

PRESS RELEASE

5 February 2007

BIRMINGHAM ENTREPRENEUR LEADS THE WAY FOR CREATIVE COLLABORATIONS WITH HONG KONG

Stef Lewandowski, managing director of the interactive design agency 3form and director of the record label Type, has been chosen as one of three creative entrepreneurs to represent the UK in the international mentorship programme Digital Pioneers.

Stef was chosen by the British Council after showing great innovation in his use of technology and demonstrating an international vision with both of his businesses working internationally to create and distribute digital content.

Birmingham based agency 3form has a strong reputation in the UK and the West Midlands for producing web platforms for its clients, and Type is building strong links worldwide for its brand of cinematic, experimental music which saw recent success with a track being used on Honda's 'More Forward' TV ad.

The Digital Pioneers programme is set to run annually and aims to identify and nurture a new generation of creative entrepreneurs in the digital media industry via two ten-day cross-cultural exchanges with Hong Kong. The programme allows the three chosen entrepreneurs a chance to look at growing business and opportunities for 'digital media' between the UK and Hong Kong.

With Hong Kong's worldwide reputation as a centre for intellectual property, the programme will be a great opportunity for the three entrepreneurs to feedback valuable knowledge on how the UK can further use intellectual property to facilitate economic growth to a global scale.

Following the strengthened relationship between Birmingham and Guangzhou in China, Stef says he is looking forward to finding out how Birmingham and the West Midlands can establish international links for the creative sector:

"With China on its doorstep currently producing a third of all World economic growth it's the perfect time to look at how these markets can be targeted by enterprising UK digital media companies", Stef said.



"I intend to find out first hand how Hong Kong ticks and learn lessons on how British creative industries can get involved in one of the hotspots for the coming 'knowledge economy'".

The three UK winners are scheduled to fly off to Hong Kong in March this year for the official award ceremony and to take part in the Digital Entertainment Leadership Forum at Cyberport. The six Digital

Pioneers will also become part of the growing network under British Council's creative entrepreneurs' programmes.

The opportunity will be a great aid to building a sustainable platform for international business and help put Birmingham's creative industries on the global map.

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For further information or interview opportunities please contact Lucinda Noonan or Ruth Ward at NEON Communications on 0121 456 9303 or email lucinda@brightnewthinking.com or ruthw@brightnewthinking.com.

Notes to Editor

- Digital Pioneers will run in parallel in both Hong Kong and UK, annually. For further information about the programme please visit www.britishcouncil.org/arts-digitalpioneers.
- Stef Lewandowski is a leading figure in the development and promotion of Birmingham and the region's creative industries, both in the UK and internationally. He is managing director of 3form, an award winning creative agency, and Type Records.
- 3form specialises in website design, online gaming and interactive design services. The company's client portfolio includes Vivienne Westwood, the V&A and lastminute.com. 3form has won a string of business awards and was selected for Channel 4 IDEASFACTORY's Creative Class 2005.
- As a young entrepreneur from a rapidly growing creative business, Stef was invited by the DCMS to sit on the Business Support for the Creative Industries working group. Stef has also been instrumental in establishing Creative Birmingham Business, a representative body for the creative and cultural industries in Birmingham and the region, and regularly speaks at industry events to raise awareness of the creative sector.
- In 2005 Stef was named as Birmingham Young Professional of the Year and in December 2006 was awarded Alumnus of the Year by Birmingham University.