



MADEMILL

Technology-Focused Artist-in-Residence Program Launches at Bayview Yards

MadeMill Enables Artists Across Canada to Leverage Disruptive Advanced
Manufacturing and Digital Media Technologies to Accelerate Innovation

OTTAWA, ONTARIO; October 25, 2017: MadeMill, the Makerspace and Advanced Digital Media Lab at the Innovation Centre at Bayview Yards in Ottawa, is launching an Artist-in-Residence (AIR REMIX) Program that will provide creative talent from across Canada with access to disruptive technologies in advanced manufacturing and digital media. Established and delivered by prototypeD TEAM Inc., the program will enable creative entrepreneurs and artistic professionals to access industry-grade technology, mentorship, and space to develop and realize their ideas in a collaborative environment. Hosted at the Innovation Centre at Bayview Yards, Ottawa's one-stop business acceleration shop and home of Invest Ottawa, this three-week intensive program will enable artistic professionals aiming to grow their business, to work hands-on with cutting-edge tools, equipment and technologies throughout the entire design process. Leveraging the expertise of the MadeMill team, artists-in-residence will be contracted to develop projects that push the boundaries of MadeMill equipment, develop new and disruptive designs that MadeMill can leverage in the future to drive Canadian innovation and will ultimately showcase the possibilities of the infrastructure at MadeMill. The showcased works will animate the Innovation Centre adding seminars, workshops, and discussion groups to highlight the projects.

Janak Alford, CEO of prototypeD TEAM Inc. which operates MadeMill, emphasizes how the AIR REMIX Program directly supports its mandate to enable and accelerate Canadian innovation. "MadeMill works with businesses and small-to- medium-sized firms that aim to develop new Canadian products and services rapidly and affordably. The AIR REMIX Program creates a unique opportunity to help creatives and artistic entrepreneurs leverage new artistic and technological capabilities within their design and innovation process. It will enable them to leverage technology in new and exciting ways within their work, creating a host of new possibilities in the artistic and commercial realm. Embedded directly within Bayview Yards, and working with

partners such as Invest Ottawa, we are also well positioned to help artists bring their ideas and creative concepts to market, and equip them for commercial success.”

Alford expands, “The AIR REMIX program leverages critical funding from the Federal Economic Development Agency for Southern Ontario (FedDev Ontario), which has contributed \$5 million to the Makerspace and Advanced Digital media lab as part of an \$8-million project at the Innovation Centre. We are excited to capitalize on the capabilities established at MadeMill with the support of FedDev Ontario, and other municipal, provincial and private sector partners, to disrupt new markets and help reinforce Canada’s role as a global leader in innovation and the arts.”

Set to launch on October 25, 2017, the AIR REMIX Program will solicit applications from across Canada, invite candidates to pitch ideas about how they aim to leverage disruptive technologies such as virtual reality, 3d printing and augmented reality, to further their art, grow their business and develop innovative uses of tools available. Following a rigorous evaluation process, selected applicants will work closely with the MadeMill team to define their projects, and receive \$2,250 in artist fees, and up to \$450 in materials and supplies, to advance their creative concepts. Developed works, which may span graphics, animation, virtual reality, musical, theatrical and video art, will be made available to the broader community to demonstrate the capabilities of the technology, and promote the creative, innovative work, art and business of the featured artists.

“MadeMill is demonstrating innovation leadership by creating new opportunities for artists, entrepreneurs and innovators at the intersection between art, technology, and collaboration”, said Sonya Shorey, Director of Communications, Invest Ottawa and Bayview Yards. “Building on the advanced manufacturing and digital media capabilities available through MadeMill, the AIR REMIX Program is another key differentiator and value-add for our innovation hub. It will enable artists, innovators and firms to harness the power of disruptive technologies and their collective expertise to achieve results. This program will add significant value to the entrepreneurs we serve, and propel the use and adoption of disruptive technologies in our region. This is critical to the continued development of our economy, and jobs of the future.”

“The AIR REMIX Program will allow creatives to innovate in their area of artistic expertise, explore new art forms and mediums, and realize concepts that might not be otherwise possible,” said Thomas Radford, Program Manager for the AIR REMIX Program. “Having artists experiment with new technologies in conjunction with creativity will open new pathways to innovation, storytelling and shared experiences while providing growth in the arts industry.”

The AIR REMIX Program will enable 36 artists to work at MadeMill over the next twelve months, and invite many other artists from around the world to participate in open digital workshops, discussions, and engagements at the Innovation Centre at Bayview

Yards. This program will deliver two major events in the RBC Foundry at Bayview Yards to showcase the completed works. AIR REMIX projects will also be on display at MadeMill for six months following the artists' completion of the program. prototypeD strongly encourages minorities, indigenous people, and women to apply. MadeMill will launch a second call for AIR REMIX applications in early 2018.

About MadeMill

MadeMill is the Makerspace and Advanced Digital Media Laboratory at Bayview Yards managed by prototypeD TEAM. Leveraging \$5 million from FedDev Ontario, MadeMill offers professional services, education, open-source design solutions, innovative showcases and demonstrations to entrepreneurs, firms and members of our local, national and global innovation community. It provides innovators with ready and facilitated access to physical capabilities in advanced fabrication in 3D printing and automated machining process coupled with a diverse set of digital tools including Virtual Reality, Augmented Reality, Artificial Intelligence and Machine Learning, videography and digital storytelling. Applied together, and leveraging decades of experience, MadeMill helps innovators, entrepreneurs and firms to define and build a concept; prepare a project plan and commercialization strategy; develop, prototype and test a new technology, product or solutions; and conduct small volume manufacturing runs. For additional information, please visit: <http://mademill.com/>

About Bayview Yards

Bayview Yards is Ottawa's one stop business acceleration shop and the first entrepreneurial hub of its kind in National Capital Region. An epicentre for job creation, Bayview Yards serves as basecamp for some of Ottawa's greatest homegrown technology talent, capabilities and companies. It is the ultimate 'mashup' of technical, business and market capabilities that help entrepreneurs and firms to launch, grow and thrive. Leveraging \$38 million from the City of Ottawa, Province of Ontario and the Government of Canada, and more than \$1.3 from founding sponsors, Bayview Yards brings together many organizations that provide services and support to entrepreneurs and firms. This includes Invest Ottawa, anchor tenant and strategic partner, which delivers its economic development programs from this new home, and works with fellow academic, public and private sector partners. The federal contribution was made through FedDev Ontario's Investing in [Regional Diversification initiative](#). Harnessing the power of these partnerships, Bayview Yards assembles many ingredients for commercial success under one roof. These include: incubation and meeting space; business programs, services and support; prototyping tools and technologies; market linkages; and access to investment. These offerings will work together to accelerate business growth and success, and stimulate new jobs and wealth creation in the Ottawa economy. For more information, please visit: www.thebayviewyards.com

About Invest Ottawa

Invest Ottawa, lead economic development agency for Canada's capital, facilitates economic growth and job creation in the city of Ottawa. Since 2012, Invest Ottawa has helped facilitate the creation of over 5100 jobs and worked thousands of small to medium size enterprises. Guided by a mission to make Ottawa the best place in Canada to start and grow a business, we help to catalyze the growth and success of local entrepreneurs and firms. A non-profit corporation, Invest Ottawa delivers programs and services that enable innovation, investment and trade, helping companies to compete with anyone in the world. This includes: start-up incubation and mentorship, acceleration for existing companies, global business and investment attraction and local business retention, targeted sector development, commercialization, and marketing Ottawa's diversified economy and high quality of life. For additional information, please visit: www.investottawa.ca

For Additional Information:

Thomas Radford
Artist in Residence Program Manager
MadeMill at Bayview Yards
thomas@pd.team
613.413.2062
www.mademill.com/air

Sonya Shorey
Director of Communications
Invest Ottawa and Bayview Yards
613.851.9416
sshorey@investottawa.ca