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Adobe's regional creativity conference MAKE IT to take place in Sydney in May 2016

Global artists and designers will convene for Adobe's annual creative industry conference; event attendance set to double year on year

SINGAPORE — April 5, 2016 —A world-class lineup of international and local creative industry leaders are set to take the stage at Adobe [MAKE IT](#), which takes place in Sydney on May 5, 2016. The event will also be live streamed across APAC to countries including India, Singapore, Hong Kong, Taiwan, Indonesia, Malaysia, Thailand and Vietnam.

Now in its second year, Adobe's regional creativity conference will see industry pioneers such as Erik Johansson, digital artist and creator of the [Photoshop Live - Street Retouch Prank](#) and [Jason Little](#), Creative Director, For The People, a Sydney-based design start-up, discuss trends and challenges facing the industry, including overcoming "failure" and balancing the commercial with the creative.

"The creative sector is going through an unprecedented time of change. This is driven by the explosion in demand for amazing digital experiences, as companies and institutions strive to connect with their audiences across digital devices," said Marta DeBellis, Vice President Marketing Asia Pacific for Adobe. "This is the experience era and creatives are at the heart of it. It's a time of opportunity, but also of challenge. Adobe continues to provide leadership through technology, services, training and community to help creative professionals navigate and succeed in this new landscape."

Last year, over 500 industry professionals attended the inaugural conference hosted by Adobe to celebrate creativity and the technology that enables it. This year, Adobe MAKE IT promises to challenge, educate and inspire more than 1,000 of Australia's designers, developers, marketers and creative professionals, plus an extended online audience across Asia.

"MAKE IT will bring together the brightest creatives from Australia and all over the world. This event represents the best of what the creative industry has to offer, and I'm looking forward to being part of the action!" said Erik Johansson, MAKE IT speaker. Other speakers said that peer-to-peer collaboration and best-practice sharing is critical to staying abreast of the latest skills, techniques and technology during this era of change and transformation.

Julianne Kost, Adobe's Principal Digital Imaging Evangelist and Paul Burnett, Principal APAC Evangelist for Creative Cloud will also join this year's lineup of speakers to discuss the future of design/web and digital imaging. The event will be opened by Adobe APAC President, Paul Robson.

To register for the live stream session, please visit: <http://makeitapac.adobe.com/online/>

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