



The FuseBox

@FuseBoxBtn FOLLOWS YOU

Radicalising business support since 2013. Powered with love by
Wired Sussex.

brighton · wiredsussex.com

Inside the FuseBox

WHAT IS IT? >

Brighton Fuse starts with the belief that by connecting the arts, humanities and design with digital and ICT, then creativity and innovation can be enhanced.

WHO IS INVOLVED? >

> DELIVERY PARTNERS



TAKE PART >

One of the best ways for us to keep you up-to-date with Brighton Fuse activities is to sign up for updates here.

BRIGHTON FUSE UPDATES

email

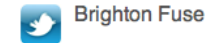
Sign-up

LATEST INFO >

Jul 3, 2013
[Knowledge Exchange Fellowship Vacancy](#)

Dec 6, 2012
[Our Submission To The Parliamentary Select Committee](#)

Nov 16, 2012
[The Brighton/Cherokee Nation Digital Cultural Exchange Project](#)



@BrightonFuse: RT @CrowCreation: Looking forward to #BrightonFuse event next week to find out more about #Brighton's #creative, #digital & #technology clus...

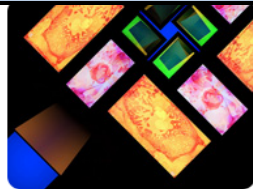


@BrightonFuse: If you work in

@BrightonFuse: We're looking forward to sharing the findings of the #BrightonFuse Research Project next week!
<http://t.co/NSraVI16ZR>
#Brighton ^LB



The full #BrightonFuse research report, the executive summary and our policy recommendations are available to download on



THE RESEARCH

[Our Submission To The Parliamentary Select Committee](#)

[Towards a progressive learning model for the CDIT sector in Brighton and Hove](#)

[VIDEO - Latest TV Interview](#)

individuals working on this unique project.

Brighton Fuse is funded by the [Arts & Humanities Research Council](#).

www.brightonfuse.com

“It's in Apple's DNA that technology alone is not enough — it's technology married with liberal arts, married with the humanities, that yields us the result that makes our heart sing”.

Steve Jobs



3,600 sq ft



Empty for 12 years



Superfly!





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**The FuseBox
is an entrepreneurial laboratory
for new business ideas**

Get ready to be disrupted – it's what Brighton does best

11:55am Tuesday 29th January 2013 in Agenda

By Will McInnes

You know what it's like in business – one thing guaranteed to never stay the same is the buzzword-du-jour. What are the current faves? Mine is 'piece' – when did everything become a 'piece'? The strategy piece, the investment piece, the marketing piece: it makes me wonder if people at the UN talk about the peace piece.

But the thing is that language is powerful, and words themselves represent ideas. The unveiling of the Fusebox project, an exciting Wired Sussex initiative working closely with Brighton and Hove City Council and funded by the



Will McInnes: the Pavilion is bonkers but it's the future

BrightonFuse: Towards a progressive learning model for the CDIT sector in Brighton and Hove

An analysis of pioneering international institutions for creative learning.

POSTED ON JANUARY 11, 2013 BY PHIL

WIRED SUSSEX IS PROUD TO ANNOUNCE 'THE FUSEBOX'

Delivering Different Business Thinking for a Disruptive Sector.
 We'd like to tell you about a new initiative that we are launching shortly. Wired Sussex is creating a new learning and support centre for start-ups and existing businesses in the creative and tech sector. Called the FuseBox, it will be based in New England House in Brighton.

Most business support models are based upon the needs of large companies in stable markets. If you are at the smaller end of the spectrum and operating in a disruptive, digital business environment, then we think that a different set of rules apply.

Digital technology has challenged the basis of much conventional business thinking, generating new ideas and re-invigorating old ones. These approaches that flow from that;

- The re-formulation of the relationship between producer and consumer;
- Approaches that emphasise collaboration like social media, crowd sourcing and crowd funding;
- The development of coworking models and spaces;
- Design-led business modelling;
- Challenges to standard notions around Intellectual Property through open source and other models and its impact on innovation;
- The adoption of co-operative and mutual models to, for example, manage internet peering points or deliver fibre optic networks.

The FuseBox is about exploring, developing and using these approaches to enable real businesses to meet real challenges. It will:

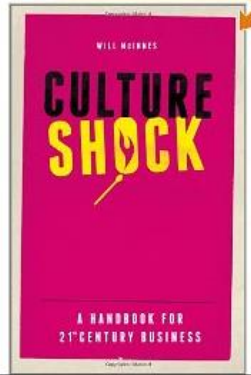
- Host and provide assistance to start-ups from the creative, digital and tech sector
- Deliver learning and support to existing creative and digital companies and freelancers
- Provide venue facilities to creative and digital community groups
- Act as an influential knowledge hub for disruptive business thinking

The FuseBox will be underpinned by a truly collaborative and cross-disciplinary approach to business support. As part of the **Brighton Fuse** project, we have engaged with D-school at Stanford, Hyper and others to understand how they have developed new and effective learning models. Like them, we business which is based around real world projects, is driven through peer-to-peer networks and is practical, changing economic, social and technological times, can adapt to and embrace the evolving needs of business.

Further, we also want to encourage and support informal and community-driven learning practices in tandem. We will aim to foster radical activity-based relationships with higher education and industry.

If this excites you, and you want to work with us to create something which not only delivers valuable support to businesses locally, but also becomes an internationally influential way of providing a different kind of business, then please contact us. You can find out more about some other things which Recreate aims to do, including Recreate, Recreate involves 16 businesses locally, but we hope to launch it in March. That's when the work (and the FuseBox) is a **bit of a building site**, but we hope to launch it in March. That's when the work (and the FuseBox) is a **bit of a building site**.

Click to LOOK INSIDE!



New Ideas Delivered Differently

Based on 2 insights:

- Small, disruptive start-ups and companies need a different kind of business support
- Fusing art and technology successfully creates value

How?



SCHOOL OF
COMMUNICATION
ARTS 2.0



How?

- Peer-to-peer
 - Really useful innovation needs collaboration
- Practitioner driven
 - By the sector, for the sector
- Real projects
 - Creating experiences has more impact than giving lessons