



CREATE is a new media production company with a focus on the themes of creativity and culture, utilising a variety of platforms ranging from interactive, entertainment, CD ROM, DVD and on line. The company has 18 years experience in traditional media and 13 years in new media production.

The company's primary specialisation is in the development of creative learning processes and pedagogy. CREATE adapts their creative learning processes and pedagogy to projects, productions and programs with companies, organisations and institutions, community groups, individuals etc nationally and internationally. This collaboration involves the production of learning materials on various media formats.

The company is at present developing web based training /educational creative learning materials with third parties.

CREATE's pedagogy is inspired by the principle that everybody can be creative.

'Everybody has ideas big and small. Everybody has the impulses to make a mark on or change their world. Everybody feels the urge to make something but they do not always know what it is. But not everybody has the skills to do this making. That may explain why so many people are doing jobs they don't like; they don't have the skills to do what they like well enough and be paid for it. In general the skills they developed in school and college or from life's experience are not conducive to creative living. Formal education has institutionalised its citizens on the whole to performing to someone else's agenda. It's where we are right now. To grow beyond this institutionalised behaviour we can begin to foster the imagination and dreams of our citizens by nurturing our natural skills.'

CREATIVITY journeys us to the places of our imagination, dreams, and our own clans' stories so that we feel and sense the spirit of being alive, who we are and how we direct our life's. The productions and projects the company develops fosters this journey.

The company's secondary specialisation is in the collaboration of creative ideas for film, interactive CD/DVD and web projects. Presently the company is working on 2 film scripts, a short interactive film 'Don't Look Back' and a feature script 'Lucia' in collaboration with 'Dylemia' an Irish company. Other projects in development are on-line archives and interactive entertainment.

Clients:

RTE -Ireland, CBC-Canada, BBC, Svergies Television –Sweden, European Broadcasting Union, Danmarks Radios, NRK-Norway, Philips –Eindhoven, Údaras na Gaeltachta –Ireland, DIT –Ireland, London University, Departments of Education in Northern Ireland, the Republic of Ireland and the US, NOB –Netherlands amongst others.

CREATE

Productions:

e.g. Documentaries, animations and interactive titles:

Chinese Art, Kids Capers, Arts Series, Women in Music, Dance and Drop, A Sense of Creativity, Courage to Create, Ireland –A Cultural Journey , A Sense of Creativity, Imagining Ireland.

Contact:

Áinne Burke, Creative Director

CREATE

19 Harcourt St

Dublin 2

Ireland

or

11 Monastery Heath Square

Monastery Rd

Dublin 22

Ireland

Telephone: 00 353 1 4034984/5

E-mail createco@eircom.net and burkeaj@eircom.net

Web: www.createco.com