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**School: School of Creative Industries**

**Researcher: Dr. Ruth Farrar**

**Project Title: Dear Carnegie Hall**

**UOA: 34**

Knowledge Dissemination

Research insights gained from making *Dear Carnegie Hall* were shared and developed in three impactful ways:

1. An Invited Key Note Speech at The International Academic Forum (IAFOR) Conference in Kobe, Japan.

I chose to deliver my keynote speech as an interactive workshop with my industry partner Barney Heywood from *Stand + Stare* to encourage active learning and engagement.

This method led to documented attendee feedback demonstrating how insights, research tools and new media technologies shared during the workshop may be applied to attendees’ own research to enrich several projects ranging from a monograph book to a PhD thesis.

Post-conference, it also developed university teaching practice as one attendee, a Professor from the Phillipines, applied insights gained to an interactive lecture he gave on fashion history.

1. An academic article published in the International Journal for Media Research: Issue 3 April 2020.

Key research findings demonstrate how using new digital technologies can encourage a

sense of play with the seemingly fixed stories of history. The outlined methods also lead

to increased participant engagement and a deeper multi-layered understanding

of an organisation’s rich layered history. The techniques employed in this app effectively

provide a solution for the challenging yet important task of documenting multiple diverse

perspectives of the past.

3) Research gained from the process led to securing future industry commissions.

Dr. Ruth Farrar and *Stand + Stare* hold the intellectual property rights for the app’s design

and development, which were then utilised on future funded projects in industry such as

*Stand+Stare’s app The Illuminators of Aberdeen. This interactive app* unlocked the stories of

six remarkable innovators from Aberdeen’s past for *Spectra*: Aberdeen’s Festival of Ligh