

Interactive festival encourages next generation of game-makers



“Digital media is transforming pretty much every area of the creative industries, the arts, the media...”

Established in 2002, Edinburgh Interactive is a short festival that aims to bring the future of interactive entertainment to the Fringe.

Edinburgh Reporter Radio met Brian Baglow of Information Dynamics, who told us about the big names from the games and technology industries who'll be appearing at this year's conference – and about the event's free public day, where 11-16 year-olds can learn how to build their own games.

The Edinburgh Interactive conference will be held at the Radisson Blu hotel on Thursday 9 and Friday 10 August 2012; the free public day takes place at the same venue on Saturday 11 August 2012.

You can find out more on the [Edinburgh Interactive site](#).