



## Active Ingredient Profile:



**Chemical Garden, an interactive installation  
at Magna Science Adventure Centre, 2002**

## Mission Statement

Active Ingredient is a digital arts organisation creating artwork using new technology, merging installation, video, performance and broadcast with the Internet, robotics, science and other new ideas. We provide consultancy and participatory projects alongside our art work.

## Background:

Active Ingredient is a group of three people who create digital art works and develop exciting ideas involving the technology of the present and the potential of the future.

We have established a reputation as artists, developers of Internet projects and as cutting edge web developers since 1996.

Our art work has involved participatory creative web projects, large scale installation work, devised performance and projections.

Our research has involved web controlled robotics, live streaming media and currently we are developing artificially intelligent characters that are narrative led for the web.

Our experience of working in the commercial sector covers corporate web design, database driven websites, online animation and interactive games.

If digital creativity interests you in the slightest and you get to see work by Active Ingredient, I recommend you take it! Platform Magazine, 13<sup>th</sup> November 2000

## Personnel

Rachel Jacobs, Project Co-ordinator / Artist  
Matt Watkins, Design Co-ordinator / Artist  
Zini Pandya, Business and Finance Co-ordinator

### Freelance Team:

Jim Boxall, Peepul in the Making  
Lizzy Whirritty, Moon Radio webYV Curator  
Will Wong, Designer

# Participatory Projects:

## Peepul in the Making

A nine month project working with the Peepul Centre, Leicester  
8 participants will work with Active Ingredient, and associate regional filmmakers and new media producers, to develop skills using video and streaming media technology.

## Sonic Fusion

A collaborative project working with dub poet Marc Matthews, City Gallery, Phoenix Arts Centre and Du Montford University, Leicester.  
Developing an interactive installation that occurs as an exhibition in two venues and live on the Internet.  
[www.leicester.gov.uk/citygallery/sonicfusion](http://www.leicester.gov.uk/citygallery/sonicfusion)

## Big Up Yourself

Developing a website with young people between 13 ñ 15 yrs at risk of being involved in youth crime, through a series of creative web workshops from 2002 - 2003  
[www.bigupyourselves.org.uk](http://www.bigupyourselves.org.uk)

## Art work:

### After Hours

A new commission to develop an interactive projection at the CAST restaurant at the Nottingham Playhouse. Commissioned by Casciani Evans and CAST.

### ëEre Be Dragons

A research and development project to develop a creative game for mobile devices,  
A SciArt commission from the Wellcome Trust and in collaboration with Middlesex University.

### Chemical Garden

A digital installation of a life sized garden with crystal trees, robots, live broadcast, video transmissions and web cams

# Other Projects:

## **Chatham Vines**

**[www.chathamvines.com](http://www.chathamvines.com)**

Collaboration with renowned installation artist John Newling

## **Moon Radio webTV**

**[www.moonradio.co.uk](http://www.moonradio.co.uk)**

A live streaming channel, for live and archived broadcasts on the web

