News Release

The Performing Arts Challenge Digital Media

Stratford, ON (July 23, 2011) – The University of Waterloo Stratford Campus is proud to present the Challenging Digital Media: The Performing Arts conference September 28-30, 2011 in Stratford, Ontario, Canada. The conference investigates how the performing arts are pushing the boundaries of digital technologies and shaping innovative artistic experiences.

Sessions will explore broad opportunities, limitations and challenges of arts and media from theoretical, technological, sociological, aesthetic and pedagogical lenses. This will be done through workshops, seminars, and performances integrating digital media technologies. Challenging will bring together both Canadian and International speakers to showcase experience and insight into the relationship between performing arts and digital technologies.

“We often think about how digital media is affecting the arts,” says Jean-Jacques Van Vlasselaer, Senior Advisor to the President, International Initiatives, University of Waterloo. “But rarely do we talk about how the performing arts are pushing digital media change.”

With an international community of artists, creators, producers, developers and visionaries, attendees will have the opportunity to learn, interact, debate and challenge digital media technologies. Speakers include authors, musicians and directors from Europe, the United States as well as Canadian speakers from the National Film Board of Canada, Canadian Film Centre, Stratford Shakespeare Festival, and Canadian universities.

“The performing arts are filled with deep traditions married with rapid innovations that are challenging the use of digital technologies in a new and intriguing way,” says Tobi Day-Hamilton, Director Advancement for the Waterloo Stratford Campus. “The Challenging conference offers a unique opportunity to explore, expand and the digital media industry through the performing arts. To have this conference here in Stratford, one of Canada’s leading cultural cities, just makes perfect sense.”

The conference is presented in partnership with the Stratford Shakespeare Festival and the National Arts Centre. The Challenging Digital Media: the Performing Arts leads up to Culture Days, a national initiative highlighting Canadian arts and culture.

Registration for the conference is now open at challengingdigitalmedia.zerista.com.

About Waterloo Stratford Campus

The University of Waterloo Stratford Campus is focused on undergraduate, graduate and executive education programs, research, commercialization and community outreach. This collaborative, strategic partnership between the City of Stratford and the University of Waterloo will bring students, leading researchers, businesses and entrepreneurs together to create, examine and commercialize opportunities in the digital media space. The campus will lead an evolution in learning and career preparation. Students will be immersed in a rich, technology-driven environment where theory and practice, science and commerce, creativity and innovation merge to forward digital media. www.stratfordcampus.uwaterloo.ca

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