

**21<sup>st</sup> January 2014**  
**Media information**

## **UNIQUE SCOTTISH FESTIVAL BOOSTS CREATIVE CAREERS**

**Scotland's only annual festival devoted solely to the business of being creative launched last night with a promise that anyone interested in forging a career in gaming, music, comedy, craft, fashion, publishing, film and broadcast will find practical hands-on assistance from leading industry names.**

The goNORTH Festival 2014, which takes place on **4th and 5th June in Inverness**, offers a packed programme of music, film, broadcast, fashion, craft and gaming masterclasses, workshops and panels.

The festival's famous free music showcase, featuring around 60 acts from across Scotland hoping to catch the attention of key industry insiders, also returns with a unique *free* submission process, which opens this Friday (24th January) and closes on Friday 4th April.

Delegates will even get the opportunity to create a real-life radio station in the shape of Radio goNORTH, which broadcasts for the duration of the festival.

One of the well-known faces who will be taking a trip north to Inverness this year is best-selling author, Denise Mina, who will be premiering an intimate short film she has made about her wider family.

Denise made the 25-minute long film, *Multum in Parvo* (a Latin saying meaning Much in Little), on a shoestring budget of £5000 together with cousins, Rosie Toner and ex-China Crisis keyboard player, Brian McNeill, who composed the music.

The documentary, much of which was filmed on an iPhone using a special lens which cost a few hundred pounds, is a funny and touching look at how 12 siblings, including Denise's mother, grew up in a small council house in Toryglen, Glasgow.

Denise said: "The film is about my family but for other people, it's a look at inter-generational attitudes to family stories. It's the story we wish we'd all made.

"There is such a revolution happening in film-making. People who could never have made films before are now able to make them because we have the technology. Before, there was always a budget issue.

"For creative people, everything is changing in terms of how you can make a *thing*, be it books, films, music, fashion or computer games. People are not waiting for permission any more. They're just doing it.

"I love the spirit of the goNORTH Festival because it is all about helping creatives get their work seen. I also love that it's in Inverness too. I'm really looking forward to the film premiere as I have lots of cousins who live in Inverness."

Launching the free festival in Glasgow last night as part of Showcase Scotland at Celtic Connections, goNORTH Festival director, Amanda Millen, said goNORTH Festival 2014 would also reflect the increasing importance of the gaming industry to Scotland's digital economy.

"We are delighted that to have forged a partnership with the brand new Scottish Games Network to make video games a more integral part of the goNORTH programme. We're looking for the pioneers, high profile developers and people redefining gaming for the future.

"We're also working with Elgin-based games, Hunted Cow, which in a decade has grown from a two-man business based in a room above a shop in Elgin's High Street into one of Scotland's leading game developers and publishers."

There will be a major fashion event taking place at goNORTH 2014, in partnership with Scotland RE:Designed, a platform which promotes Scotland's fashion and textile talent on the world stage.

Amanda added: "Last year, we were absolutely overwhelmed by the popularity of the fashion, craft and textile side of goNORTH and this year, we will be building on this success by providing even more collaborative content over the course of the two days, covering music, screen and broadcast, fashion and crafts and publishing."

Described by one veteran music producer as 'a smaller version of South by Southwest' (the annual Texas-based festival devoted to film, interactive, and music), last year, goNORTH broke its own box office record by doubling in size in just two years.

Top creative industry names, such as Madonna's former record label manager, Daniel Savage, and Mamie Coleman, vice president of Music and Production with the FOX network (voted one of the 30 most powerful women in the music industry by Billboard Magazine) are regular attenders of goNORTH.

The conference programme will again attract an international array of industry speakers and cover a broad range of content relevant to the current industry climate.

Delivering a packed schedule of panels, keynote addresses, interviews and presentations, themes for 2014 will include synchronisation and licensing, the role of radio in breaking new artists, booking agents, working with producers, and funding projects through crowdfunding and direct-to-fan platforms.

Next Wednesday (29th Jan), at An Lanntair, Stornoway, on the island of Lewis, a satellite festival called goNORTH On The Road, will give all-comers a free day-long taster of the Highland festival.

ENDS

**Notes to editors:**

## **About goNORTH Festival**

- goNORTH Festival 2014 takes place on Wednesday 4th & Thursday 5th June across Inverness city centre.
- Full info on goNORTH Festival can be found from [www.gonorthfestival.co.uk](http://www.gonorthfestival.co.uk) and [www.screenhi.co.uk](http://www.screenhi.co.uk) and RadioGonorth visit [www.radiogonorth.com](http://www.radiogonorth.com)
- Watch goNORTH Festival video trailer here: <http://www.youtube.com/user/goNORTHFestival>
- goNORTH was launched in 2001 to provide a platform for artistes from the north of Scotland to showcase for music industry and media representatives
- Originally hosted in Aberdeen goNORTH, Inverness has become its spiritual home after a brief sojourn in Dundee in 2008.
- Now covering a wider remit including screen and broadcast, designer fashion, textiles, craft and publishing, goNORTH has become firmly established as Scotland's leading Creative Industries Festival
- goNORTH is funded by Highlands and Islands Enterprise and the European Regional Development Fund (ERDF)

## **About goNORTH Director, Amanda Millen**

Amanda has been involved with goNORTH since 2007, introducing Screen and Broadcast elements into the festival.

Under Amanda's leadership, goNORTH has turned into a unique multi-platform event which covers music, screen and broadcast, craft, textiles, designer fashion, gaming and now comedy. Amanda, 42, is originally from Roy Bridge, Lochaber, and has a degree in Russian language and literature from Glasgow University.

She went on to study Gaelic and broadcasting at Sabhal Mor Ostaig on Skye and then worked in film and television production with the BBC as well as various independent production companies.

Productions on which she has worked include; Waterloo Road, River City and award-winning film, Ratcatcher.

She is on the board of Bafta Scotland and Creative Skillset and Regional Screen Scotland, which manages Screen Machine, the mobile cinema which takes film out into the furthest flung corners of the Highlands and Islands.

Amanda has also been involved in the setting up Screen Facilities Scotland, the go-to organisation for post production facilities in Scotland.

As well as being director of goNORTH Festival, she is director of ScreenHI, a trade network which works with trade bodies across the UK and beyond in the sphere of Screen and Broadcast.

Amanda is also a Gaelic singer of some note and sings with The Glasgow Gaelic Musical Association, Scotland's oldest Gaelic Choir.

FOR MORE INFORMATION AND HI-RES IMAGES, PLEASE EMAIL JAN PATIENCE ON [janpatience@yahoo.com](mailto:janpatience@yahoo.com)