



# alex mayhew

## curriculum vitae

### Overview

Over the past 15 years, Alex has worked across multiple media, using each channel to their strength with the intent of creating compelling and successful projects and products.

His work has largely been in the area of interactivity and game design, as well as visual and concept development, embracing the benefits of a transmedia approach. From the multi award winning Ceremony of Innocence to Beethoven's Hair, to Time Tremors, to his work with MIT and the Royal Shakespeare Company, he believes there is much potential in exploring a property over a number of different media channels including web, mobile, TV, game, books, theatre, film and performance.

In recent years he has also turned his attention to creating applications that embrace strong social media elements and also creating and combining mobile, content management, communication, mobile and location based experiences. Building on these interests, he co-founded Infinity Labs with Peter Gabriel in 2007, becoming co-share holder and creative director of theMemory.com and Gabble. From there, he became excited to see how creativity can be used to trigger commerce; especially in an environment where consumers are increasingly used to getting their content for free.

In this transmedia space he has built a worldwide reputation for making magical and memorable interactive experiences. He has been asked to talk and present his work at countless international conferences, festivals, companies, universities and research institutions. His work has been exhibited, taught and written about both by press and academic institutions around the world.

He now resides in Toronto Canada where he acting as consultant to a number of international based projects.

### Education

**1994** MA in Design for Interactive Media at Middlesex University, UK.

**1992** BA 1<sup>st</sup> Class Honors Degree in Fine Art at Newcastle University, UK.



## Professional Experience

**2009- present Independent Convergent Media Developer**

Creating and developing convergent media projects and consulting.

**2007-2009 Creative Director and Co-founder of Infinity Labs**

Originating and developing innovative 2.0 Web concepts.

**2007-2009 Visiting Research Fellow, IFSW, University of Wales Newport, Wales**

**2005- 2007 Games Research Fellow, IFSW, University of Wales Newport, Wales**

Creating a research group focused on game and interactive media that combines practice based research with theory. Originating new projects as well as continuing ongoing work.

**2002-2004 Senior Researcher at Zero-Game Studio (Interactive Institute, Sweden)**

Creating work that intends to push the creative boundaries of computer games and interactive media. Giving creative direction on all Zero- Game Projects as well as developing new projects.

**2000-2002 Independent Game Designer 'Dreamer' (Brighton, UK)**

Developing a game from scratch, script creation, functional specification and design documents, interactive demos, visualization of worlds and development of strategies for a 'transmedia' experience.

**1998-1999 Artist in Residence at National Film and Television School's 'Createc' (Ealing Film Studios, London, UK)**

Employed to be 'artistically creative' in a technological based research environment.

**1994-1998 Real World Multimedia (Bath, UK)**

Creative director and chief designer on Ceremony of Innocence. Also worked on other Peter Gabriel projects such as Eve.



## Awards

### 1998 OMNI Awards USA

- Gold medal in Interactive Entertainment
- Gold medal in Interactive Graphics

### 1998 EURO PRIX MULTIMEDIA ART Austria

- Overall Winner.

### 1998 NEW MEDIA INVISON AWARDS USA

- Gold in General Interest/Adult.
- Award of Excellence in entertainment category, shared with Droidworks from Lucas Learning.
- Best of Show out of all 7 categories, shared with X-Files from Hyperbole Studios.

### 1998 BAFTA Interactive Entertainment Awards UK

- Moving Images
- Sound

### 1998 NEW YORK FESTIVAL AWARDS

- Gold Medal for entertainment category.
- Runner up for the overall prize

### 1997 EMMA (European Multimedia Awards)

- Winner of the General Interest category: Entertainment and Leisure.

### 1997 ATOM AWARDS, Australia

- Gold ATOM - Best Product of the Year.
- Most Creative/Innovative Multimedia Production of the year.
- Best Multimedia Game of the year.
- Most Entertaining Multimedia Production of the year.

### 1997 AIMIA AWARDS, Australia

- Best sound composition & audio editing.

### 1997 ATLANTIC DIGITAL MEDIA AWARDS , Canada

- International Award of Excellence.

### 1994 BIMA AWARDS UK

- Award for the most outstanding work by a student.



## Digital work exhibited

**2002-2005.** <ALT> Digital Media Exhibition. Message Quests kiosk installed at the Museum of Moving Image in New York. <http://www.ammi.org>

**2002- 2006** NESTA 'Inspire Me' site hosts 'Message Quests' <http://www.nesta.org.uk/inspireme/>

**2002-2007** Arts Council of England Site hosts 'the Angel'. <http://www.artsonline.com>

**2001-present** BBC Digital Arts Site hosts 'the Angel'. <http://www.bbc.co.uk/arts/digital/>

**2002** Drunken Boat (American arts site) hosts 'the Angel' <http://www.drunkenboat.com>

**2001- 2002** NESTA 'Inspire Me' site hosts 'the Angel' <http://www.nesta.org.uk/inspireme/>

**1996-98** Arts Council of England's Hub Club. Five works voted into 'Hub Heaven' site by Internet users. Three reach number one. This site no longer exists.

## Selected Presentations and Workshops

**2010** Story Telling X.0 Panel in Toronto, Canada 'Tomorrow is So Yesterday, How to Live in the Future Now'

**2010** Presentation at the WorldWide Short Film Festival & Symposium 'Shifting Landscapes: Successful Transmedia & Multiplatform Projects'

**2009** Presentation and workshop for the The Film Academy in Ludwigsburg, Germany.

**2007** Presentation for BTV, Bradford, UK.

**2007** Presentation at The Research Forum at the Arts Institute of Bournemouth

**2006** Presentation at 'The Creative and the Corporate', A Lansdown Centre Symposium on the State of Interactive Media at Middlesex University.

**2005** Presentation at the 'Flash in the Can' Festival in Toronto, Canada.

**2005** Presentation and workshop for Hamar University in Norway on 'Game Production and Tools'.

**2004** Presentation and workshop for Hamar University in Norway on 'Emotional Gaming'.

**2004** Key note presentation at the 'Games and Story Telling Conference' at the Helsinki School of Art and Design, Finland.

**2004** Presentation and workshop for the Crucible Research Studio, Finland.

**2004** Presentation and workshop for Submarine's Crossmedia Symposium and Workshop Amsterdam

**2003** 'Between Games and Art' Lecture at HGO (Högskolan på Gotland), Sweden

**2003** Two presentations at Adelaide International Film Festival, Australia.



**2003** Presentation at 'Crossover Australia', South Australia.

**2002** Presentation for Nesta Future Lab, Bristol UK.

**2002** Presentation at the Canadian Film Center, Toronto Canada.

**2002** Masterclass for Channel 4, London, UK

**2002** 'Creative Alchemy' Masterclass for BAFTA's, London, UK.

**2002** Presentation at B-TV's 'Convergence Arts' conference, Sheffield UK.

**2001** Presentation at USC 'Entertainment in an Interactive Age', LA, USA.

**1999** Dreamer presented at The Tate 'The Allure of the Digital', London, UK

**1998** Presentation at the 'Digital Story Telling Festival', USA.

**1999** Presentation at 'Interaction and Emotion' Conference in Denmark.

**1998** Presentation at the Festival of New Cinema and New Media of Montreal, Canada.

**1997** Workshop and presentation at 'Opera Totale', Venice, Italy.

**1996** 'The Artist Speaks' address to the ELIA conference in Lisbon, Portugal.

**1995** Key note presentation at the CILECT World Congress of Film Schools in Oaxaca, Mexico.

