

For Immediate Release

AGENTIC WINS TWO PRESTIGIOUS AWARDS FOR DIGITAL INNOVATION **B.C. digital media company recognized for creating unique and groundbreaking exhibits**

June 1, 2015

Announcement Highlights:

1. Agentic has won BC Creates' Spark of Creativity Award for its inventive work on the digital media project, *High Muck-a-Muck: Playing Chinese*.
2. The American Alliance of Museums awarded Agentic Digital Media's client, the Royal BC Museum, The Excellence in Exhibition Award for its innovation on the exhibit, *Our Living Languages: First Peoples' Voices in British Columbia*. Agentic worked in partnership with Nehiyawetan Productions and the First Peoples Cultural Council to develop the Royal BC Museum exhibition.

Vancouver, B.C. – Following several successful projects, Agentic Digital Media has garnered recognition by winning two prestigious awards for its creative and innovative work. *BC Creates*, an initiative which celebrates B.C.'s creative economy, gave *The Spark of Creativity Award* to Agentic for its development of *High Muck-a-Muck: Playing Chinese*, a digital media project that explores the narratives of historical Chinese immigration to Canada vs. narratives of contemporary Chinese immigration. Exhibited at Oxygen Art Centre in Nelson, B.C., Agentic was the digital strategist and creative team along with a collaboration between six distinguished Canadian artists, including poet laureate Fred Wah, led by curator Nicola Harwood.

The *Spark of Creativity Award* recognizes people or companies who exemplify an innovative approach to their creative work and who are a great example for others in the industry. It was presented at DigiBC's 2nd annual NextBC Showcase & Awards Gala, honouring B.C.'s top tech & digital companies, held at Telus World of Science.

"It is a thrill to be recognized by a group of our peers," said Phillip Djwa, Principal at Agentic Digital Media.

Secondly, the American Alliance of Museums, the largest museum association and advocacy group in the U.S., also bestowed a prestigious honour, *The Excellence in Exhibition Award*, which recognizes outstanding public exhibits from all types of non-commercial institutions such as museums or aquariums.

The award, which was presented to Agentic's client, the Royal BC Museum, was given at *The American Alliance of Museums'* annual meeting in Atlanta, Georgia. It credited the development of an innovative and interactive exhibition that celebrates the resilience and diversity of First Nations languages in B.C., in the face of change. Entitled *Our Living Languages: First Peoples' Voices in British Columbia*, the exhibit is displayed at the Royal B.C. Museum in Victoria, B.C. In partnership with TV producer Loretta Todd's Nehiyawetan Productions, Agentic Digital Media produced over 15 different multimedia elements, and a 10-minute documentary on the current state of Aboriginal language in B.C.

"Working with Aboriginal language in partnership with Nehiyawetan and the First Peoples' Cultural Fund created a dream team of expertise and powerful storytelling." said Djwa.

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About Agentic Digital Media

Agentic is a web development agency that provides online campaign solutions. They specialize in creating websites for social change organizations and social venture companies and believe in using digital media for good.

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