

at large out loud

the exploration of media & meaning

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At Large Media is proud (and excited) to be adding a new member to our management team this month. Sara Bailey is an award-winning creative consultant and multimedia designer who is considered one of the top creative talents in the country. We are delighted to have her on board. We are also exceptionally proud of the success of HostingBC.com, the site we developed for 2010 Legacies Now and that was launched in Torino on February 9th. Keep reading for more details.



www.hostingbc.com

SARA BAILEY JOINS AT LARGE

At Large Media is delighted to be welcoming award-winning creative consultant and multimedia designer, Sara Bailey, to our senior management team. Sara has led creative projects for clients including Nike, General Motors, the National Film Board and Electronic Arts. Her work has received much critical recognition, including nominations for two Lotus Awards. She has been featured in a number of design publications, including Graphis' Web Design Now book and Hong Kong based IDN design magazine's article featuring top Canadian designers.

Sara was a Founding Partner of Dotaku, a leading multimedia consulting and design group. Dotaku's landmark work for CBC Radio 3 received numerous accolades including Best Interface at the Bandies Broadband awards in L.A. and Shocked Site of the Day by Macromedia. More recently Sara was the lead design researcher of the Sony research projects at the New Media Innovation Centre in Vancouver, where she led two teams of social science researchers studying youth online music communities.

Sara was a founding member of the Vancouver User Experience Group which focuses on user-centric approaches, experiences and challenges, and has also served as an associate professor of design at the Emily Carr Institute of Art and Design. Sara comes to At Large from Lightroom FX, a leading-edge communications company with expertise in video production, environmental design and 3D modeling.

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project
updates

HOSTINGBC.COM

On February 9th the Honourable Olga Ilich, BC's Minister of Tourism, Sport and the Arts, launched the B.C. Sport Event Hosting and Resort Guide in Torino, Italy. After months of hard work At Large Media is very proud that the HostingBC.com website was chosen to be showcased at the Winter Olympics. Minister Ilich introduced the new sport tourism tool to a group of international sport, tourism and government officials who were all excited about the launch of a one-stop web location for sport event hosting and training in B.C.

The HostingBC website (www.hostingbc.com) allows training and event organizers from around the world to search by sport, facility, resort or community to find suitable locations to host their events and/or training camps. Each listing contains information such as amenities, volunteer resources, transportation, climate, and geographical information. The guide also provides contact information for a designated person in each community to assist organizers in setting up their events. To get a better look, go to www.hostingbc.com Minister Ilich closed her presentation by saying that "B.C. is now part of the Olympic family, and promoting our excellent sport facilities and event hosting skills is one way to leverage that connection."

RAINCOAST BOOKS PODCAST

Stay tuned for the second in the series of literary Podcasts At Large Media is developing in partnership with Raincoast Books. This new podcast will feature an interview with Nathan Sellyn, an enormously talented young writer whose daring and energetic book entitled Indigenous Beasts, will be released this Spring.

Sellyn's stories are populated with indifferent young men sorting out violence and despair in their lives, and clumsily questing after love - from parents, spouses and strangers. "My characters reveal that Canadians can be just as despicable as our American counterparts," says Nathan. "I want to provide a 'warts and all' perspective, or as my grandfather said, 'plenty of drugs, sex, strippers and violence.'"

These stories are raw and elemental, yet beautiful and compelling. Through characters who are often despicable or violent, and with fresh, stark writing, Sellyn elevates the everyday into the truly extraordinary. Indigenous Beasts marks the arrival of a bold and confident new voice in Canadian fiction.

The podcast will be available in the next few weeks. You can subscribe to the Raincoast Books podcasts RSS feed at feeds.feedburner.com/raincoast. Or from Apple's iTunes simply search "Raincoast" in the podcast section.



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LEADING EDGE BRITISH COLUMBIA.

At Large Media is delighted to be working with a new client, Leading Edge British Columbia (www.leadingedgebc.ca). Leading Edge British Columbia is a non-profit organization dedicated to the promotion of British Columbia as a technology destination. We are working together to showcase BC to company decision makers and investors in each of Leading Edge BC's six technology clusters: Wireless, ICT, Biotech, Sustainability, Energy and New Media.



media

presentations

PUBLIC BROADCASTING NEW MEDIA CONFERENCE

On February 25th Robert presented at the Integrated Media Association's Public Broadcasting New Media Conference in Seattle, Washington. This was an international conference featuring some of the world's top public broadcasters, as well as representatives from software and hardware companies that work in this space.

Robert's presentation focused on new models for broadcast and how they challenge existing media for audience loyalty. Robert teamed up with Tony Walker of the Australian Broadcasting Corporation's digital media services to talk about lessons learned over the past few years, both at ABC and from Robert's work at the Canadian Broadcasting Corporation. He also spoke on a standing room only panel called *The Web 2.0 and Public Media* which featured speakers from Boston's powerhouse PBS station WBGH and the Research Channel, a University of Washington based web 2.0 project.

NORTHERN VOICE

On February 11th Robert spoke at Northern Voice, a blogging and personal publishing conference that brought together bloggers and blogging neophytes to learn more about social, cultural and technological aspects of blogging. Robert was teamed up with veteran broadcaster and early adopter Mark Schneider, and with Michael Tippett of Now Public, and together they presented 'The Changing Face of Journalism'.

CONTACT INFO & SUBSCRIPTIONS

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