

SWEDISH TOP EDUCATOR HYPER ISLAND STARTS PARTNERSHIP IN USA

Starting in September 2009, Hyper Island will continuously offer unique short courses including *Understanding Group Leadership* and *Hyper Island Master Classes for Creatives, Project Managers, and Strategists* at Boulder Digital Works at University of Colorado, USA. Hyper Island will also share knowledge to the full-time program at Boulder Digital Works, which is multi-disciplinary, project-based learning program designed to provide the skills needed by future digital leaders and entrepreneurs.

"For 15-years we have taken the world to Hyper Island. Now it's time to take Hyper Island to the world. We are extremely excited about the partnership and this is a very important step in our global expansion", says Mattias Hansson, CEO, Hyper Island.

Below you will find the official press release from Boulder Digital Works. More in formation at www.hyperisland.se

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BOULDER DIGITAL WORKS at CU ANNOUNCES BOARD OF DIRECTORS, FACULTY and FIRST WORKSHOPS

A series of executive workshops begins in September and the launch of the full-time 60-Week program is October 5, 2009

Boulder, Colorado -- August 12, 2009
Boulder Digital Works, the groundbreaking interdisciplinary digital program at CU Boulder, has named its board of directors, first round of faculty, as well as details of curriculum and schedules for its inaugural program this fall. The program boasts a who's who of industry leaders and digital experts that will direct and educate in this benchmark collaboration between the marketplace and educational institutions.

BDW BOARD OF DIRECTORS includes leading agencies and brands

- Chuck Porter, Co-Chairman, Crispin Porter + Bogusky (CP+B)
- Rei Inamoto, Global Creative Director, AKQA
- Mike Geiger, Chief Digital Officer, Goodby, Silverstein, & Partners

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- Jay Wolff, President, Odopod
- Mattias Hansson, CEO, Hyper Island
- Diego Rodriguez, Partner, IDEO
- Shane Steele, VP Marketing, Tremor Media
- Ben Malbon, Managing Partner, BBH Labs
- Winston Binch, VP/Managing Director of Interactive, CP+B
- Eugene Wei, VP of Product, Hulu
- Kat Egan, CEO, Exopolis
- Robert Reich, Founder, OneRiot
- Scott Witt, Executive Creative Director, Media Arts Lab
- Darren Mc Cormick, Microsoft

BDW Brings Digital Leaders from around the World to Boulder

BDW will host a series of executive workshops beginning in September and launch a full-time 60-Week program on October 5, 2009. Courses and workshops will be taught and directed by industry leaders. BDW also welcomes sponsored industry projects which will run throughout the year in various offerings at BDW, contributing to its dynamic digital studio environment. This unique project in digital education and innovation is a collaboration of the School of Journalism and Mass Communication and the College of Engineering and Applied Science both at the University of Colorado Boulder.

The initial 36 Hour Executive workshops are Upgrade Your Digital Game led by Scott Prindle and Joe Corr of Crispin Porter + Bogusky on October 7-9, 2009 and Hyper Island short courses including Understanding Group Leadership and Master Classes for Creatives, Project Managers, and Strategists September 14 – 25, 2009. Hyper Island will offer courses throughout the year; this is the first time these courses have been offered in a university setting in the United States. These courses are targeted for marketing and advertising professionals who want to increase their knowledge of group dynamics and digital.

Upcoming 36 Hour Executive workshops and full-time 60-Week program faculty include:

- Åsa Silfverberg, Director, Hyper Island Karskrona
- Roger Sjögren, Director, Hyper Island Sweden
- Alex Bogusky, Co-Chairman, CP+B
- Scott Prindle, VP/Director of Technology, CP+B
- Jake Nickell, Founder/CSO, Threadless
- Jeffrey Kalmikoff, Partner/Chief Creative Officer, Threadless
- S. Jason Prohaska, General Manager, Big Spaceship
- Robert Reich, Founder, OneRiot
- Michael Tabtabai, Interactive Creative Director, Modernista
- Kip Vortek, SVP Communications Planning, RAPP, among others.

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ABOUT BOULDER DIGITAL WORKS

BDW (<http://bdw.colorado.edu>) is a new kind of digital learning environment developed by the University of Colorado at Boulder (www.colorado.edu) through the support of founding partner MDC Partners (www.mdc-partners.com) and with generous input from Sweden's Hyper Island and The Society of Digital Agencies (SoDA) (<http://societyofdigitalagencies.org>). As a project-based and accredited learning initiative, BDW focuses on developing today's and tomorrow's digital leaders and entrepreneurs. A joint effort of the School of Journalism and Mass Communication (www.colorado.edu/journalism) and the College of Engineering and Applied Science (<http://engineering.colorado.edu>), BDW is led by acclaimed practitioners and researchers from business, creative, and technology disciplines.

BDW is designed for people who want to change the world through digital creativity, innovation, and leadership, and are actively interested in a career in the digital industry.

BDW offers three types of learning experiences to help students accomplish their goals: 60 Weeks, a variety of 36 Hour workshops that include masters classes with Hyper Island (www.hyperisland.se), and a series of Boulder Summer Intensives.

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