

One Club launches third annual Creative Week NYC

NEW YORK, US: The One Club has announced the event line-up for the third annual Creative Week New York, 9-15 May 2011. Creative Week New York, which has been declared officially by New York mayor Michael Bloomberg, is an annual celebration of creativity in advertising, design and digital media.



During Creative Week NYC, The One Club will host the One Show Festival, which will include the prestigious award programs, The One Show (12 May), One Show Design (9 May) and One Show Interactive (13 May), as well as The One Club's Creative unConference and Master Class Series.

The Creative unConference will take place on 11 May at the Creative Week Lounge and brings together hundreds of advertising creatives and digital artists in a flexible, participant driven format to share ideas and explore opportunities that are emerging in the shifting media landscape. The Creative unConference will focus on the theme "Real World. Digital World. Social World." Tickets for the Creative unConference can be purchased now. Go to the website for more information.

The One Club will also host a first-of-its-kind event, One Show Masterclass presents Facebook Studio Live on 12 May at the Creative Week Lounge, in SOHO. Guests will have access to the expert designers and developers at Facebook to learn about the company's latest tools, products and strategies. Tickets for Master Class: Facebook Studio Live are available now. Go to the website for more information.

In addition to housing the Creative unConference and Master Class: Facebook Studio Live events, the Creative Week Lounge, located at 82 Mercer Street in Soho, will host the student exhibition and educational workshops, as well as the headquarters for ticketing and credential distribution.

A calendar of all the Creative Week NYC activities is available at www.creativeweeknyc.org.

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