry, academia and the cultural sector for a series of conversations designed to inspire, challenge and provoke discussion.

The day concludes with a guided tour of the Festival's headline commissioning programme, Art in Manufacturing, offering a behind-the-scenes look at the unique collaborations between artists and spaces of making.

# Timings

|       |                                                                 |
|-------|-----------------------------------------------------------------|
| Time  | 10:30–17:00                                                     |
| Date  | Friday 3 July 2026                                              |
| Venue | Reel Cinema<br>cnr Nab Lane & Barton Street, Blackburn, BB2 1LN |

# Agenda

|             |                                                            |
|-------------|------------------------------------------------------------|
| 10:30–11:00 | Light Breakfast & Networking                               |
| 11:00–11:15 | Welcome & Introduction                                     |
| 11:15–11:55 | Making the Brand:<br>Place, Identity & ‘Screen Lancashire’ |
| 11:55–12:10 | Comfort Break                                              |
| 12:10–13:00 | AI, Creativity and the Productive Space of<br>Not Knowing  |
| 13:00–13:45 | Lunch                                                      |
| 13:45–15:30 | Making Films: Why Here, Why Now?                           |
| 15:30–15:45 | Comfort Break                                              |
| 15:45–17:00 | Art in Manufacturing Tour                                  |
| 17:00       | End                                                        |



# Conversations<sup>©</sup> in Creativity

This special edition of Conversations in Creativity is presented in partnership with the National Festival of Making and Screen Lancashire.

Conversations in Creativity is Creative Lancashire's series of talks and insightful interviews, where creatives from across the disciplines explore how inspiration, often from around the world, informs process.

Creative Lancashire and Conversations in Creativity are services provided by Lancashire County Council.



[creativelancashire.org](http://creativelancashire.org)

# S C R E E N LANCASHIRE

‘Screen Lancashire’ is an innovative research collaboration between Blackburn with Darwen Borough Council and the University of Lancashire, that investigates and proposes multiple frameworks and directions that could constitute a future county wide screen strategy. The programme here brings together established filmmakers, emerging voices, industry conversations and bold commissioning, to explore the role screen cultures may play within Lancashire’s future creative economy.



# Programme

10:30

## Light Breakfast & Networking

Start the day with breakfast and informal networking with fellow delegates from across the creative, cultural, academic and screen sectors.

11:00

## Welcome & Introduction

Opening remarks from **Rosy Greenlees**, Chair of the National Festival of Making, and **Jamie Holman**, introducing this year's screen focus and the themes and ambitions of the day.

11:15

## Making the Brand: Place, Identity & 'Screen Lancashire'

Led by the award-winning creative agency **The Chase**, this session demonstrates how places, organisations and destinations can develop distinctive identities and compelling brands that support growth, attract investment and generate lasting cultural impact.

Drawing on The Chase's extensive experience in destination branding and place-specific design, the presentation will examine how thoughtful, high-quality design can help shape perceptions, build confidence and communicate a clear vision for the future.

Focusing on the opportunities, ambitions and future direction of Lancashire's screen sector, the event will explore how a shared narrative and visual identity might support the county's growing screen economy, celebrate its unique assets and help attract talent, productions and investment.

As Lancashire's screen sector continues to develop, this conversation asks an important question: what should a film-friendly Lancashire look and feel like, and how can design help tell that story to the world?

11:55

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## Comfort Break

12:10

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## AI, Creativity and the Productive Space of Not Knowing

As artificial intelligence rapidly enters conversations around art, culture and creative production, certainty can be difficult to find. Between excitement and scepticism, promise and anxiety, what happens when we resist the urge to take a fixed position?

At the National Festival of Making, artist **Hetaim Patel** joins **Dr Paul Jones** (Nottingham Trent University) and curator **Zoe Watson** (Lowry) for a conversation that approaches AI through the lens of curiosity, uncertainty and creative inquiry.

Rather than asking whether AI is “good” or “bad” for artists, filmmakers and cultural practitioners, this discussion explores what emerges when we sit with questions that remain unresolved. How might AI reshape creative processes, authorship and collaboration? What kinds of knowledge does it produce, and what remains unknowable? How do artists work with ambiguity, contradiction and technological change without rushing towards definitive conclusions?

Drawing on perspectives from contemporary art, academic research and creative production, the panel will consider AI not as a settled topic, but as an evolving set of relationships, possibilities and tensions.

This event invites audiences into a shared space of exploration, where uncertainty is not a problem to be solved but a vital condition for thinking, making and imagining differently.

13:00

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## Lunch

An opportunity to continue conversations and connect with fellow delegates.

13:45

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## Making Films: Why Here, Why Now?

Hosted by **Michael Winterbottom** with **Tez Ilyas**.

Award-winning filmmaker Michael Winterbottom hosts a special afternoon of conversations with guests from the screen industries, exploring the role of screen commissions in promoting contemporary television, film and media production.

This special event examines how regional talent, creative networks and place-based investment are helping to transform the UK's screen landscape. Through a series of interviews, film clips and live discussions, Winterbottom reflects on his own career and the collaborations, organisations and individuals that have helped bring ambitious stories to the screen.

Drawing on examples from acclaimed productions including *The Trip*, *Code 46* and *A Cock and Bull Story*, alongside insights from Screen Yorkshire, the Television Workshop and international partners, the discussion offers a rare behind-the-scenes perspective on contemporary film and television production.

This is an opportunity to hear from the industry's most experienced voices as they discuss why place matters, how creative careers are built, and why there has never been a more exciting time to make films in places like Blackburn.

15:30

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## Comfort Break

15:45

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## Art in Manufacturing Tour

A guided tour of the National Festival of Making's flagship commissioning programme, Art in Manufacturing, showcasing ambitious collaborations between artists and manufacturers and providing insight into one of the UK's most distinctive commissioning programmes.

17:00

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## End



# Biographies

# Rosy Greenlees OBE



## **Chair of Festival of Making CIC**

Rosy Greenlees OBE is an arts professional with 40 years' experience in the sector. She is currently the Chair of the National Festival of Making in Blackburn and also the British Ceramics Biennial. She is a sounding board member of the National Centre for Academic and Cultural Exchange (NCACE) based in the School of Advanced Study.

Rosy was the Executive Director of the Crafts Council for 16 years, stepping down in 2022. During this time she oversaw it re-envision craft as a dynamic creative sector, promoting the contribution of craft to society through the value of material knowledge and skills.

Following an early career as a visual arts curator she moved into wider cultural policy roles including Cultural Strategy Manager responsible for the Mayor of London's first culture strategy; and Founder Director of the higher education knowledge exchange partnership, London Centre for Arts and Cultural Enterprise.

## Rosy Greenlees OBE



Rosy has served on panels and advisory boards including the government's Creative Industries Council; chair of South London Gallery and trustee of Creative & Cultural Skills. She served terms as both the President of World Crafts Council Europe and International. She received an Honorary Fellowship from the Arts University Bournemouth and City and Guilds of London College of Art.

Rosy is also a mentor for Responsible Influence in the Arts and Culture (RIAC), Creative Access, King's College London and the Clore Fellowship programme.

# Jamie Holman



## Artist

Jamie Holman is a multidisciplinary artist based in Blackburn. In 2017 Jamie was commissioned as part of Art in Manufacturing Season One, undertaking one of the programme's first residencies with the manufacturer, Roach Bridge Tissues, and went on to become a core advocate for the festival.

Jamie's work is multidisciplinary and is often fabricated using industrial processes or with heritage crafts makers and artists. His work is informed by the heritage of working-class communities, in particular the impact of the industrial revolution and the cultures that have manifested as a consequence of its emergence and subsequent decline.

Jamie has contributed to the 'Screen Lancashire' research and development project that has brought screen content, curation and conversations to this year's festival, in partnership with BwD Council and the University of Lancashire. Jamie also held the role of Chair of the Board of Festival of Making CIC from 2022 to 2025, and currently fulfils a Non-Executive Board Member role.

[jamieholman.com](http://jamieholman.com)

# Rachel Conchie



## **Account Director, The Chase**

Rachel is an experienced Account Director with over 20 years' experience in account handling and project management at The Chase.

Having worked both client and agency side, she brings a well-rounded perspective to building lasting partnerships and delivering effective creative work.

Rachel has supported organisations across the UK and overseas in sectors including property, arts and culture, healthcare, education, retail and financial services. She combines sharp account direction with strategic insight, helping clients navigate projects with clarity, confidence and a strong focus on results.

[thechase.co.uk](http://thechase.co.uk)

# Gary Whitworth



## Creative Lead, The Chase

A designer and art director with over a decade of experience, Gary specialises in branding and communications for leading global companies, including those in the FTSE top 10. His work is driven by a commitment to uncovering the core idea in every project — the idea that delivers clarity, impact, and genuine connection.

Guided by a deep curiosity about the world, he draws inspiration from observing and engaging with his surroundings.

His career has included industry awards, speaking engagements, and mentoring the next generation of designers. Whether developing a global rebrand or designing a set of stamps, he brings the same focus and energy to producing work that resonates.

Outside of design, he's also known for his 35mm film photography of professional wrestling. Proof that inspiration can come from the strangest of places.

[thechase.co.uk](http://thechase.co.uk)

# Dr Paul R. Jones

(Session host)



## Artist, Researcher, Senior Lecturer

Dr Paul R. Jones is an artist, researcher, and Senior Lecturer whose work explores the changing ontology of images, creative practice, and pedagogy in the context of artificial intelligence. Working across photography, generative image systems, and experimental forms of artistic research, his practice investigates how AI reshapes ideas of site, representation, and making.

His recent work examines the emergence of what he describes as “latent geographies”: images generated through the interaction of photographs, prompts, and machine learning systems, where places persist less as fixed representations than as conditions within processes of image production. Drawing on critical theory, media philosophy, and contemporary art, his research asks what happens to images, places, and creative agency when visual culture increasingly operates through computation.

**NTU - Paul Jones**

# Hetaian Patel



## Artist & Filmmaker

Hetaian Patel is an artist and filmmaker based in London. His films, live performances, paintings, sculptures, and photographs have been shown worldwide in galleries, theatres, and on iconic public screens including Piccadilly Circus, London and Times Square, New York. His works have been presented at Tate Modern, Venice Biennale, Ullens Centre for Contemporary Art, Beijing, Sadler's Wells and BFI London.

His work exploring identity and freedom, using choreography, text and popular culture appears in multiple formats and media, intended to reach the widest possible audience. His film and performance work online have been watched over 50 million times, which includes his TED talk of 2013 titled, 'Who Am I? Think Again'.



Patel is the winner of the Film London Jarman Award, 2019, Kino Der Kunst Festival's Best International Film 2020, and was selected to participate in British Art Show 9, 2021/22. In 2021 he received a Paul Hamlyn Foundation Artist Award, a Henry Moore Foundation Award, declined a British Empire Medal and was a judge on Sky Arts television series, Landmark. Patel is a Patron of QUAD, Derby, and Film London's Jarman Award, and was a trustee of the Liverpool Biennial 2021-25. In 2023, Patel was on the selection committee for the BAFTAs.

His commission for Artangel, Come As You Really Are, continues to tour throughout the UK.

Patel is represented by Chatterjee & Lal, Mumbai, and his artworks are in permanent collections in the UK and internationally, including Tate, British Council, Government Art Collection, Arts Council Collection, M+ Museum Hong Kong, KNMA New Delhi, and Fondazione In Between Art Film, Rome.

# Zoe Watson



## Curator

Zoe Watson is the Contemporary Curator at Lowry, running a dedicated contemporary art programme of free temporary exhibitions, events and performances alongside the world's largest collection of work by Manchester born painter LS Lowry. Her curatorial interests revolve around supporting artists to do ambitious, experimental work in a public-facing setting.

Previous curatorial projects include guest curating Abigail Reynolds' Elliptical Reading at Manchester Poetry Library, for British Art Show 9; Monty at Copperfield Gallery, London; After ISLAND at RIBA North in partnership with the British Council, Liverpool; and Katie Tomlinson's Fight the Moon at Paradise Works, Salford.

[thelowry.com](http://thelowry.com)

# Michael Winterbottom

(Session host)



## Film Director, Writer, Producer

Michael Winterbottom was born and grew up in Blackburn, going to school at Roe Lee, Lammack and Q.E.G.S. In 1995 he set up Revolution Films. As a director his film and television work has won BAFTAs, BIFAs and Prix Europas.

In This World, a story of Afghan refugees coming to Britain, won the Golden Bear at the Berlin Film Festival. The Road to Guantanamo won the Silver Bear. Seven more of his films have been nominated for the Golden Bear, three nominated for the Palme d'Or at Cannes and one for the Golden Lion at Venice. Eighteen of his films have had their North American premiere at either the Toronto International Film Festival or Sundance.

He is currently working on the fifth series of the BAFTA winning The Trip and Gaza Year Zero – a film with Palestinian director Mohammed Sawwaf.

In 2021 the British Film Institute published his book Dark Matter: British Independent Filmmaking in the 21st Century. He has been Humanitas Visiting Professor in Film and Television at Oxford University and is an Honorary Doctor of Letters at Bristol University.

# Tez Ilyas

(Session Co-host)



## Comedian

In 2015 Ilyas achieved phenomenal success with his debut stand up hour TEZ Talks. A sell out run at the Soho Theatre and his own Radio 4 series based on the show followed, with a second series quickly being recommissioned. In 2016 his highly anticipated follow up show Made in Britain went on to sell out every single performance (including extra shows) at the Edinburgh Fringe and gained spectacular critical acclaim, with a smash hit nationwide tour in 2017. His third show Teztify once again delivered a spectacularly powerful, provocative and brilliantly funny hour of topical stand up, delivering to packed out audiences night after night.

Tez has since appeared on Live at The Apollo (BBC Two), The Last Leg (C4), Mock the Week (BBC Two), Live From the BBC (BBC Two), The Chris Ramsey Show (Comedy Central), Man Like Mobeen (BBC Three), Live from the Comedy Store (Comedy Central), Kevin Hart's Live from Montreal (LOL Network), Virtually Famous (E4), The Now Show (BBC Radio 4), Roast Battle (Comedy Central), The Rob Rinder Verdict (C4) and The Great British Bake Off: An Extra Slice (C4), Celebrity Supply Teacher (CBBC).

**[tezilyas.com](http://tezilyas.com)**

# Jordon Scott Kennedy



**Director**

Jordon Scott Kennedy is a BAFTA-nominated, working-class writer-director from West Yorkshire. His work is bold, raw and character-driven, rooted in Northern realism with flashes of surrealism and packed with humour.

His debut feature, *Suicide Kelly*, made on a £10,000 micro-budget, won Best Picture and Best Director at the BAFTA-accredited British Urban Film Festival. His latest short, *Rocket Fuel*, premiered on BBC Three, reached over 30 million views online, and earned a BAFTA nomination in the Short Form category and a Broadcast Digital Award nomination.

Alongside his writer-director work, Jordon was the Creative Lead of The Unit in Bradford. He founded the model that continues to help and inspire young filmmakers and give them the tools to start in the industry.

 [jordonscottkennedy](https://www.instagram.com/jordonscottkennedy)

# Michalina Stróżyńska



## Actor

Michalina Stróżyńska is an actress born in Ruda Śląska. Michalina and Michael Winterbottom first met in 2024 when Michael was searching for new talent for a series of films set in Blackburn. Despite never acting professionally prior, Michalina was chosen as the protagonist after Michael met with hundreds of women from all over West Yorkshire and Lancashire. Her character in the film was then moulded around her own experiences living and working as a Polish woman in the UK.



# Other Talks at the National Festival of Making

# Exhibition Talks

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## Saturday 4th July

1.45pm

Ben Hall in Conversation with Alex Zawadzki, Curator and Director of The Second Act Gallery, and representatives at Blackburn Museum & Art Gallery.

### **Practise makes Pigeons**

Blackburn Museum & Art Gallery, *Watercolour Gallery*

3.15pm

Lewis Jones in Conversation with Darwen Terracotta and Rosy Greenlees OBE, National Festival of Making Chair.

### **Poured Earth**

Prism Contemporary

4pm

Heta Patel in Conversation with Jane Millichip, Chief Executive Officer of BAFTA, hosted by Jamie Holman, artist and Board Member of National Festival of Making.

### **We Are Alloys**

The Exchange

# Exhibition Talks

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## Sunday 5th July

1.30pm

Abigail Hampsey in Conversation with Claire Mander, Director of theCOLAB and National Festival of Making Board Member, and Elena Jackson, National Festival of Making Director & Programme Curator of Art in Manufacturing.

 **Focus**

Blakey Moor Terrace

2.30pm

Penelope Payne in Conversation with Gillian Berry, Arts & Heritage Manager at Haworth Art Gallery, and Elena Jackson, National Festival of Making Director & Programme Curator of Art in Manufacturing.

 **Canon**

29 Northgate

3.45pm

Alina Akbar in Conversation with Jamie Holman, Artist and National Festival of Making Board Member.

 **VICKED**

Barton St Yard, *Behind Prism Contemporary*



# Conversations in Creativity ©

**Saturday 4th July**

3pm

## **Johnny Vegas with Graham Duff**

Join actor, comedian, writer and artist Johnny Vegas in live conversation with award-winning writer, producer and broadcaster Graham Duff.

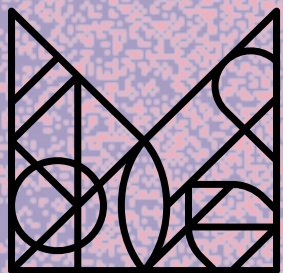
Reel Cinema

**SOLD OUT**

*This Conversations in Creativity event is delivered in partnership with Creative Lancashire, a service provided by Lancashire County Council.*



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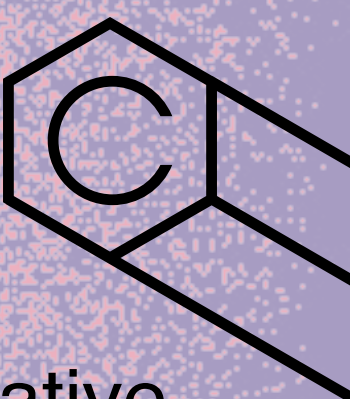
Hemingway  
Design

SOURCE

With thanks to Active AV, Bondesio C&C,  
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