

I-Manifest STUDIO @ Vivid Ideas

May 2015

100 students

9 schools

3 days

33 mentors

9 agencies

42 cultural back-grounds

after the program...

99%

of students are more confident talking to industry professionals

98%

of students feel their future careers are more within their reach

90%

had a more positive perception of a career in the creative industries

61

new careers were identified by our students after the program

Partners:

Vivid Sydney

Think Design Education

MTV

Optus Community Grants

UN LTD



I have learned the importance of collaboration, creating links with people and to persevere no matter what
Ira, South Sydney High School

There are so many different jobs and so many people willing to help me achieve my dreams
Stephanie, Strathfield South High School

(I loved) the hands on experience, and options available for us to experiment with. Also the approachable nature of the industry professionals
Julie, Prairiewood High School

It is so much more inspirational and my views of the creative industry have totally changed, in a positive way
Amanda, Prairiewood High School

Mentoring for I-Manifest was both inspiring and a breath of fresh air, my 15-year-old team are uninhibited creativity in full flight. Their innocence allowed a great idea to evolve quickly and without the friction that comes from a fully formed, potentially limited, adult mind

Ben Korbel, Founder and Director, Feeling



Students created and pitched their 'Will.i.am, will you?' campaign to a live audience and judging panel at MTV HQ.



MENTORS:

Anthony Donovan, Frost* Collective
James Green
Ed Hall, Interbrand
Dan Ingham, Interbrand
Jo Roca, Interbrand
Tom Carey, Interbrand
Ian Haigh, Ketchup
Mike Tosetto
Benja Harney, Paperform
Catherine van der Werff, Re: Sydney
Jude Osborn, Google Creative Lab
Saskia Wilson, Flash Point Labs
Tomasz Machnik, Flash Point Labs
Michelle Owen, Almost Real
Ben Korbel, Feeling

STUDENTS:

our students bring diverse
perspectives from across the globe

AGENCIES:

Saatchi & Saatchi Australia
Tongue
The White Agency
Moon Communications
Amnesia Razorfish
Principals & XXVI
Deloitte
M&C Saatchi
Feeling

JUDGING PANEL:

Jess Scully, Festival Director, Vivid Ideas
Matt Leach, Regional Director, AGDA
Tony Hale, CEO, Communications Council
Nathan Scoular, Program Manager of
Graphic and Communication Design,
Think Design Education

