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## **Martin Darbyshire and Sarah Ellis win 2016 CIC Awards**

Export success and collaboration across the creative disciplines were celebrated last night as the winners of the 2016 Creative Industries Council (CIC) Awards were announced.

The CIC, the partnership of government and business which advises on the UK's creative industries strategy, announced its winners as part of The Hospital Club's 2016 h Club 100 Awards, which recognise 100 influential and innovative people in Britain's creative sectors.

**Martin Darbyshire, the CEO and Co-Founder of design agency tangerine,** was awarded the [\*\*CIC International Award\*\*](#).

Under Darbyshire's leadership, tangerine has realised business opportunities in Asia, the Americas and throughout Europe, and has created award-winning solutions for international brands such as LG, Samsung, Sky, Nikon, Toyota, Cathay Pacific.

Darbyshire also promotes the UK design sector via his work as a conference speaker, on awards juries and on industry bodies.

Tim Davie, CEO of BBC Worldwide and Director, Global, and one of the International Award judges, said: *"Congratulations to Martin on winning the International Award. The judges agreed that his leadership, passion for innovation and creative input at tangerine have not only led to great commercial success for the company but helped open up and build international markets wanting to work with the UK, to the benefit of the wider creative sector and UK exports."*

Martin Darbyshire said: *"I'm very proud that tangerine is a major exporter of design and innovation to the world, with 80% of business coming from outside of Europe. Over the last three decades we've been privileged enough to have worked with many leading global brands, across a diverse range of projects and industries."*

**Sarah Ellis, Head of Digital Development at the Royal Shakespeare Company,** was awarded the [\*\*CIC Cross Industry Collaboration Award\*\*](#) for her work to bring together digital technology, interactivity and live theatrical performance.

Ellis has won praise for her contributions to the RSC's innovative productions of 'Midsummer Night's Dreaming' produced in collaboration with Google Creative Lab, 'Adelaide Road' and the forthcoming 'The Tempest'.



Steve Hatch, Facebook's Regional Director Northern Europe, and a judge of the Cross Industry Collaboration Award, said: *"As a culture professional and Head of Digital Development for the RSC, Sarah is widely acknowledged to have done more than most to enable fusion between the arts and technology sectors.*

*"Now, in the year of the 400<sup>th</sup> anniversary of the great bard, she is leading the development of a truly groundbreaking collaboration between RSC, Intel and The Imaginarium Studios – working on a new staging of 'The Tempest' which will be premiered this November."*

Sarah Ellis said: *"It was a real privilege to have been shortlisted for this award and to have been named alongside so many people that I admire. To have won is an absolute honour.*

*"I am passionate about bringing together different people from the worlds of technology and the arts to create incredible experiences for audiences. A huge thank you to everyone at the Creative Industries Council and The Hospital Club."*

Both CIC Award winners were selected by industry judges from shortlists of leading individuals helping to build the success of the UK's creative industries, which contributed more than £84bn to the UK economy in 2014.

The winners were announced at The Hospital Club's h Club 100 Awards ceremony at the central London club on October 4<sup>th</sup>.

**For more information, contact:**

Carlos Grande  
Editor, [www.thecreativeindustries.co.uk](http://www.thecreativeindustries.co.uk)  
[carlos@ipa.co.uk](mailto:carlos@ipa.co.uk)  
07831 491 856  
@CreativeIndsUK  
#createtogether



## Notes for Editors:

The nominees for the 2016 CIC International Award were (in alphabetical order):

**Simon Allford, Partner, AHMM Architects**  
**Neil & Sophie Chadwick, Co-Founders, Seasalt**  
**Martin Darbyshire, CEO & Co-Founder, tangerine**  
**John Fearon and James Bassant, Co-Owners, Astro Lighting**  
**Matt Isaacs, Executive Chairman, Essence Digital**  
**Jacqueline Lam, Co-Founder Mihaibao**  
**Alex McCuaig, CEO & Chairman, Met Studio**  
**Patrik Schumacher, Partner, Zaha Hadid Associates**  
**Nathan McDonald, Global Managing Partner, We Are Social**  
**Gareth Neame, Managing Director, Carnival Films**

You can read more about the nominees on [this awards page](#) (#createtogether).

The nominees for the 2016 CIC Award for Cross Industry Collaboration were (in alphabetical order):

**Damon Albarn, Musician**  
**Sam Barlow, Video Game Designer**  
**Jessica Curry, Composer & Video Game company Co-Founder**  
**Sophie Cornish & Holly Tucker, Co-Founders, NotontheHighStreet.com**  
**Sarah Ellis, Head of Digital Development, Royal Shakespeare Company**  
**Lee Hicken & Simon Zimmerman, Directors, Hebe Works**  
**Helen Marriage, Director, Artichoke Trust**  
**Grayson Perry, Artist**  
**Nikhil Shah, Co-Founder, Mixcloud**  
**James Walker, Head of Marketing, Channel 4**

You can read more about the nominees on [this awards page](#).

The **Creative Industries Council** is a joint forum for the creative industries and government. It focuses on areas such as access to finance, skills, export markets, regulation, intellectual property (IP) and infrastructure. More information can be found [here](#).

The website, [www.thecreativeindustries.co.uk](http://www.thecreativeindustries.co.uk), collates statistics, case studies, relevant news and contact details from the UK creative industries. It is supported by more than 20 organisations listed [here](#).

**The Hospital Club** (<http://www.thehospitalclub.com/>) is a unique hub in the heart of London, offering the members of the creative industries the environment



and facilities to Create, Connect and Collaborate. Its role is to discover and host the best creative talent, and produce, publish and celebrate their work.

The h.Club 100 awards are The Hospital Club's annual search for the most innovative, influential people working across the UK's creative industries. The awards comprise 10 categories with 10 winners in each. For more information, visit <http://www.thehospitalclub.com/one-hundred>

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