

Capability Statement

Creative_Industries_sector

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South Australia's world-class arts, culture, and creative sector shapes our state's identity. It engages and celebrates diverse communities, enhances individual and community wellbeing and is a way we share unique stories with the world.

The creative industries sector is diverse.

At Lot Fourteen, creative industries are harnessing digital technologies to provide innovative cross-sector solutions.

Creative Industries are represented at Lot Fourteen by post-production companies, animation specialists, game development, virtual reality studios and startups using augmented reality. These companies are successfully pairing creativity and technology to generate real world benefit, from training nurses in improving emergency stroke care, to producing visualisations of major infrastructure projects, to creating contemporary artworks. Immersive visual technologies are allowing important stories to be told in a new way, fusing together culture and technologies.

Creative industries companies across the nation are also partnering with the world-leading AI capability offered by the Australian Institute for Machine Learning (AIML), based at Lot Fourteen, to harness ground-breaking tools to super-charge game development and film production.

Consistent with the first phase of the Lot Fourteen Arts and Culture Plan, the district has embedded itself as a vital part of Adelaide's festivals, which provide an important platform for local creative businesses to showcase their work to the world. Lot Fourteen is a regular fixture in the Adelaide Fringe and Adelaide Festival, and has supported installations as part of Illuminate Adelaide since 2022, including hosting Illuminate Adelaide's Base Camp in July 2024.

State and National context

South Australia has a strong history in arts, culture and creativity that starts with the proud continuous culture of art, making and storytelling of First Nations peoples.

The arts, culture and creative sector in South Australia is broad, ranging from festivals, music and screen, to art, fashion and game design.

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Creativity is a key driver of prosperity, an enabler of economic diversification, and a driver of social change.

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South Australia's Economic Statement

In 2020-21, the arts, culture and creative sector contributed an estimated \$1.8 billion to the South Australian economy and employed more than 15,000 people.

The State Government is currently developing a landmark cultural policy to establish a long-term, shared vision for the sector.

Virtual technologies, screen innovation and game development are key strengths and growth areas where South Australia has a competitive advantage.

Value proposition

Lot Fourteen is a world-class innovation district that offers:

- Co-location with defence, space, cyber and creative industries clusters with a focus on enabling critical technologies
- Secure working environments, underpinned by a robust district security framework
- Close proximity to leading education and training institutions
- Avenues for collaboration between industry and world-class universities and research organisations
- Accessible CBD location with state-of-the-art facilities
- A focus on sustainability and wellbeing as a certified 6-Star Green Star Community and WELL Community Standard district
- An emphasis on supporting First Nations people and culture.



Makers Empire, Stone & Chalk Startup Hub, Lot Fourteen, North Terrace, Adelaide, South Australia.

Future areas of growth

As Lot Fourteen develops, it is anticipated that there will be further opportunity to broaden the presence of creative industries through complementary district activation activities, as well as specific programs and facilities, as outlined in the Lot Fourteen Arts and Culture Plan .

Skills and education

In 2023, the Andy Thomas Space Foundation launched the Kids in Space national program in partnership with the Australian Space Agency and Makers Empire. This Australian-first program engages schools across each state and territory in a space-themed, technology-based, design thinking project – delivered by Australian-owned and operated edtech start-up, Makers Empire, who are based at Lot Fourteen.

In its inaugural year of 2023, over 10,000 primary and middle school students and hundreds of teachers across over 70 schools in every state and territory, this innovative program allowed younger students to engage with the nation’s growing space ecosystem using Makers Empires’ popular 3D design app. Kids in Space provided certified professional development training for teachers allowing the learning to continue with future cohorts of students.

In 2024, the program grew by 45 per cent, with over 100 schools across Australia participating, of which 49 per cent located in regional, rural and remote areas and 44 per cent of the schools considered socio-economically disadvantaged.

Key creative industries tenants



Partnerships and collaborations

Square Circles, a 360° virtual reality experience, co-created by William Barton and Stephen King, premiered at SXSW Sydney in October 2023. This immersive journey explored the ancestral song-line of Kalkadunga man William Barton, a renowned didgeridoo player and composer, featuring the Australian String Quartet. Lot Fourteen’s Jumpgate VR are the visual effects artists behind this virtual reality experience, drawing inspiration from William Barton’s Country, culture, and dreaming.

South Australia’s first feature-length animation, led by a female creative team, titled ‘Lesbian Space Princess’, premiered at the Adelaide Film Festival in November 2024. The ten-person team is creating a quirky, subversive and LGBTQI+ forward comedy out of Artisan Post Group (APG) impressive facility in TechCentral. APG also provided post-sound and VFX services for Monkey Man, a movie directed by British actor and director Dev Patel. Monkey Man was released in April 2024, winning the Audience Award at 2024 SXSW Festival.

The ARTofficial Truth Machine ATM-001, born from the creative minds of Dave Court and James Brown, in association with the Australian Institute for Machine Learning (AIML), burst onto the scene at Rundle Place in early 2023 and blurred the lines between human and machine interaction. The vending machine uses state-of-the-art AI software to engage in back-and-forth conversations with its users. The futuristic creation was made as part of the Adelaide CreaTech City Challenge – an initiative to combine creativity and technology to engage audiences, support business growth and encourage investment in Adelaide’s public realm. The ATM most recently appeared at SXSW Festival Sydney in 2023.

The video game industry is valued at more than \$280 billion globally, with AI providing some new tools for developers to make their games better and faster. Mighty Kingdom, which has enjoyed an impressive 50 million worldwide game downloads, has teamed up with AIML to develop software tools that can harness AI in game development. Under their partnership, Mighty Kingdom and AIML have developed a chatbot which can translate simple written descriptions of game scenes and environments into 3D models.

Rising Sun Pictures (RSP) is a world leader in embracing and implementing advancements in technology to deliver superior results in deepfake technology including face replacement, digital makeup and age modification. RSP’s most novel work with AIML was for Elvis, the much-anticipated 2022 film from Oscar-nominated director Baz Luhrmann and Warner Bros. Pictures. Groundbreaking AI technology was employed to integrate actor Austin Butler (who plays Elvis) into actual clips from Presley’s movies.

For more information about the Space sector at Lot Fourteen or interested in tenancy please contact tenancy@lotfourteen.com.au or visit our website:

lotfourteen.com.au