

Donna Holford-Lovell  
SDI  
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## Personal profile

CONSULTANCY/WORKSHOPS/INVITED SPEAKER (selected)

Natural And Artificial. How To Organise - To Festival (2018) Rome University of Fine Arts, Rome, Italy

Invited to give a talk to art and design students about NEoN and the development of festival platforms. Part of Rome Media Art Festival, MAXXI | Museo Nazionale Delle Arti del XXI Secolo.

British Council Digital Cities Summit - Connecting the Western Balkans and the UK (2018) University of Birmingham, Birmingham, UK

Invited to speak about my work with co-working spaces and creative industries. Facilitated a workshop on mobility and capacity development to connect and strengthen digital industry collaboration between the UK and the Western Balkans.

British Council Delegate - Sonar + D (2017) Sonar Festival, Barcelona, Spain

Part of the 'Changing industries' programme - Invited UK delegates to speak and network at Sonar + D, Creativity, Technology and Business.

Daring Curating: International Forum for Art and Technology in Africa (2017) Tshimologong Digital Innovation Precinct, Johannesburg, South Africa

Facilitation and Speaker - A two-day forum initiated in collaboration with NEoN, Fak'ugesi Festival and Trinity Session, aimed at facilitating conversations on the complexities of curating art and technology within an African context. Part of the Fak'ugesi African Digital Innovation Festival.

Reworks Festival (2017)

Fix Factory, Thessaloniki, Greece

Invited to talk about about NEoN, digital art and festival platforms.

Creative Hub Making in Vietnam - British Council Creative Economies (2016) ADC Academy, Ho Chi Minh, Vietnam

Invited to speak about the creation and development of the co-working space Fleet Collective and delivered a two day workshop exploring hub making, community building and new business models. A

British Council co-working programme aimed at sharing practical skills and stimulating a long-lasting network of Creative Hubs in East Asia.

Curating Art After New Media - ISEA Hong Kong (2016) The Hong Kong Polytechnic University, Hong Kong

Facilitation and Speaker - A short professional development course targeted for Hong

Kong-based curators who specialise or are interested in contemporary and new media art. ISEA2016 (International Symposium on Electronic Art) satellite programme.

ACM Computer Human Interaction Conference (2016) Metro Toronto Convention Centre, Toronto, Canada

Selected participant – 2 day research workshop 'Curating the Digital: Space for Art and Interaction', which led to a set of recommendations to the SIGCHI Executive (Special Interest Group on Computer– Human Interaction) on best practice in documentation of digital art research outputs presented at future CHI conferences.

## PROFESSIONAL EXPERIENCE

### Director, NEoN (North East of North): December 2009 - Present

Driving the evolution of digital arts, NEoN explores and redefines its relevance in today's practice. NEoN delivers an annual festival platform providing experimental and research opportunities to emerging talent and well-established artists, with the aim to influence and reshape the genre.

- Develop and implement the mission to reflect the aims of charity – business planning, Equalities, - Diversity and Inclusion policies and Professional Development programmes.- Conceptualisation and brief development, development and delivery of the main programme.- Budget management and funding strategy.- Recruitment and management of staff and volunteers. Management of work placements for young adults, university and college interns and PhD Students.- Analyse data for evaluation reports for trustees, stakeholders and core funders.

### PhD Computing and Games

SDI

Abertay University

1 Feb 2021 → present

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