

**TheClub@TownHallHotel
Council Chamber Rooms
Thursday 8 July
7:15pm**

General Viajante Bar: 6.30 pm / Club Members Drinks: 8.45 pm

£10 Online / £8 BCE Members/ Free to BCE CDS Club Members/ £12 On Site

Page Turning - Creative E-Zines & Design Publications in Progress

british creative exchange

The British Creative Exchange Club Division invites a panel of representatives from some of the UK's most celebrated cultural publications to discuss the phenomenon of ezines and online magazines.

The opportunities of publishing online are vast. From personalised delivery, apple i-PAD, live interviews, podcasts, the moving image and real time spec, the question is posed does online media offer readers things that simply can't be produced in hard copy publishing. But is the scroll-and-click of online really a credible alternative to the luxury, page-turning experience of reading a magazine? A threat or an opportunity, how can the traditional creative publishing and design sector and print format publications adapt to expand a waning readerships, and at what cost?

The debate will examine the impact online magazines such as Stimulus Respond and Icon Magazine have had on hard-copy arts, design and lifestyle magazines. We will also look at the different ways cultural magazines, such as Wallpaper* and Dazed & Confused have developed and expanded their online presence under the perceived threat of online publishing.

The debate will be chaired by Derick Johnson, Creative Director - British Creative Exchange, with panel members:

Alistair Allan, *Digital Director, Dazed Grp (Dazeddigital, AnOtherMag & Digital Grp Strategy)*
Kay McMahan, *Digital Director - Wallpaper* magazine*
William Wiles, *Icon magazine*
and Jack Boulton *from Stimulus Respond.*

This event is support by the Town Hall Hotel & British Creative Exchange

RSVP essential:

club@britishcreativexchange.com

TicketWeb: 08444 771 000

www.ticketweb.co.uk

BCE Members:

info@britishcreativexchange.com

+44 7890 355 753

