

CREATIVE COMMUNITIES IGNITING CHANGE

entrepreneurship • tackling unemployment • revitalising communities

Learning from Inspiring Creative Entrepreneurs



Creative Communities Igniting Change is an  Erasmus+ project to challenge, empower and stimulate community creativity and entrepreneurship.

INSPIRING CREATIVE ENTREPRENEURS



Una Burke

Luxury Leather Hand-Crafted in London
Since 2007

www.unaburke.com

Twitter: @UnaBurke_Design - Instagram: @unaburke_design - Facebook: Una Burke Leather





Behind The Scenes RE-TREAT Una Burke - by Luca Rüedi

Click to watch video - <https://youtu.be/bukcL-XYBm4>



Figurative Art



Fashion Products:
Handbags



Fashion Products:
Belts



Fashion Products:
Jewellery



Fashion Products:
Body Accessories



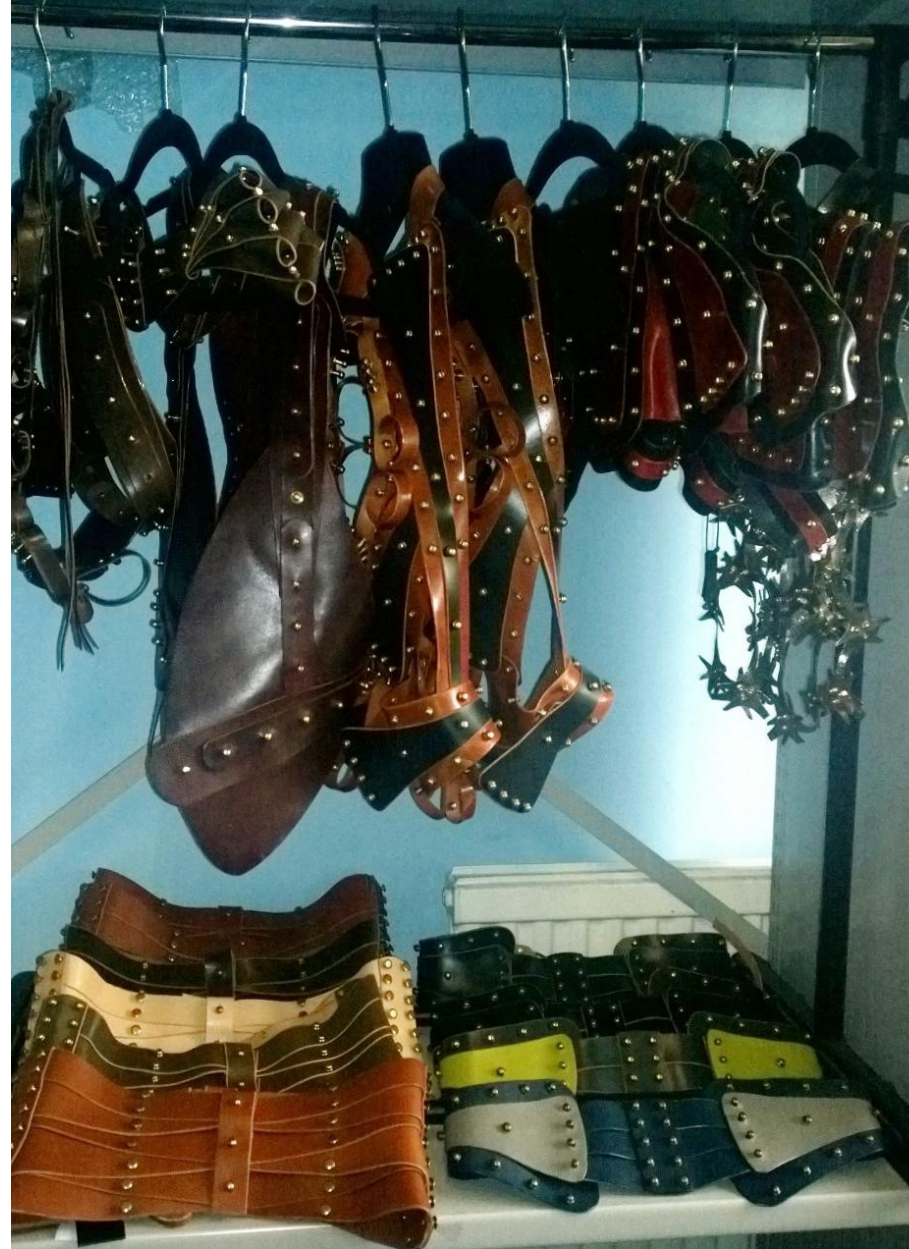
Uncut Skins in
the Materials



Fittings &
Finishings in



Leatherworking Tools
& Work in Progress
the Design & Making



Samples and Stock
in the Sales

BACKGROUND

ROSCOMMON

- Ros Comáin -



CAROLEEN O'CAROLAN was a blind harpist who composed O'Carolan's Canon. He is buried in Kildangan Abbey and there is an annual O'Carolan Harp Festival and summer school in Keadue.

LOUGH KEY

RIVER SHANNON

LOUGH ALLEN

LOUGH KEY FOREST PARK has a number of nature trails and walks. The forest park also contains attractions like the Wishing Chair and the Fairy Bridge!

CURLEW MOUNTAINS

ROS COMÁIN
ROSCOMMON

Roscommon comes from the Irish word **ROS** (a wood) and St Comán, the bishop who founded the town.

ELPHIN WINDMILL is a fully restored, working 18th century windmill. It is the oldest of its kind in the country!



The famous actor **CHRIS O'DOWD** was born in Boyle!



Near Rathcroghan is **OWEYNAGAT** ('Cave of the Cats'). It is also known as the 'entrance to the Otherworld', where magical creatures emerge from!



BOYLE ABBEY is an impressive and well-preserved Cistercian Monastery which was founded by the MacDermot family.

For 300 years, iron and coal were the mainstay of industry in Arigna. The **MINER'S WAY** trail follows many of the paths used by miners going to work in the Arigna Mines.



ROSCOMMON TOWN

The town of **CARNAGH EAST** is in the very centre of Ireland!

LOUGH REE

The **BRIMSTONE BUTTERFLY** is widespread in Roscommon. It lays its eggs on the leaves of the buckthorn tree.



RIVER SUCK

Roscommon has the longest **LIFE EXPECTANCY** of any county in Ireland!



One-third of the population of Roscommon was lost during the Famine. The **Irish National FAMINE MUSEUM** in Strokestown is located in the original stable yards of Strokestown Park House to remember those years.



IRELAND OPEDIA
A COMPENDIUM of MAPS, FACTS and KNOWLEDGE

IRELAND'S 32 COUNTIES

AN ADVENTURE AROUND IRELAND

FATTI and JOHN BURKE







School Days
Were Not my

STARTING ON A CREATIVE JOURNEY



**LIMERICK INSTITUTE
OF TECHNOLOGY**
**LIMERICK SCHOOL
OF ART AND DESIGN**

3 Year
Diploma in



CHESNEAU



INTERNSHIP 1:
Leatherworking Skills



© Miguel Reveriego

INTERNSHIP 2: Learned
about inhouse production &

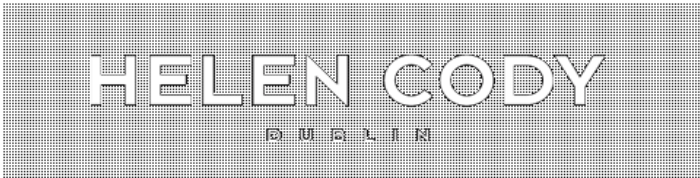


BA Fashion
Design,
Limerick School
of Art and
Design

Final Collection
Title:
UNTARNISHED

Inspiration:
The Protection

POSTGRADUATE INDUSTRY EMPLOYMENT





University of the
Arts London *
London College
of Fashion *

MA Fashion Artefact

Cordwainer's College
at London College of





15th and 16th Century European War Armour



- Segments which move around specific turning points to enable normal bodily movements.
- Each section protects a different area.
- Decorative embossing.
- Use of leather as secondary material.
- Fittings and closures.



VISUAL REPRESENTATION OF PROTECTIVE BARRIERS



Alexander McQueen, Spring Summer 1998

The irony of unknowingly trapping
yourself within the cage that you
created for protection

Trauma

Entrapment

Protection

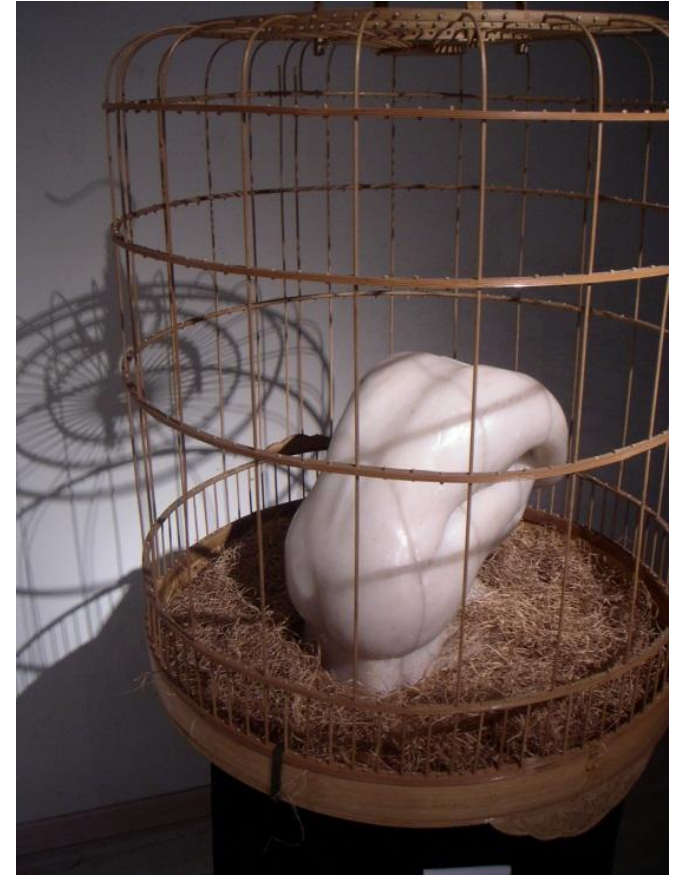
Prayer

Emotional barriers

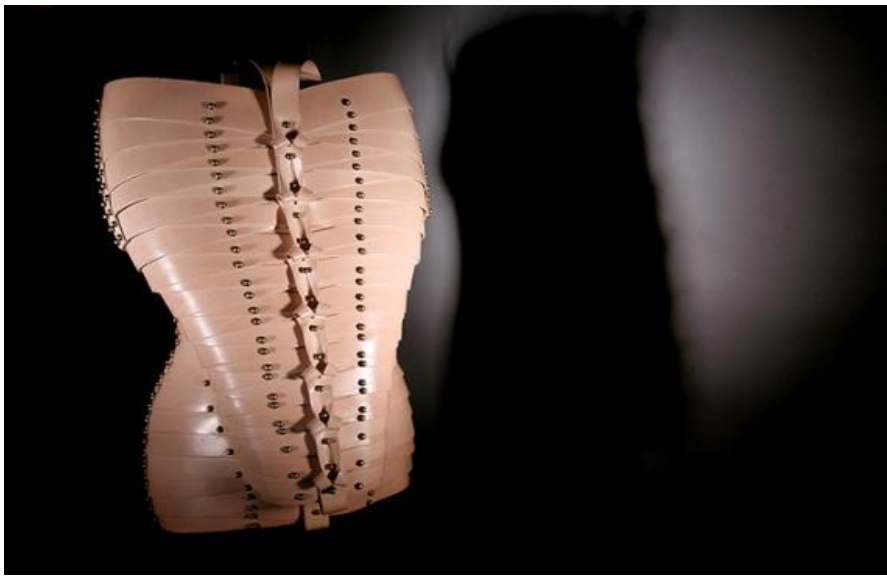
Positive V's Negative

Psychology

Irony



FIRST THEORIES AND RATIONAL BEHIND THE CONCEPT OF MY MA WORK



GRADUATE COLLECTION
RE.TREAT



RE.TREAT

**GENERATING PUBLICITY AND
CREATING AWARENESS OF GRADUATE WORK**

MA
STERS
MA SHOW
LONDON COLLEGE OF FASHION

University Home
Showtime
Explore
London College of Fashion
MA_STERS
Login

Home
About Us
Courses
News & Events
Showcase
Research
Contact Us
International
Open Days
Business
Alumni

Image Galleries
Video Showcase
Virtual Tours
Student Stories
Snapshot Blog
MA_STERS Blog
Pigeons & Peacocks

Showtime
Una Burke - MA Fashion Artefact

FINALIST IN THE ACCESSORIES CATEGORY OF THE INTERNATIONAL FASHION COMPETITION... 'ITS WEIGHT'.

RE.TREAT: Restrictive Bodysuit and Folded Arms CATWALK AWARD FOR BEST DESIGN COLLECTION".

Website: www.unaburke.com

This collection of emotionally charged fashion artefacts is based on the universal subject of human trauma. This issue is something that every individual can relate to on one level or another, either through personal experience or by association. Victims of such encounters often create subconscious emotional barriers as a means of protection against the re-occurrence of pain. These barriers have the potential to become a trapping device, resulting in an inability to function in certain situations.

Links:
Course Information
Visit the MA Show blog
View more Showtime profiles from this course

NOT JUST A LABEL®

UNABURKE
LOGOUT

NOTJUSTALABEL.COM/
UNABURKE

ADD PHOTOS TO THIS COLLECTION
ADD | EDIT | DELETE COLLECTION

HOME
OVERVIEW
MY LOOK BOOK
DESIGNER DIRECTORY
YELLOW PAGES
INTERVIEWS
ARTICLES
SCHOOLS
GROUPS
EVENTS
JOBS
THE SHOP

CHOOSE COLLECTION: RE.TREAT
DESCRIPTION: This is a conceptual collection of Fashion Artefacts depicting a series of eight physical features associated with the cause, effect and healing stages of human trauma. Sculptural forms are created around the shape of the contorted female body. A number of pieces are reminiscent of prosthetics and medical braces. This signifies the potential for healing within the boundaries of something which inhibits the body. Carcass-like in form, each artefact is hand crafted from vegetable tanned leather, resulting in a colour indicative of human flesh. The pieces are produced to be viewed as contemplation artefacts observed in the environment of the gallery and they can be used as fashion accessories when broken down into sections, such as arm pieces, leg pieces, head or neck pieces and shoulder pieces. They might be combined with other garments in flowing fabrics which would create beautiful contrasts with the structured forms of these pieces. (The Vegetable Tanned Leather for this collection was Sponsored by GRADE LEATHER. Contact GRAHAM BIRD, 11 Avenue Gardens, Cliftonville, Margate Kent, UK CT9 3BD Tel: 01843 224629 Fax: 01843 224601 Email: gradeleather@btconnect.com) Photography by Rebecca Parkes, Hair and Make-up by Faye Hayward.

Crafts Council of Ireland

Contact Us | News | Sitemap | Links

Home About us Training & Education Publications Exhibitions Find Craftspeople

Google Custom Search

Services for > Craftspeople Buyers Press Search Website

Home > Find Craftspeople > craft results > detail

Una Burke
una.burke
 Sherwood Lodge
 71 Atheldene Road
 London
 U.K.
Mobile : 00 44 (0)78 30650382/
unaburke@gmail.com
www.myspace.com/unaburke



News & Updates A - Z Listing Models Shows Spotlight Roar Talent Mags & Blogs Info & Sign-up

F TAPE DESIGNERS BA MA INTL PHOTOGRAPHERS INFO / SUBMIT '09 ROAR TALENT

Roar Talent

Please use tabs to select a category

AKOSUA AFRIVIE-KUMI
VIEW

ALBERTINE TUCKNOTT
VIEW

ALEXANDER ROSENWALD
VIEW

ALEXANDER JAMES
VIEW

PROMOTION OF GRADUATE WORK ONLINE THROUGH LOCAL & GLOBAL PLATFORMS



DAZED & CONFUSED JULY '10 - PHOTO - RICHARD BURBRIDGE, STYLING- ROBBIE SPENCER



DAZED & CONFUSED JULY '10, PHOTO- RICHARD BURBRIDGE, STYLING- ROBBIE SPENCER



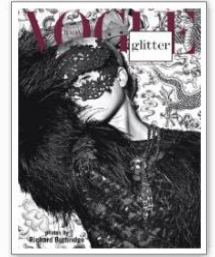
DAZED & CONFUSED JULY '10. PHOTO - RICHARD BURBRIDGE, STYLING - ROBBIE SPENCER



Arena Homme, Nick Knight, Nicola Formichetti



Arena Homme, Nick Knight, Nicola Formichetti - My SS11 Hip Corset



VOGUE GLITTER - RICHARD BURBRIDGE, ROBBIE SPENCER. MODEL - DREE HEMMINGWAY.



DOLCE VITA COVER SHOOT



DOLCE VITA COVER SHOOT - IMG 1



DOLCE VITA COVER SHOOT - IMG 2



DAZED AND CONFUSED OCTOBER 2010 - COVER - STYLED BY ROBBIE SPENCER



DAZED AND CONFUSED OCTOBER 2010 - MY ARM AND LEG GAUNTLETS - STYLED BY ROBB...



DAZED AND CONFUSED JAPAN - JAN 2010 - OLIVE 'HIP CORSET', STYLING ANNA TREVELYAN



DAZED AND CONFUSED JAPAN - COVER - JAN 2010



NUMERO MAGAZINE COVER SHOOT - ISSUE 109 - DEC 2009-JAN 2010 - STYLED BY PATTI WILSON



NUMERO MAGAZINE COVER SHOOT - ISSUE 109 - DEC 2009-JAN 2010 - STYLED BY PATTI WILSON ...



NUMERO MAGAZINE COVER SHOOT - ISSUE 109 DEC 2009-JAN 2010 - STYLED BY PATTI WILSON ..



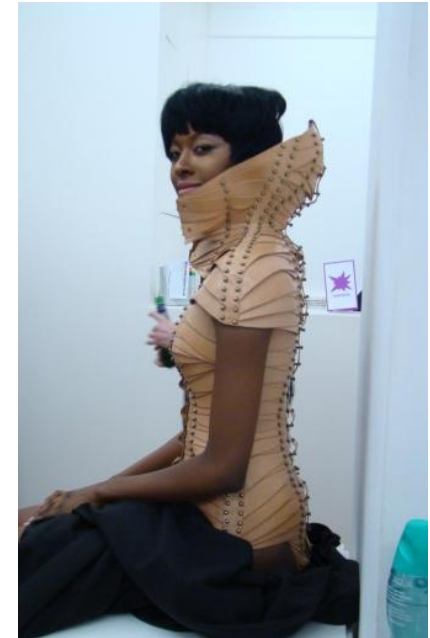
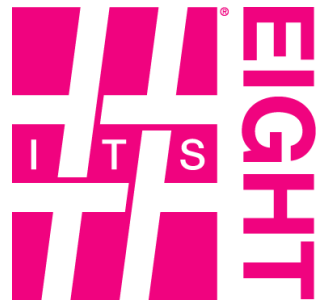
i-D COVER SHOOT - PHOTOGRAPHED BY DAVID BAILEY, STYLED BY CHARLOTTE STOCKDALE



i-D COVER SHOOT IMAGE 1- PHOTOGRAPHED BY DAVID BAILEY, STYLED BY CHARLOTTE STOCKD...

SOME EARLY PRESS COVERAGE, BOTH LOCAL AND GLOBAL

BRAND SUPPORTERS



BRAND SUPORTERS

VOGUE TALENTS



MILAN FASHION WEEK



Design & Crafts
Council Ireland

FUTURE MAKERS

futuremakers 2010



BRAND SUPPORTERS



BRAND SUPORTERS



CENTRE
FOR
FASHION
ENTERPRISE



Luxury Leather Hand-Crafted in London
Since 2007

Una Burke Brand Essence

Una Burke creates evocative and challenging leather objects for women and men.

Values

HERITAGE

Deep respect for traditional processes and quality materials.

LONGEVITY

Creations are timeless in material and design and they become more beautiful with use.

STRENGTH

Empowering people to find their potential

SCULPTURE

Hand made, structural, concept driven pieces.

CONCEPT

Human stories behind the collections



CENTRE
FOR
FASHION
ENTERPRISE



Úna Burke

Luxury Leather Hand-Crafted in London
Since 2007

This brand is

Bold, Confident, Considered, Intelligent, Sensual

Target Audience

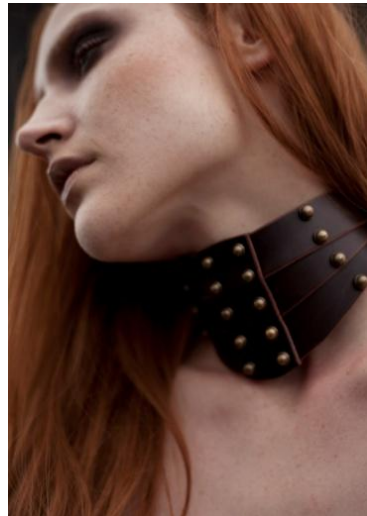
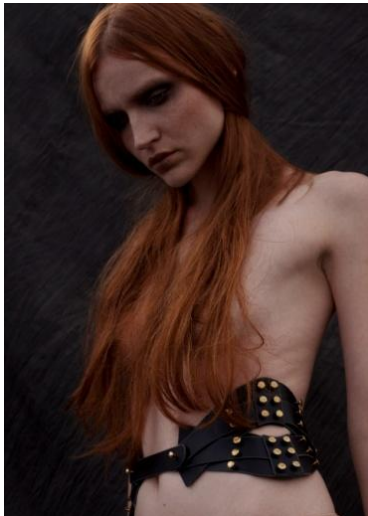
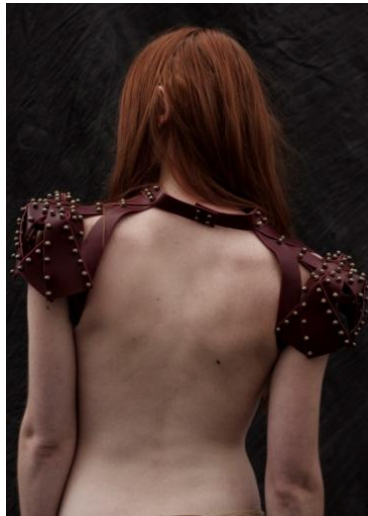
Úna burke is for women/men who

- are brave/ aspire to be strong
- enjoy the experience of wearing clothes
- buy pieces not clothes
- think more about the clothes they wear
- want to be different

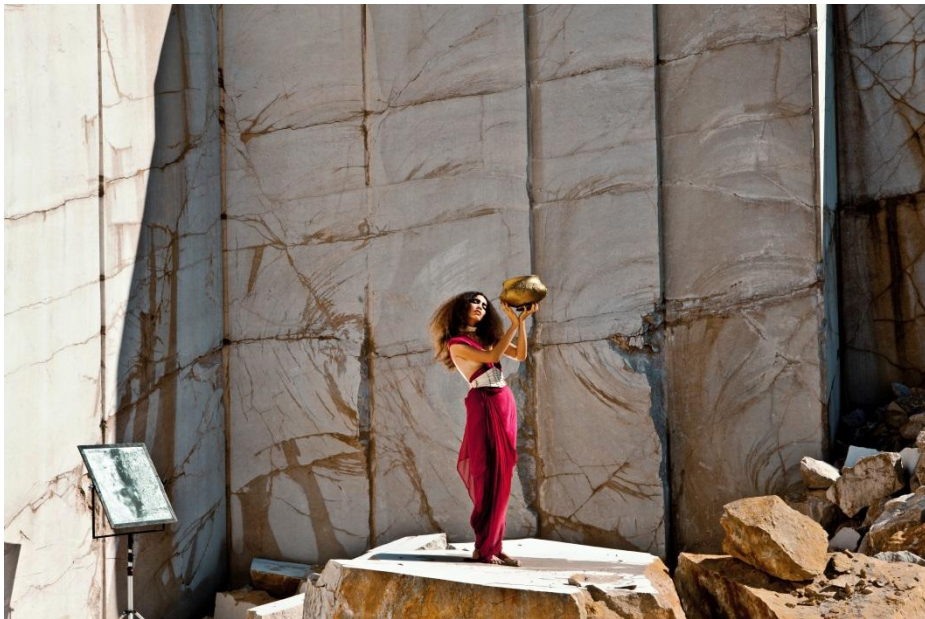
Una Burke Pieces Make People Feel

Captivating, Empowered, Sculptural, Sensual

PHOTOGRAPHY OF FASHION COLLECTIONS



SPRING / SUMMER 2011
TRANS.FORM



SPRING / SUMMER 2012
BASTET



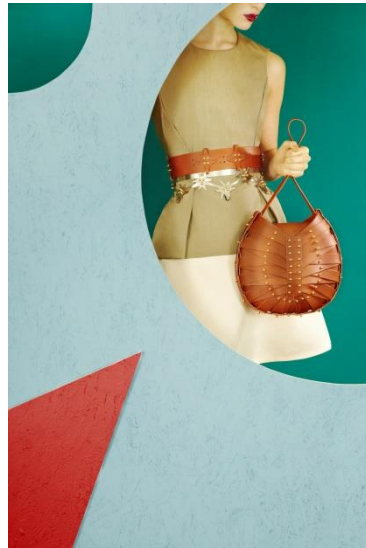
AUTUMN / WINTER 2012
OVERCOME



The Leathersellers' Company



SPRING / SUMMER 2014
EVERYTHING AND NOTHING



AUTUMN / WINTER 2014
THE VOID BETWEEN



SPRING / SUMMER 2015
DUALITY DICHOTOMY



SPRING / SUMMER 2016
REMEMBRANCE - THE NUDE COLLECTION

GENERATING SALES
SHOWROOMS AND TRADEFAIRS



**LONDON
FASHION
WEEK**



**MILAN
FASHION
WEEK**



ALTAROMA

**PARIS
FASHION
WEEK**



JOYCE



THE
CARTTEL



Opeddler



SHOWstudio®



A SELECTION OF OUR STOCKISTS

COSTUME DESIGN



THE HUNGER GAMES: CATCHING FIRE



THE HUNGER GAMES: MOCKINGJAY PART I





INNSBRUCKER FESTWOCHEEN DER ALTEN MUSIK



BEVERLEY KNIGHT

IN

THE
BODYGUARD
THE MUSICAL



WINDMILL LANE VFX

ARDMORE STUDIOS



EXHIBITIONS AND FIGURATIVE ART PROJECTS



EXHIBITIONS LEADING TO COMMISSIONS



SIMONE
HANDBAG
MUSEUM

FASHION | SPACE | GALLERY

EXHIBITIONS LEADING TO COMMISSIONS

SHOWstudio



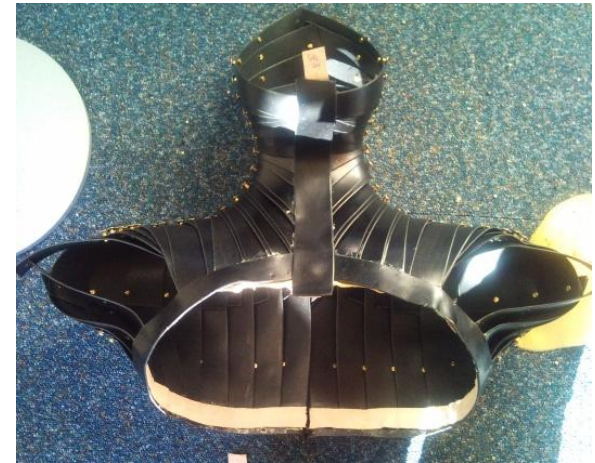
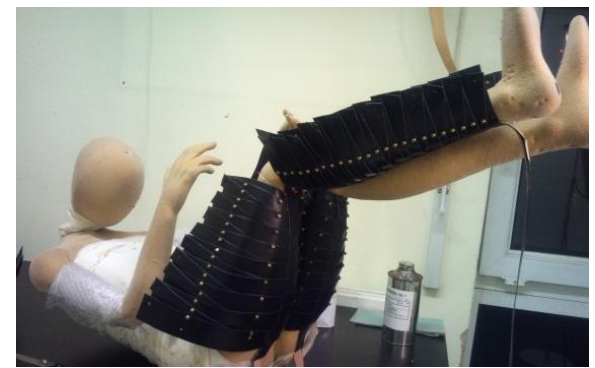
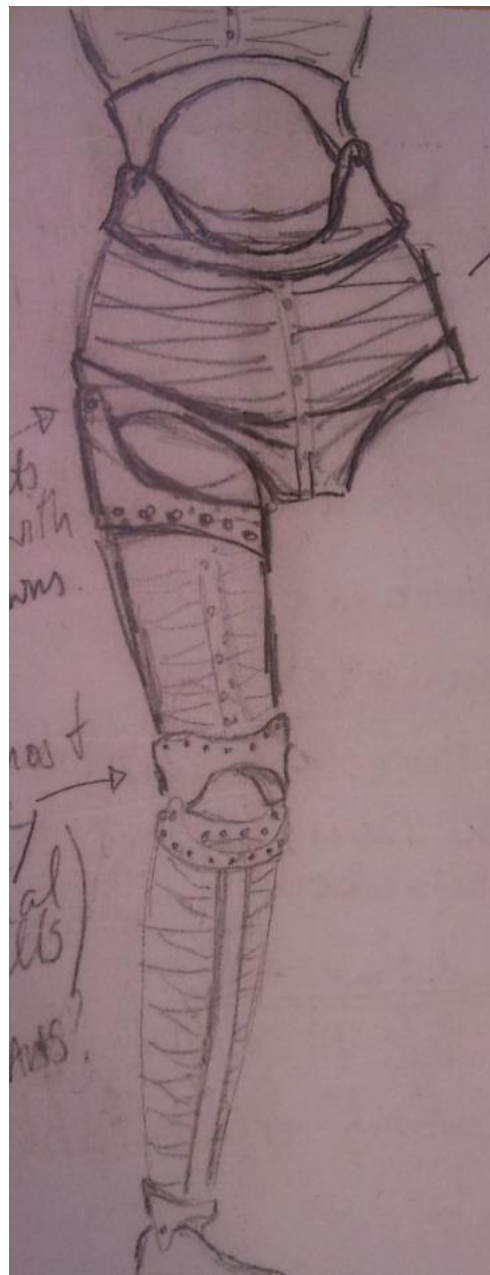
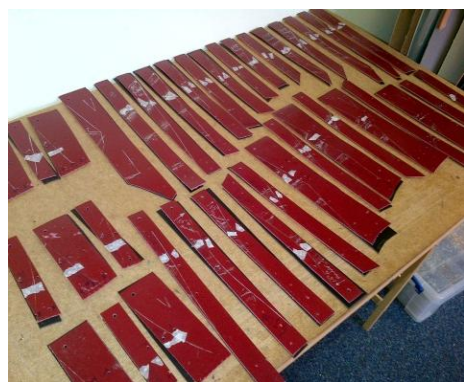
Daphne
GUINNESS



Phillip Lim

SHOWstudio





FRAGMENTED FIGURE: INSPIRATION AND EXECUTION

SHOWstudio



THE C/RTIEL





Fashion: A Second Skin featuring artworks by Una Burke

Click to watch video: <https://youtu.be/Wq5AvbOQQx8>

**BRAND PROFILE BUILDING THROUGH ASSOCIATION WITH
FASHION ICONS AND PUBLIC PERSONALITIES**

ELLEN POMPEO, CINDY CRAWFORD AND HAYLEY WILLIAMS
FOR TAYLOR SWIFT'S 'BAD BLOOD' MUSIC VIDEO



NIKKI MINAJ
AT HER 2013 CHRISTMAS PARTY
NEW YORK CITY

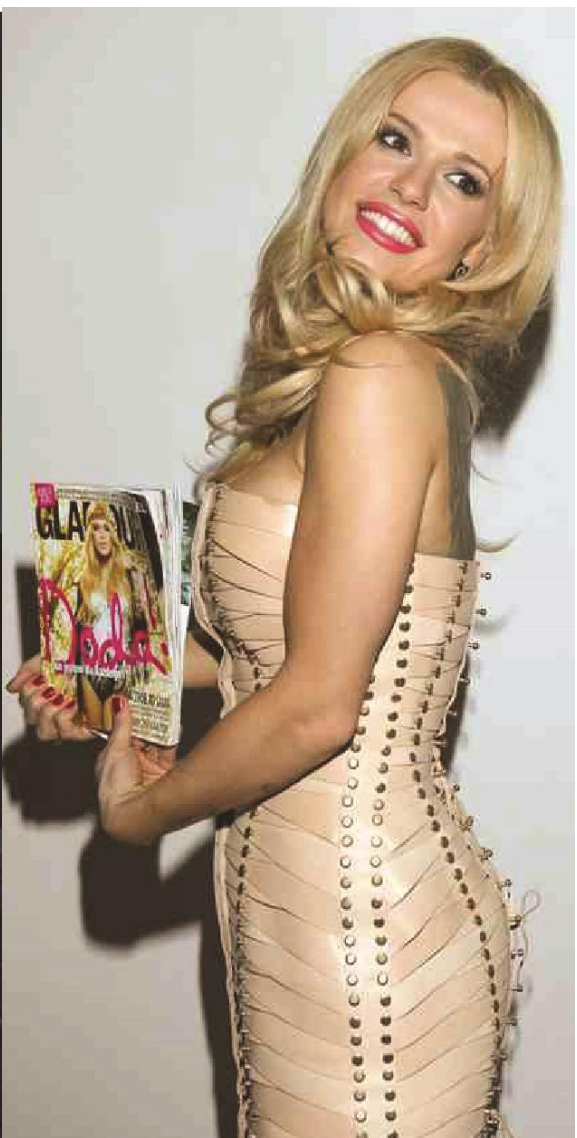


RIHANNA
AT NIVEA EVENT PERFORMANCE,
BERLIN



FASHION ICONS AND PUBLIC PERSONALITIES

DODA
WINS “WOMAN OF THE YEAR”
AT POLANDS GLAMOUR AWARDS



HEIDI KLUM
AT ASTOR EVENT



FASHION ICONS AND PUBLIC PERSONALITIES

MADONNA'S DANCERS
AT THE SMIRNOFF
NIGHTLIFE EXCHANGE
PROJECT, NYC

JLS WEAR
FOR THEIR 4TH DIMENSION TOUR



FASHION ICONS AND PUBLIC PERSONALITIES

CHRISTINA AGUILERA
FOR THE VOICE USA



DANNY O'DONOGHUE
FOR THE VOICE UK



FASHION ICONS AND PUBLIC PERSONALITIES



DAWN RICHARD
FOR HER GOLDENHEART
ALBUM COVER

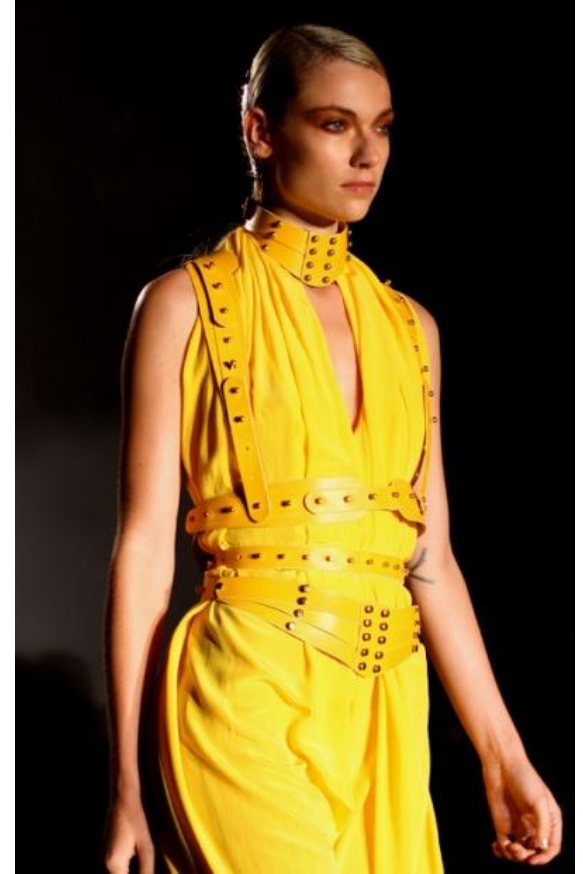


TAIWANESE POPSTAR
'ELVA'
FOR HER 'SUPERGIRL'
MUSIC VIDEO

FASHION ICONS AND PUBLIC PERSONALITIES

DESIGN COLLABORATIONS

DESIGN COLLABORATIONS

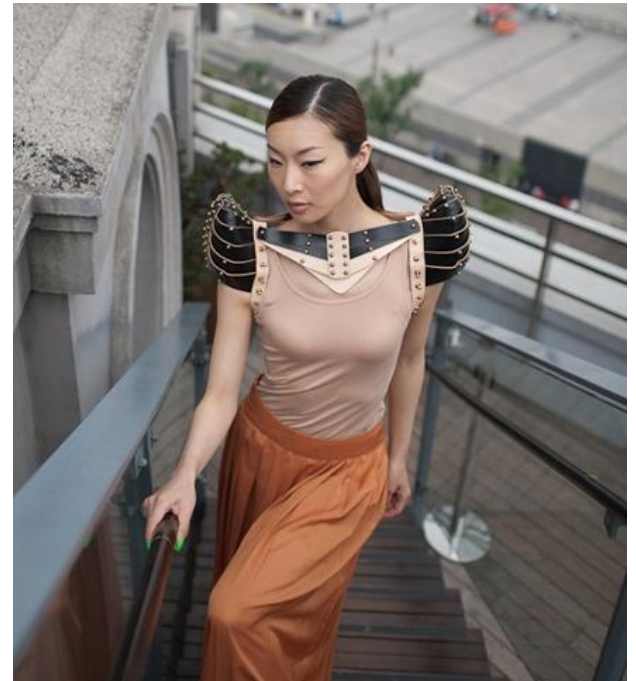


UNCONDITIONAL

DESIGN COLLABORATIONS



JOYCE



DESIGN COLLABORATIONS

“Japanese Lady” - Wine Carafe

Collabroration with Irish Handmade Glass Company for London Design Festival



Initial Sketch



Final Product



Inspiration

UNA BURKE x 'IRISH HANDMADE GLASS COMPANY'

DESIGN COLLABORATIONS



Lascivious

DESIGN COLLABORATIONS



Rinaree
LONDON

teatum jones

INTERNATIONAL
WOOLMARK PRIZE



teatum jones



INTERNATIONAL
WOOLMARK PRIZE



PROJECTS IN THE PIPELINE

MAWI

LONDON



SWAROVSKI

asos

discover fashion online

-ING



TEACHING AND LEATHER WORKSHOPS



Royal College of Art

ual: university
of the arts
london
london college
of fashion

NCAD DUBLIN



University of Brighton



**İstanbul
Bilgi Üniversitesi**

LAUREATE INTERNATIONAL UNIVERSITIES



Una Burke
Luxury Leather Hand-Crafted in London
Since 2007

TWO DAY LEATHER WORKSHOP
Saturday 16th & Sunday 17th April 2016

www.unaburke.com



Una Burke
Luxury Leather Hand-Crafted in London
Since 2007

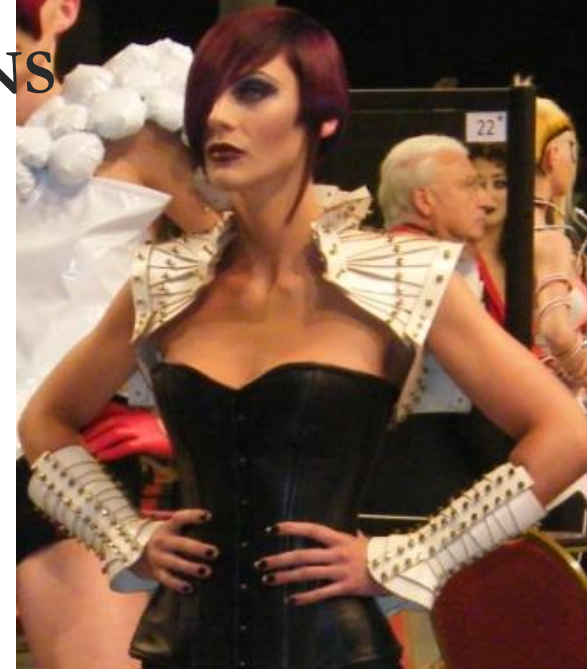
TWO DAY LEATHER WORKSHOP
Saturday 21st & Sunday 22nd May 2016

www.unaburke.com





AIR SHOW COMMISSIONS AND RENTALS



L'ORÉAL
PROFESSIONNEL
PARIS

ONLINE SHOP

[Shop All Products](#)[Free UK Shipping](#)[SHOP STOCK SALE](#)[Buy Gift Vouchers](#)[Shopping Cart: 0](#)[Fashion Collections](#)[Figurative Art](#)[Shop](#)[Press](#)[Exhibitions](#)[About](#)[Workshops](#)[Collaborations](#)[Film](#)[Stockists](#)[Gallery](#)[News](#)

Our Hand-Making Process

Each item is produced completely by hand in our South London atelier. We source top quality materials from the UK and Italy. Our Vegetable Tanned Cowskin Leathers develop a beautiful patina over time and our Solid Brass fittings are coated with gold, nickel & gunmetal.

Online Ordering, Private Atelier Appointments, Bespoke

If there is something that you cannot find in our shop then please [email us](#) to order.

We love meeting our customers and helping you find the perfect piece for your wardrobe so if you'd like a private fitting or to commission something bespoke then please [get in touch](#) and we will be happy to arrange an appointment.



Double-Layer Belt: Worn by Christina Aguilera £470.00



Flat Shoulder Bag £1180.00



SUPERGIRL Arm Brace: Worn by Elva £435.00



Front Panel Cuff / Bracelet £160.00



Double Layer Cuff / Bracelet £130.00



Arm Brace: Pair worn by JB Gill of JLS £435.00

USING SOCIAL MEDIA TO GET WEB SHOP TRAFFIC

Twitter profile of Una Burke (@UnaBurke_Design). The header image features a woman wearing a large, ornate, light-colored leather collar with gold studs. The profile bio reads: "Una Burke LUXURY LEATHER Handcrafted in London Since 2007". The bio also includes the website "unaburke.com". The profile statistics show 3,500 tweets, 1,957 following, 2,380 followers, 1,150 likes, and 9 lists. A recent tweet from Una Burke (@UnaBurke_Design) dated April 7 says: "Thanks for connecting @TheDorchester @45ParkLaneUK great to e-meet you. We look forward to keeping in touch :) (bit.ly/_get_your_free...)". The tweet has 2 likes and 3 replies. A "Your Tweet activity" bar chart shows a peak in activity around April 4 and 10.

Instagram profile of unaburke_design. The profile picture shows a woman wearing a large, ornate, light-colored leather collar with gold studs. The bio reads: "Una Burke Luxury Leather, Handcrafted in London since 2007. For Online Orders, Showroom Appointments, Sample Sales, Commissions, contact us via link www.unaburke.com/#sample-sale/c1f24". The profile statistics show 315 posts, 3,057 followers, and 1,297 following.

Cartel exhibition poster. The poster features a woman wearing a large, ornate, light-colored leather collar with gold studs. The text on the poster reads: "EXHIBITION EXTENDED 11th of April", "Based on popular demand, the exhibition has been extended", "Fashion: A Second Skin Your chance to view and own one off original pieces by Patricia Mills & Una Burke".

Una Burke accessories. The image shows a collection of leather accessories, including a large, ornate, light-colored leather collar with gold studs, a small leather bag, and a leather belt.

Una Burke accessories now available at the Cartel Pop Up in Abu Dhabi Mother of the Nation Festival. The text on the poster reads: "UNA BURKE ACCESSORIES NOW AVAILABLE AT THE CARTEL POP UP IN ABU DHABI MOTHER OF THE NATION FESTIVAL THE SOUK ZONE, BOOTH Q4B 4PM - MIDNIGHT UNTIL APRIL 2ND".

Facebook profile of Una Burke. The profile picture shows a woman wearing a large, ornate, light-colored leather collar with gold studs. The bio reads: "Una Burke Fashion Designer". The bio also includes the website "unaburke.com". The profile statistics show 4,774 likes and 31 posts this week. A recent post from Ethne Mc Gourty and 540 other friends shows a woman wearing a large, ornate, light-colored leather collar with gold studs.

Una Burke x Ethologie poster. The poster features a woman wearing a large, ornate, light-colored leather collar with gold studs. The text on the poster reads: "Una Burke x ETHOLOGIE BY JASPER GARVIDA".

Una Burke accessories. The image shows a collection of leather accessories, including a large, ornate, light-colored leather collar with gold studs, a small leather bag, and a leather belt.

Una Burke accessories. The image shows a woman wearing a large, ornate, light-colored leather collar with gold studs.

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Una Burke accessories. The image shows a woman wearing a large, ornate, light-colored leather collar with gold studs.

ADVERTISING



NARS DAPHNE
GUINNESS

GOLDWELL ■





theguardian





FACILITIES WHICH WOULD BE NEEDED TO BASE OUR BUSINESS IN IRELAND

STUDIO SPACE

LEATHER MACHINERY

AIRPORT NEARBY

ACCESS TO STUDENTS / GRADUATES FOR WORK PLACEMENTS / POTENTIAL STAFF

GOOD WIFI COVERAGE

UNIVERSITY TEACHING ROLE AND/OR FILM COSTUME WORK FOR SOME STEADY INCOME

COMPETITIVELY PRICED COURIERS AND PRINTING

ACCESS TO TECH FACILITIES, EG: LAZER CUTTING, VACUUM FORMING, 3D PRINTING, ETC

FOOTFALL FROM TOURISTS TRADE
(BUS TOURS ETC)

FUNDING TO AID EXPORT



WHY LONDON WORKS FOR US RIGHT NOW

ACCESS TO SPECIALIST WORKSHOP WITH LEATHER MACHINERY

EASY ACCESS TO SUPPLIERS OF LEATHER, TOOLS AND METAL FITTINGS

SPACE: SPARE ROOMS ALLOWS US TO WORK FROM HOME

GREAT FUNDING TO AID EXPORT

EASY ACCESS TO AIRPORTS AND EUROSTAR

UNIVERSITIES FOR TEACHING INCOME

ABUNDANCE OF STUDENTS LOOKING TO LEARN LEATHERWORKING SKILLS VIA WORK PLACEMENTS

COMPETITIVELY PRICED COURIERS AND PRINTING WITH NEXT DAY AND SAME DAY DELIVERY OPTIONS

POTENTIAL FOR CHANCE MEETING OF INFLUENTIAL INDIVIDUALS VIA LOCAL NETWORKING EVENTS

POTENTIAL FOR COSTUME COMMISSIONS BY LONDON THEATRES

ACCESS TO TECH FACILITIES, EG: LAZER CUTTING, VACUUM FORMING, 3D PRINTING, ETC



WHAT HAS MADE THIS BUSINESS SUCCEED

UNIQUE AND HIGH QUALITY PRODUCTS

A DRAMATIC AND UNCONVENTIONAL AESTHETIC RESULTING IN GREAT INTEREST FROM STYLISTS, PHOTOGRAPHERS AND MAGAZINE EDITORS WHICH HAS LED TO FEATURES IN GREAT PUBLICATIONS, DRIVING ORDERS FROM LEADING STORES

RESILIENCE, RESOURCEFULNESS AND USE OF TRANSFERRABLE SKILLS TO CREATE INCOME

FLEXIBILITY, OPENMINDEDNESS AND HARD WORK (IE NO 9-5 DAYS!)

THINKING MACRO AND MICRO

UKFT AND UKTI FUNDING TO AID EXPORT

FLEXIBILITY AND SINCERITY IN ALL BUSINESS INTERACTIONS

INCREDIBLE BRAND SUPPORTERS AND COLLABORATORS



Úna Burke

Luxury Leather Hand-Crafted in London
Since 2007

www.unaburke.com

Twitter: @UnaBurke_Design / Instagram: @unaburke_design
Facebook: Úna Burke Leather



INSPIRING CREATIVE ENTREPRENEURS

Shane Deasy,

Founder of Bitbuzz

bitbuzz
LIFE WITHOUT WIRES



Am I Creative?

July 22nd 2016

Who am I

- Born in Cork
- UCC



Who am I

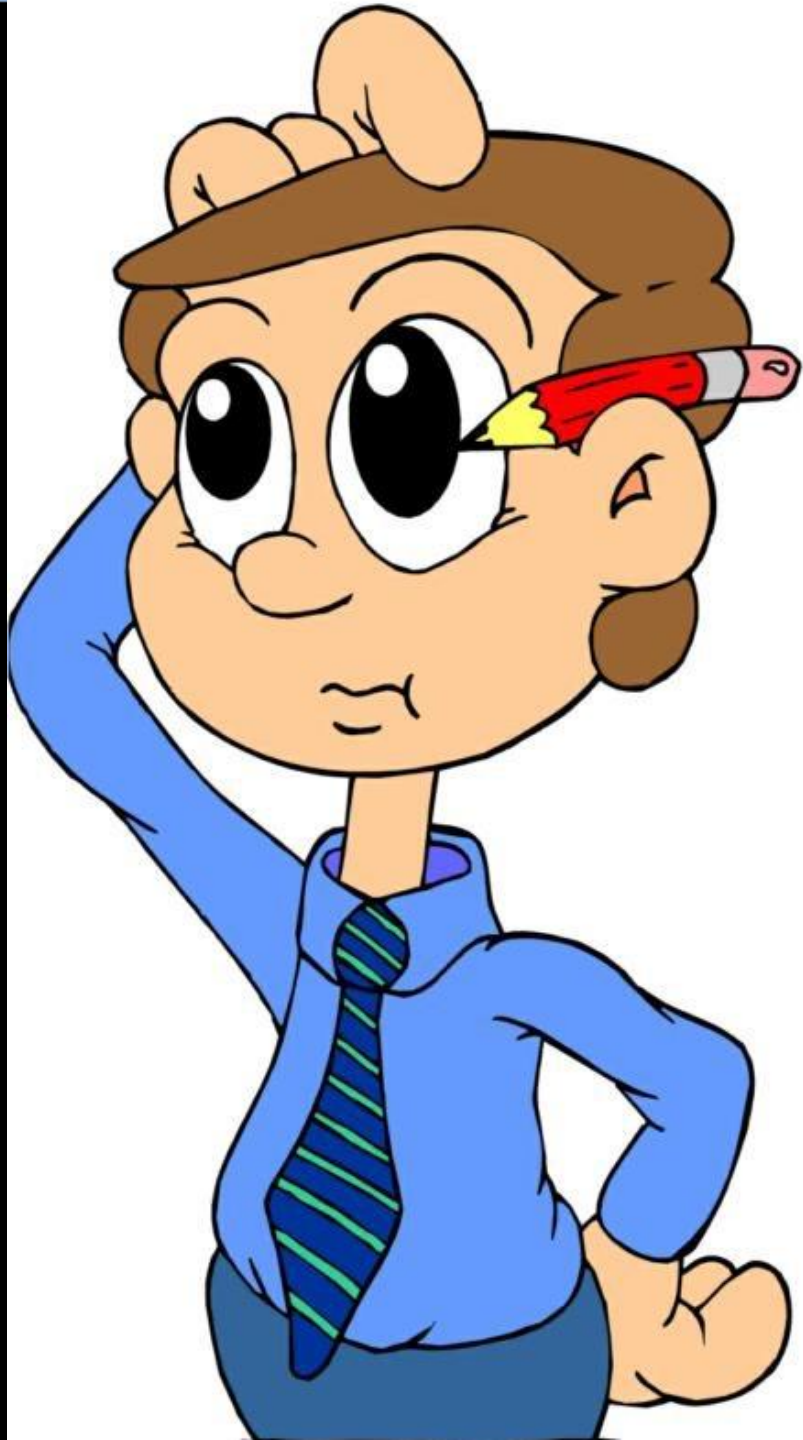
- Moved to Dublin in 1996
- Spent some time in London before moving back to Dublin,
- Now married in Wicklow with 3 young kids.



So Shane, will you come to Roscommon and talk about Creativity?

who me?







I joined Esat Digifone in 1996.







Moved to the UK in 2002 to start working on a new mobile phone network, now known as Three.



bitbuzz
LIFE WITHOUT WIRES



We were too early



We had to be creative

- First to provide Wi-Fi in coffee shops/bars
- First to provide complimentary Wi-Fi.
- Ran incentive schemes with our location partners.
- Ran training courses for location partner staff on Wi-Fi.

and then it came



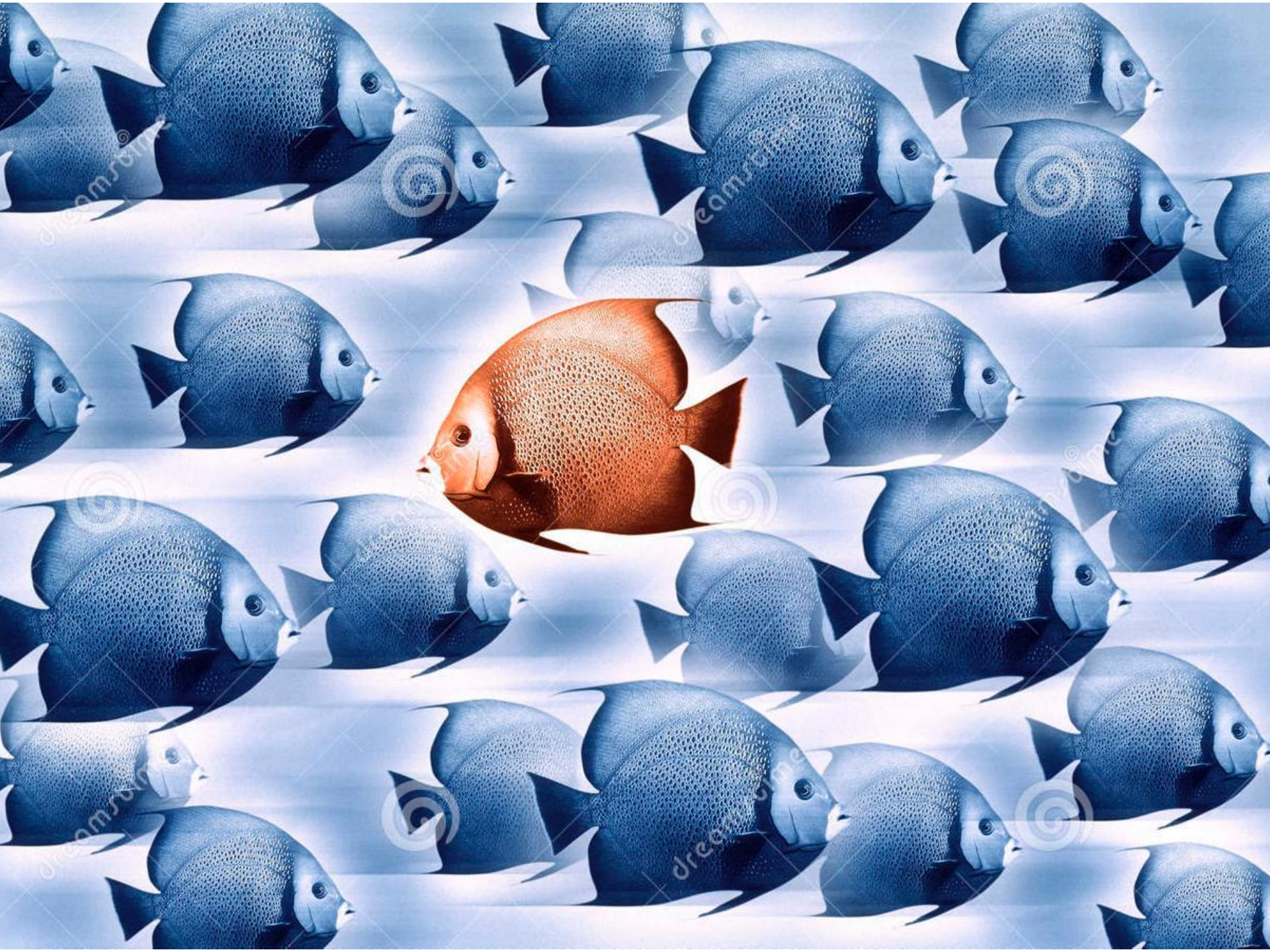
Bought by Virgin Media



Creativity will make you more competitive.

“Whenever you find yourself on the side of the majority, it is time to pause and reflect”.

Mark Twain



So who are creative people?

We all are!



You learn to be creative by experimenting,
questioning assumptions - asking WHY?

Don't be afraid of failure. Use the fear of failure
to drive you on!!

It has never been easier to be creative.

The introduction of SaaS means its never been easier

Tools of Creativity

CRM software



Accounts



Websites



Tools of Creativity

Payment Processor



Social Media



Mayo



open eir is committed to bringing high speed broadband to as many communities across Ireland as possible. When complete, a national network of 1.9 million premises will have access to high speed broadband.



Today, more than 30,000 homes and businesses across 26 communities in County Mayo can access open eir's fibre network



When complete, over 45,000 homes and businesses in County Mayo will have access to fibre broadband



More than 2,000 homes and businesses in County Mayo will be able to access speeds of up to 1 Gbps in the next year

open eir continues to make significant investment in our roll out fibre broadband to all of Ireland. We have commenced a major rollout of high speed fibre broadband to rural areas of every county, which includes areas that are predominately made up of one-off housing and farms.

The availability of high-speed broadband is crucial for local businesses who want to transact online, for schools to transform their teaching capability, for people at home who want to work remotely or avail of video on-demand and online TV services. Huge progress has been made by open eir in building Ireland's largest high-speed fibre broadband network.

Carolann Lennon, Wholesale Managing Director, open eir

63 communities will be enabled with high speed broadband in

Mayo

When complete, over 45,000 homes and businesses in Mayo will be able to access the fibre broadband network

To Take Away

How can something you do every day be done better?

Can you change the way your product is marketed to make it stand out from your competitors?

Can you change the way meetings are carried out in your work place to improve creativity?

Can you reward your staff for being more creative?

Thank you for listening.

Shane Deasy

shane@deasyventures.com

@shane_deasy

INSPIRING CREATIVE ENTREPRENEURS

Alan Duggan



Who is Alan?



Nephin Games



Original IP



Sequels



Work for Hire



Cellular



Don't be Sushi!





Runes of Aran



Runes
of
Aran



2016



2016



Runes
of
Aran

2016



2016





Chris Avellone
Writer on
Planescape:
Torment,
Fallout 2, New
Vegas,
Wasteland 2,
and Tides of
Numenera



**Drew
McGee** Lead
writer on
Banner Saga
2, writer &
designer on
Banner Saga



Michael Scott
New York
Times
bestselling
author and an
authority on
Irish and world
mythology



**Sheri Graner
Ray** Designer
on Ultima,
Starwars
Galaxies and
formerly of
Schell Games,
Electronic Arts,
Origin Systems
& Sony Online
Entertainment



Alan Duggan
Executive
Producer for
15 years, both
self-published
and published
with Disney
and WB



Eimear Noone
Composer and
conductor on
**World of
Warcraft, Diablo
III and
Hearthstone**



Moe Honan
Producer
and voice
director with
over 15
years
experience
in the
**Animation
industry**



Tony Kelly
former CEO of
Demonware, the
online software
and services
subsidiary of
Activision
Blizzard

An aerial, painterly illustration of a stormy sea. In the center, a series of concentric, spiral-shaped islands or reefs emerge from the water, each covered in green vegetation. The water is dark and turbulent, with whitecaps and streaks of light suggesting rain or wind. Large, dark, swirling clouds dominate the sky. The overall mood is dramatic and mysterious.

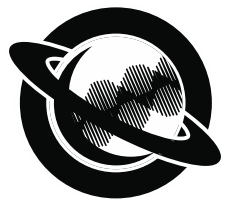
Runes of Aran



- alan@tribalcity.com
- @lordugg
- [linkedin.com/in/alanduggan](https://www.linkedin.com/in/alanduggan)

INSPIRING CREATIVE COMMUNITIES

Rory McPartland



PLANET OF SOUND



TREMOLO
MUSIC PUBLISHING








Ireland's Ancient East Ad – Bedtime Stories

Click to watch - <https://youtu.be/-2gWiRU2vxk>

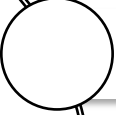
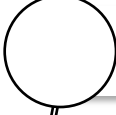



MUSIC SUPERVISION

What Is a Music Supervisor?

-  Finds creative music options for Film, TV, advertisements, etc.
-  Commissions composers to create original score for projects
-  Secures all rights for use of songs or original compositions in projects

What is involved in the process?

-  Knowledge of music and various rights associated with licensing music for media (Multi-platform, VOD, etc.)
-  Understanding music needs for projects and the ability to make creative suggestions to directors, producers, etc.
-  Developing and maintaining relationships with labels, publishers, managers, music placement companies, independent artists, etc.

MASTER RECORDING & PUBLISHING RIGHTS

Master Recording

- Any audio recording of a composition (CD, MP3, etc.)

Publishing

- The written composition (words & music)


LICENSING A SONG

A Music Supervisor will do the following to license a song:

Research master recording owner (label) and publishing copyright owner(s) (publishers)



Request specific rights via quote request from both parties simultaneously.



Once Approval is received via written confirmation, request License Agreements from all parties



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MUSIC PUBLISHING

[HOME](#)

[WRITERS](#)

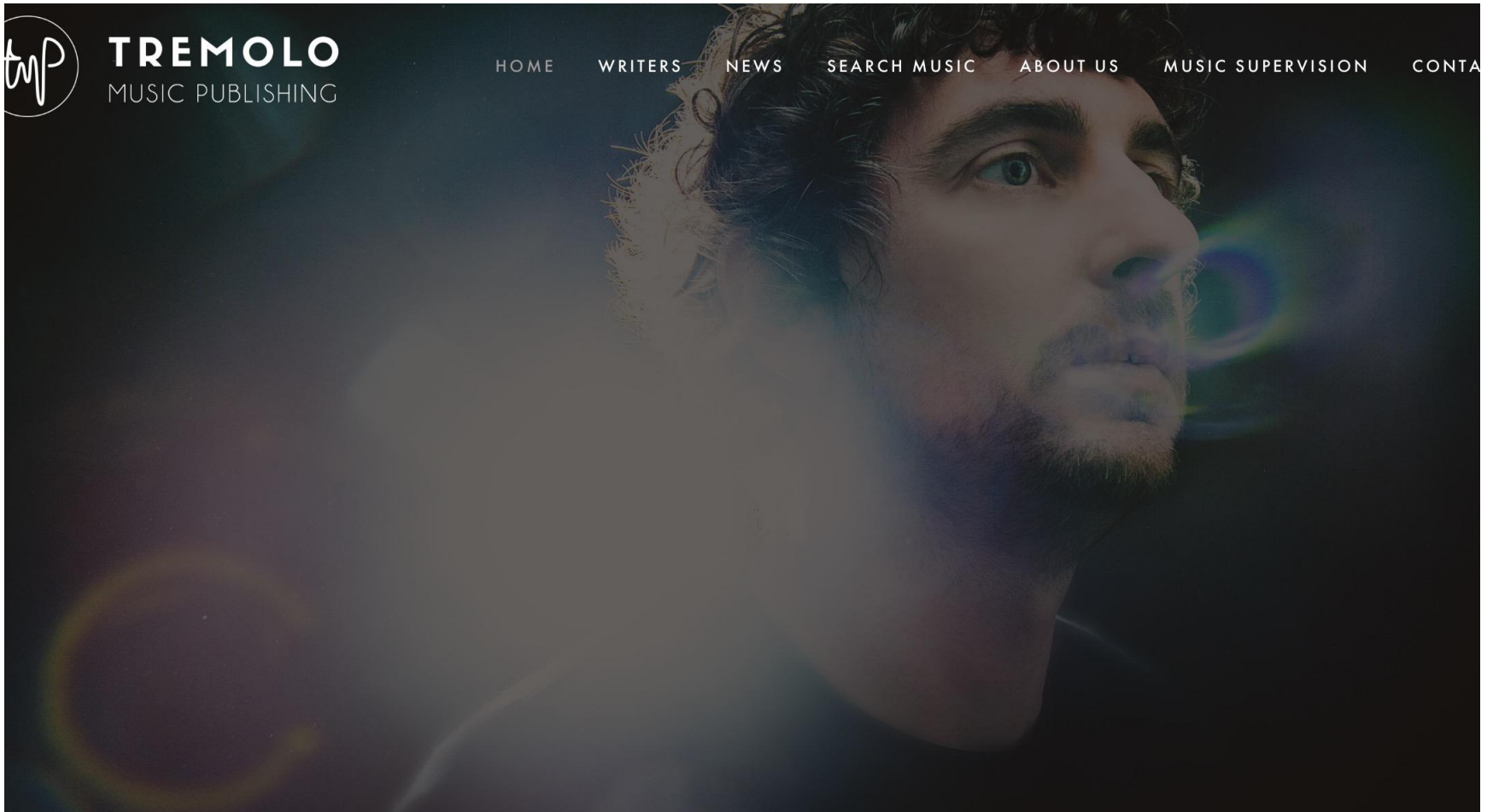
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[SEARCH MUSIC](#)

[ABOUT US](#)

[MUSIC SUPERVISION](#)

[CONTACT](#)



WHAT WE DO

- Heavy focus on song pitching and synchronization of our writers material for placement in Film, TV, Advertising, Video Games and other medias. We have created a client-facing platform to maximize sync opportunities across all media
- Negotiation of all synch license fees, administration of all agreements and collection of all monies on behalf of our writers
- Build on our extensive network of relationships with established Music Supervisors and Producers worldwide to best serve our writers
- Registration of compositions with Performing Rights Societies and worldwide tracking/management of all performance and mechanical royalties
- Explore opportunities for song collaborations, covers of our writers material and creation of bespoke music for projects
- Advocate on behalf of our writers and transparency in everything we do



TREMOLO
MUSIC PUBLISHING

ter Tracks

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- riters

/ Playlists

ate an account or Log In
use Playlists

New Playlist

/ Cue Sheets

ick on tracks and albums to
batch download them.

All Titles

Sort Release Date

View Simple Wave

Page 1 ... 20 Next >>

Title	Catalog	Album	Artist-Composer	Genre	Length	Description
<div><div></div><div>The Weather Inside Our Heads</div></div> <div></div> <div></div> <div><div></div>Tremolo Music Publishing</div> <div>The Weather Inside Our Heads</div> <div>Will de Burca</div> <div>Electronica</div> <div>3:41</div> <div>Visit http://willdeburca.com</div>						
<div><div></div><div>My God!</div></div> <div></div> <div></div> <div><div></div>Tremolo Music Publishing</div> <div>A Country Life</div> <div>Ginnels</div> <div>Indie Pop, Guitar Pop, Pop, Lo-Fi, Indie, Alternative</div> <div>2:18</div> <div>Smart, bright, upbeat, melodic, infectious, piano</div>						
<div><div></div><div>Milky Murmur</div></div> <div></div> <div></div> <div><div></div>Tremolo Music Publishing</div> <div>A Country Life</div> <div>Ginnels</div> <div>Indie Pop, Guitar Pop, Pop, Lo-Fi, Indie, Alternative</div> <div>2:41</div> <div>melodic, indie pop, guitar pop, literary, poetic</div>						

Western Development Commission and the Creative Sector

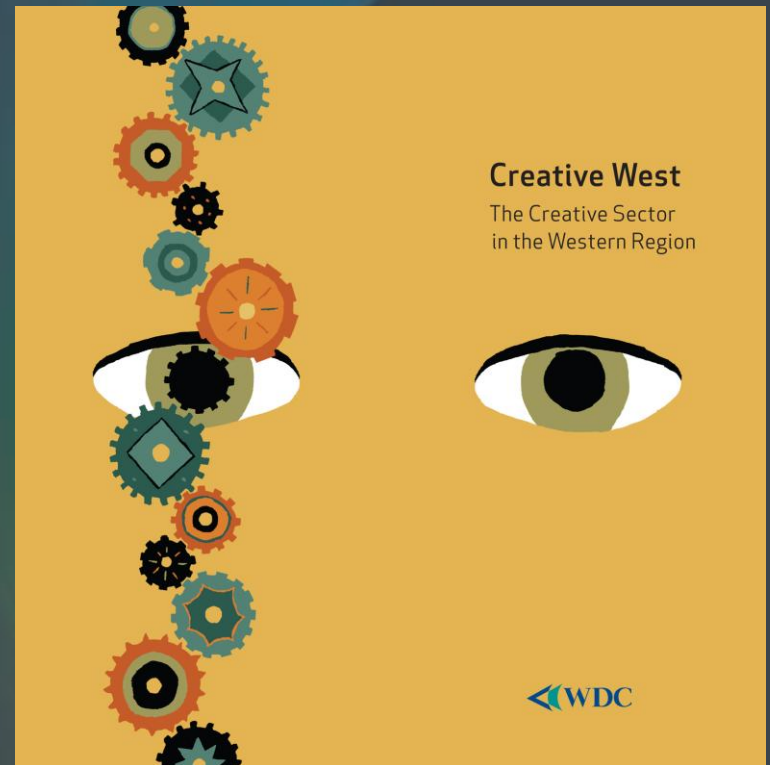


WESTERN INVESTMENT FUND
Investing in Western Enterprise

Gillian Buckley
Investment Manager

Creative West

- Significant indigenous sector
- Strong growth potential
- High quality employment
- Important social and cultural role/attractiveness of area
- Stimulates innovation in wider economy
- Promotes rural and regional development

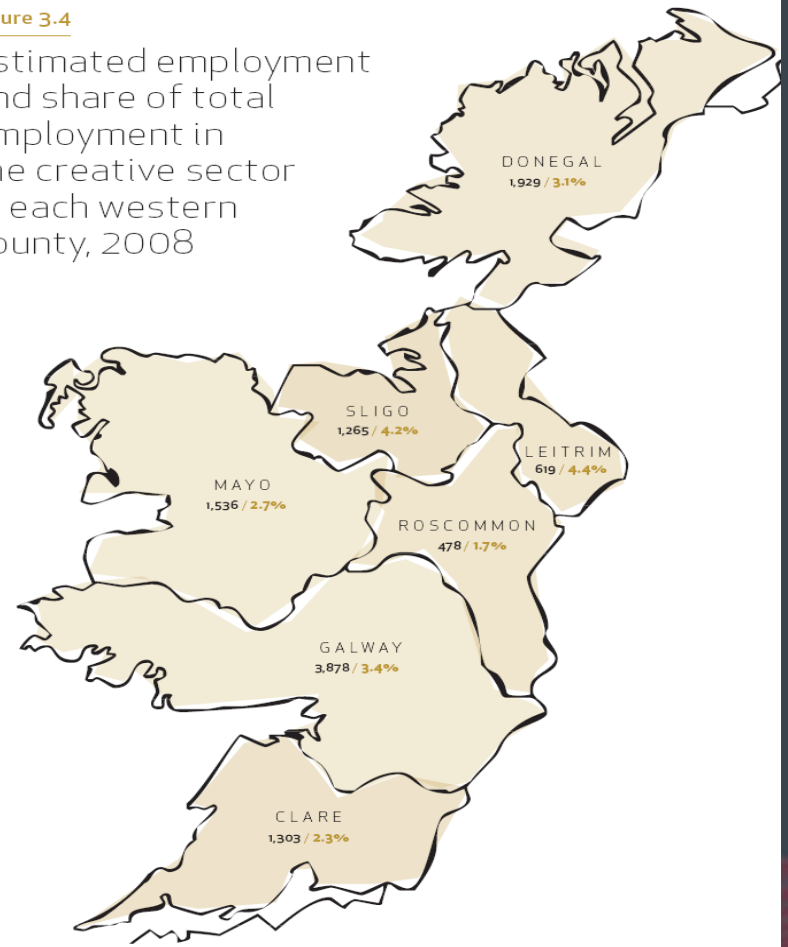


Creative Employment by County

County	Employment	Share of total employment
Donegal	1,929	3.1%
Sligo	1,265	4.2%
Galway	3,878	3.4%
Mayo	1,536	2.7%
Clare	1,303	2.3%
Roscommon	478	1.7%
Leitrim	619	4.4%
Western Region	11,000	3.0%

Figure 3.4

Estimated employment and share of total employment in the creative sector in each western county, 2008



Creative West Recommendations

- Establish a national policy to develop the sector
- Establish Networks of Practice
- Facilitate export growth and domestic sales
- Transfer Creative Capabilities
- Nurture future creative talent through education
- Develop creative connectors and hubs
- Enhanced broadband capacity
- Enhance the quality of the built environment
- Website and tourist guides
- Access to funding and training

Creative West Implementation

Locally – Findings and recommendations of Creative West being used by local authorities , agencies and community groups

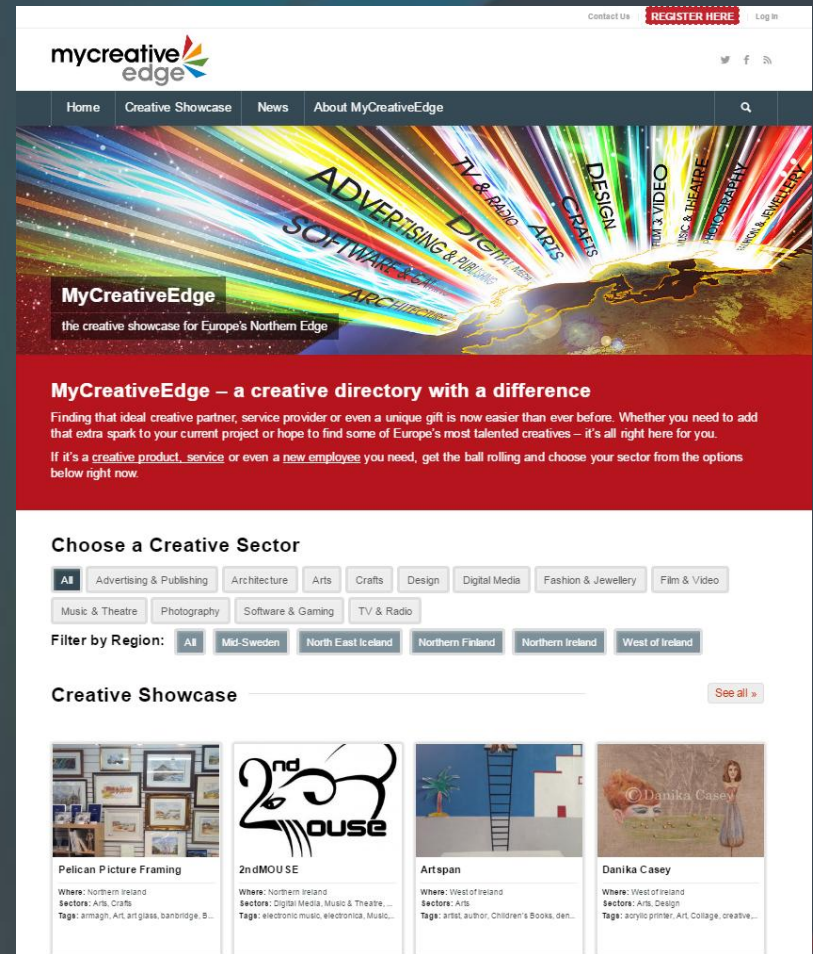
Regionally - Using the Creative West findings to design and develop a significant regional growth program for the sector

WDC has successfully developed two very exciting EU funded projects to support and develop creative industries in our region with NUIG- Creative Edge & Creative Momentum, a dedicated Micro-loan Fund and Creative Pathways project with GMIT

Nationally - Work with relevant Government Departments and agencies & the EU on policy issues that will help realise the full potential of this important sector for the Western Region

www.MyCreativeEdge.eu

- www.MyCreativeEdge.eu showcase for the work of creative & cultural enterprises based in Europe's Northern Edge
- Creatives can create a free online profile
 - 640 Published Profiles (257 from West of Ireland)
 - 15,000 sessions | 12,000 users (Jan-Jun 2016)

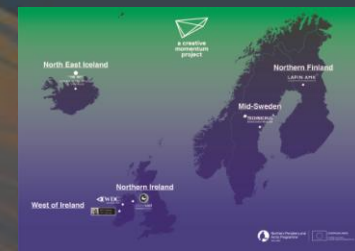


Creative Momentum

3-year, €2m transnational EU co-funded project led by W



- Peer-to-peer mentoring in internationalisation
- Creative steps 2.0 | Multi-disciplinary teams of students + creative companies working to develop new product/service idea
- Accessing international trade fairs | Video pitching toolkit & demos | Guidelines on making a 'pitch' video
- Creative hotspots | Support to attend an established creative industry event / festival in another region
- Creative exchanges | Information & networking events on various topics | Future events in all counties



WDC Investment Fund

- Unique Funding mechanism for the Western Region



- Revolving €32m equity and ~~loan~~ fund
- €48m invested in 125 enterprises

Four Sub - Funds

- Strategic Investment Fund
- SME Investment Fund
- Community Loan Fund
- Micro-Loan Fund for Creative Industries

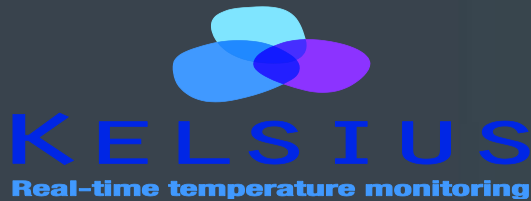
Strategic Investment Fund

Creative Pathways

Joint venture WDC, GMIT and GFC

- Develop International Internships for GMIT graduates with pathway for graduates to establish their own business or linkages to West of Ireland
- Creative Enterprise Hub at GMIT's Centre for Creative Arts & Media Campus with linkages to rural satellites

SME Investment Fund



Community Loan Fund



PÁLÁS NA bPICTIÚR



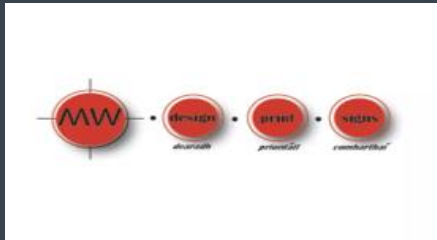
Micro-Loan Fund: Creative Industries



Blood & Treasure



jackie maurer ceramics





Thank You



WESTERN INVESTMENT FUND
Investing in Western Enterprise