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# Adobe Fosters Innovation at OFFF 2018 and Offers Three-day Livestream to the Creative Community

**May 17, 2018** - Adobe announced today that it will be teaming up with leading artists and creative innovators from around the world to make OFFF Barcelona 2018 an unforgettable creative experience. As lead sponsor, Adobe will give access to all of the action at Europe's largest creative conference via a three-day livestream.

Adobe's key creative activities and experiences at OFFF 2018 include:

- *A keynote session with principal engagement strategist for Creative Cloud Michael Chaize on how Adobe is applying innovation to design to shape the future of Creative Cloud*
- *Two 'Sneaks', revealing new features coming soon to Adobe XD and Illustrator CC*
- *A livestreamed Adobe Stock Visual Trends Panel featuring renowned artists, futurologists, sociologists and artists to discuss the evolution of visual culture*
- *Personal portfolio review sessions for in-person and online attendees*
- *Creative community challenges giving in-person and online attendees a chance to attend Adobe MAX 2018*

Simon Morris, EMEA Senior Marketing Director at Adobe commented: *"OFFF is a central partnership for Adobe. It's a chance for us to celebrate some of the amazing work produced by the creative community as well as showcase the latest innovations in our own tools to the people that push creative boundaries. Tools that we hope will help power new generations of innovation. All the best bits will be livestreamed for our creative community around the world."*

Among the highlights, Michael Chaize will headline a keynote alongside artist, Marta Cerdà on 24<sup>th</sup> May 2.25pm BST which will explore Adobe's community initiatives and highlight the latest updates to Creative Cloud. The session will include two Adobe 'Sneaks' that will offer a peek into three new product features coming soon to Adobe XD and Illustrator CC.

Over the three-day creative festival, Adobe Live sessions will be streamed online from 10am BST daily May 24-26 on [www.behance.net/live](http://www.behance.net/live) - register [here](#) to receive a reminder. During the daily program, Adobe will host top speakers, trending artists and creative gurus including

The Design Kids, Paloma Rincon, Ricardo Gonzalez from It's a Living, William Patterson and GIANTSTEP among many more. The event and online audience will get access to personalised Behance portfolio reviews ([apply for a personalised portfolio review now.](#))

In addition, an Adobe Stock Visual Trends Panel will be livestreamed on Facebook on May 24 at 9 am BST to discuss the evolution of visual culture and the trend of Multilocalism. With travel and technology making the world ever-smaller, artists and brands are embracing a mosaic of cultural experiences in their imagery. This trend, a key finding in Adobe Stock's [2018 Visual Trends](#), will be the topic of the panel debate featuring creative luminaries including designer and director, Dr. Nelly Ben Hayoun, Futurist, Rudy De Wale, and artists Aleksandre Szmytko, Mariana Rodrigues, Perci Chen and Tobi Chinobi. Follow it all live and online via Adobe Stock Facebook Live [here!](#)

As always, attendees to OFFF will also be able to join in on the Adobe workshops. This year, Adobe has lined up a workshop featuring celebrated artists including Robert Generette (Illustration), Michael Schauer (Mobile Photography), Kyle T. Webster (Illustration and Digital Painting), Marianna Tomasselli (Illustration & Stock contributor) and Perci Chen (Illustration & Stock) to showcase how they're using Adobe's mobile and desktop apps, and reveal their best workflows to the OFFF community.

Furthermore, Adobe will launch an Adobe Stock "Top 30 Challenge" in which teams featuring special guests from the event will be prompted to design an image inspired by the Top 30 Adobe Stock search terms for Barcelona. The winning image will be chosen through a public vote on Twitter. Participants in the vote will get the chance to attend the Creativity Conference Adobe MAX, held in October this year in Los Angeles.

Finally, Adobe has always been committed to helping the next generation thrive. At OFFF, we are proud to introduce Project 1324, an Adobe initiative where emerging artists can discover and apply for exciting creative opportunities - such as fellowships, mentorships and scholarships. In celebration of Project 1324's new character design challenge with Pictoplasma, attendees can practice their design skills in the Adobe Experience Lounge and learn more about the Project 1324 experience from two of this year's Pictoplasma Fellows, Alice Monvaillier and Helena Covell. They will also be part of the OFFF livestreaming program. You can learn more about Project 1324's new challenge with Pictoplasma at [Project1324.com](http://Project1324.com).

**More information about OFFF:** <http://offf.barcelona/>  
#OFFF18

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