



Manifesto

Brighton Digital Festival is an annual programme of events, taking place over four weeks across the city. The festival explores digital culture and celebrates Brighton's creativity and digital talent.

The BDF team supports the community to produce an open programme of independent events augmented by high-quality commissioned arts and education programming.



We believe

BDF will be a digital festival with international impact made by Brighton

- BDF is inspired by the city and promotes the city's talents
- We can learn by bringing the best artists and speakers from across the world into the city

BDF will welcome participation by all and provide expert support to help independent organisers showcase their ideas in the best, most accessible way

- Individual creativity is at the heart of the festival and we want to showcase Brighton as one of the most creative, eclectic and fun places in the country
- Brighton's creative environment, size and collaborative culture means we are perfectly placed to be a test bed for the new



We believe

BDF will be a vehicle for social change, connecting people from communities across the city with opportunities for expressing their creativity, for exploration of digital culture and understanding how digital culture is shaping their future

- Digital privilege and power is unequally spread across our city. We risk inequality and injustice being perpetuated into a future in which technical access and know how become ever more important
- The voices of all people need to be heard in order to inform the creation of a collective future that is better for all

BDF will encourage work that explores Brighton's identity through its historical connections to radical thought, creativity, innovation and acceptance of outsider communities

- Brighton has always been a place where everyone is welcome to be who they want and our creativity has been accelerated by that diversity of experience, perspectives and ideas, as well as openness to the new and different
- Brighton is changing rapidly and our history as a vibrantly creative place needs to be recognised and celebrated as core to our identity



We believe

BDF will showcase Brighton as a unique digital hub by promoting, supporting and celebrating local digital businesses

- Brighton has a pool of exceptional digital talent that deserves to be recognised nationally
- Brighton's digital businesses benefit from a unique fusion of digital know how, creative thinking and arts practice
- With access to a pool of talent attracted to the 'anything goes' lifestyle of the city and a highly-developed culture of collaborative working our digital businesses compete with the best
- Our collaborative, collegiate approach to business has created a cluster of strategic importance to the city as a future-proof employer of young talent and a wealth generator



We believe

BDF will provide people with access to thought-provoking digital art that both explores and makes sense of our transforming world and offers a key to understanding how the future is being constructed

- New technologies offer opportunities to radically rethink and represent our culture but technology is not neutral - it is informed by human behaviour, biases and prejudices

BDF will support artists at all stages of their career by providing opportunities to make work and gain access to professional development

- Artists and digital arts practice help us think about and make sense of our transforming world and the construction of the future



We believe

BDF will create opportunities for older people and others lacking digital privilege to understand and engage with digital culture

- Learning and opportunities for creativity shouldn't be limited to young people

brightondigitalfestival.co.uk