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For Immediate Release

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Designbox Launches Spark Con, a Creativity Conference for the Triangle

Designbox, a collaborative team of independent creative professionals based in Raleigh, NC, announces the Triangle's first conference focused on improving our creative climate. Spark Con will be held September 14 -17 in various locations around the Triangle, with downtown Raleigh as home base this year.

Learning from visionaries like Richard Florida, Designbox recognized that a truly creative environment is comprised of many complementary influences requiring recognition and nurturing.

"What most people misunderstand about a thriving scene is that there is no one influence that makes it happen," says Aly Khalifa, a founding member of Designbox. "There is a whole ecosystem that needs to be work together to support a creative environment. We've got a terrific set of those components here, but we have not yet integrated them. If we can do it, this place will be spectacular and become the 'Creative Hub of the South'."

The intent of Spark Con is to first identify struggling components of the Triangle's "creative ecosystem" through a series of lectures. Participants will then generate new ideas in multi-disciplinary workshops, the results of which will be published in the Spark Con Comment, a guide for local planners, officials, and citizens on how to contribute to a culture that is as rich in the arts as it is vital in business.

Spark Con will also celebrate local creative talent through showcases and events at venues throughout the Triangle. From laboratory tours to fashion shows, the conference will feature those who are using creativity in vital and novel ways.

This year's program will focus on four major areas of the creative ecosystem: Independent Businesses, the Arts, Hi-tech Research & Development, and Inclusive Culture. Each of these play a key role in establishing a thriving scene, and so will be the focus of both the speakers and the workshops of the conference.

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The Spark Con showcases will feature several major efforts: ArtSpark will highlight the local art scene while MusicSpark will showcase local bands with national acts like World Party. R&D and Inclusivity will be highlighted through tours of local establishments.

Registration is open to the public through August 28 for an all-event pass which includes discounts at a multitude of Spark Con Venues like restaurants, clubs and shops. Sponsors will also be contributing towards scholarship passes for those who need financial assistance to attend.

Spark Con was originated by Designbox, but has gained significant steam and chief contributors now include many other leading thinkers from around the Triangle. For more information visit www.sparkcon.com.