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## Adobe MAKE IT 2017: Design and Creativity Underpin Great Experiences

Adobe's creative industry conference to showcase next-gen technologies that create inspirational and immersive experiences.

**SYDNEY, Adobe MAKE IT—2 August 2017** – Asia Pacific's premier creativity conference kicks off today, with 2,000 designers, artists, filmmakers and creative thinkers from around the world convening at [Adobe MAKE IT 2017](#). Held at Sydney's International Convention Centre (ICC) on 2-3 August, the two-day event is the largest gathering in the event's history, featuring an outstanding lineup of international and creative luminaries who will demonstrate their process for creating exceptional experiences.

"The opportunity to share, collaborate and network with some of the brilliant and creative minds spanning so many different fields and parts of the world is invaluable," said Nicole Tung, MAKE IT speaker. "I look forward to gaining insights about the latest innovative technologies that will open up avenues for the artistic process."

According to [Adobe's Creative Pulse research](#), 56% of Australian and New Zealand creatives see new technologies drastically changing the workplace and 60% have more strategic investments on customer experience. At MAKE IT, Adobe will showcase next-generation [Creative Cloud](#) innovation, as well as [Adobe Sensei](#), a framework and set of intelligent services spanning the entire Adobe Cloud Platform, aimed at dramatically improving how customers design and deliver digital experiences.

"Customer experience is central to the creative sector, and great customer experiences begin with great content," said Marta DeBellis, vice president of marketing for Adobe Asia Pacific. "In today's crowded digital landscape, great creative content is the key component of effectively cutting through the noise and creating experiences that make emotive connections. As entirely new ways to engage and inspire are developed, Adobe will continue to help transform the way creatives work."

Highlights of the event include:

- **Inspirational Speakers.** The standout MAKE IT keynote speakers are some of the most influential names in their fields, each with a unique approach in how they ideate and create:
  - **Timothy Goodman, designer and illustrator.** Creator of award-winning designs behind some of the world's biggest brands, including Airbnb, Samsung and Target, Goodman is also widely recognised for his social experiments and written bodies of work, including "40 Days of Dating," "Sharpie Art Workshop" and "Memories of a Girl I Never Knew."
  - **Nicole Tung, photojournalist.** Recognised and awarded by the International Photography Awards, The Maybach Foundation, Women in Photojournalism, the Hearst Foundation, and the NYPPA, Tung's work includes her chronicles of North Africa following the developments of the Arab revolutions from Egypt to Syria.
  - **Kitya Palaskas, craft-based designer.** Specialising in prop and installation design, set dressing, art direction, styling, creative workshop facilitation and DIY content production,

Palaskas' clients have included Warner Music, Sportsgirl, Lego, Etsy, ANZ Bank, Peter Alexander and Lily Allen.

- **James Noble, director of experience:** Regarded as an industry leader in user experience solutions, Noble is co-creator of Carter Digital, recently named one of Asia Pacific's top innovative experience agencies, renowned for their passion, and evolving user experiences beyond the device.
- **Gareth O'Brien, graphic designer:** Award-winning creative director of design-driven production company Buck, an integrated collective of designers, artists and storytellers, who believe in the power of collaboration.
- **More than 35 Interactive Sessions.** MAKE IT is the place to learn from experts across creative careers video, graphic design, illustration, photography, creative imaging, web applications and design. Gain inspiration and make new connections in labs, workshops and seminars led by experts from the world's leading creative shops, startups, corporations and global agencies.
- **Interactive Experiences.** The merging of online and offline experiences is one of the biggest drivers of change in creative industries. On the MAKE IT show floor, attendees can paint in 3D or with their phones, design their own ginger beer label with [Adobe Stock](#), explore digital and old-school games in the MAKE IT Playground and view [Underbelly Arts](#) first digital online gallery in APAC.
- **Next-gen Creatives.** [Adobe Project 1324](#), an initiative that supports, connects and amplifies a global community of emerging artists using creativity as a force for positive impact, features the winners of the MAKE IT Known competition, highlighting the effects of climate change via a custom digital submission.
- **MAKE IT Partners.** Some of the world's most forward-thinking brands offer attendees hands-on experiences with the latest innovations. For example:
  - Attendees can interact with the Microsoft Surface family of devices, including Surface Studio, Surface Book and the newly released Surface Pro.
  - Wacom will host an exhibition "The Next Level," a collection of works from digital artists around the world
  - Seagate will offer a chance to win a Creative Pro's dream prize pack, and attendees can see Seagate's Google Tilt Brush artist at work, creating a breathtaking IronWolf virtual reality world.

Main stage presentations will be made available via [live-stream](#) across Asia Pacific. Follow the conversation via #MAKEITAPAC on social media, download the MAKE IT mobile app on the Apple App Store and Google Play.

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