

Case Study:

Creative Nottingham

Active Ingredient

Active Ingredient is an A1 design specialist, who find creative ways to link the virtual world with the physical. Founded in 1996, the new media company use everything from household chemistry to robotics for their cross-platform projects – such as the activity-driven, handheld computer game 'Ere Be Dragons in Nottingham', that monitors the player's heartbeat.

Since 2005, Active Ingredient have worked with computer experts and health scientists to innovatively merge location, social networking, biosensing and play. Their aim is to find new ways to improve the nation's health, both physical and emotional.

Benefits of being based in Nottingham

Nottingham's central location means Active Ingredient can easily collaborate with scientists anywhere in the country. They have a long-term commitment to work with their partners at the Mixed Reality Lab at The University of Nottingham.

Rachel Jacobs from Active Ingredient said: "We have been working in Nottingham for ten years and feel it's a great city for innovation and growth. The collaborations and networks within the city particularly across science, technology, and art are invaluable, meaning wonderful things can happen. As we work more and more internationally we discover that Nottingham's reputation proceeds us and we are now at a stage where we can use Nottingham as a base - a place to build new ideas and work that will then be presented all over the world"



Achievements

Active Ingredient won the East Midlands New Technologies Initiative Award for Innovation in 2005 and worked on the prestigious Chatham Vines project that won the Rowse Kent Award for Contemporary Art in 2006.

Active Ingredient was recently contracted by Hewlett Packard Research Labs to demonstrate their new mobile developers tool at the Games Developers Conference. Their work has been presented at top-level academic conferences and at events nationally and internationally including one of the top-level academic and industry conferences in computing (SIGGRAPH) in Singapore 2005.

The company have presented their recent project 'Ere Be Dragons' in Singapore, Berlin, San Francisco, Cambridge and Tokyo and are due to present it in Sao Paulo and Bristol later in the year.

Plans for the future

Active Ingredient aim to continually develop creative media and arts projects, across the disciplines of art, science and technology. They hope to commercialise some of their mobile phone games and to continue to develop national and international opportunities to present their work.