THE AWARDS 2020

Knowledge Exchange/Transfer Initiative of the Year

Institution name	Royal Holloway, University of London
Submission title or project name	StoryFutures
Nominee/key personnel	Professor James Bennett
URL	https://www.storyfutures.com/about
Submission	StoryFutures, a £6.4m project funded by AHRC's 'Creative Industries Clusters Programme', unlocks university research for creative industries. StoryFutures gives small and medium businesses (SMEs) access to cutting-edge research in narrative, technology, business and audience psychology; driving innovation in storytelling, exploiting new technologies in Virtual, Augmented, Mixed Reality and Artificial Intelligence.
	Led by Royal Holloway, University of London, StoryFutures' core objective tackles the challenge of next-generation technologies by creating compelling content for audiences of screen, cultural institutions' offerings and experiential installations. Since October 2018, StoryFutures Knowledge Exchange activities have catalysed 40 new R&D industry and academic collaborations, created 16 new products, unlocked a further £2.1m investment for creative industries' R&D, built a network of over 100 companies, stimulated growth or support of 75 jobs and introduced over 20,000 audiences to new experiences.
	This new model with creative industries powers economic growth, creates new cultural experiences and stimulates cutting edge research.