

Dec 3  
**Ciclope Festival 2014**  
by admin



Ciclope Festival is the festival for craft and brings together the best and brightest production people from across Europe and beyond for a few days of inspiration, information and informal inebriation. A platform for directors, creatives, artists, producers, digital creatives and clients descend on Berlin to share knowledge and showcase the latest & greatest work from across the globe.' - **Wesley Ter Haar, MediaMonks**

Annually held since 2010, Ciclope Festival gathers world top-notch professionals to share their ideas and know how, to discuss the main issues of the business, to celebrate the best work and to network with colleagues and clients. Unlike advertising festivals, Ciclope Festival focuses on the art of execution rather than the ideas, whether it be a TV commercial, a mobile app or an interactive installation.

We got the chance to have a chat with Wesley Ter Haar from MediaMonks, who won 'Digital Production Agency of the Year' at Ciclope Festival this year, as well as Oscar Kugblenu, the Business Development Manager and Mike Hill, the Bookings Coordinator at GCRS (Grand Central Recording Studios).



*Oscar Kugblenu and Mike Hill*

**Oscar Kugblenu and Mike Hill, Business Development Manager and Bookings Coordinator at Grand Central Recording Studios:**

**1. Was this your first time at Ciclope? How did it compare to previous years/What did you think of it?**

*Mike: It was the first time I've done anything like this actually. From my perspective it was something new, really interesting and good fun too.*

*Oscar: Yes, it was the first time for both of us and I really enjoyed it. I've been to various creativity festivals before, such as Cannes Lions and Kinsale Sharks. A lot of the other festivals are more about the social side, going out for drinks and dinners, but Ciclope is focused on getting people to network professionally, and making sure that the craft – which is what the whole festival is about – is always centre-stage.*

**2. What activities took place at the festival, and what was your favourite?**

*Oscar: My favourite was the awards shortlist screening. It was really good to sit down and just see all of the shortlisted work. It was exciting to see what's been going on around the world.*

*Mike: My favourite was the Fresh Market event. It was a really good way of meeting someone completely different, from anywhere in the world, who you wouldn't usually get chance to talk to. It was a brilliant icebreaker and made for a great start to the festival.*

**3. In terms of networking, how successful do you think Ciclope was? Did you meet any interesting people?**

*Oscar: I thought it was very successful in terms of networking. The festival was centralised around one venue, Babylon, and we were constantly bumping into people over lunch and coffee, and at the after-parties. People are really up for making new contacts and it's got a very positive, friendly vibe.*

*Mike: I have made lots of contacts from all over the world and we are all keeping in touch. You never know when we could work together.*

**4. Was there anyone or a company in particular that stood out to you?**

*Oscar: In Berlin, the two companies that really stood out to me were BBDO Germany and Iconoclast, both of whom are doing some really cool things right now. At the festival itself the star attraction was definitely Roman Coppola. I hadn't realised he'd created such a broad – and good – selection of work. That really stood out for me.*

**5. What is the main purpose of Ciclope to you?**

*Mike: It was definitely a good networking opportunity at an international level.*

*Oscar: As a business, we often work with non-UK based agencies and clients. In fact, GCRS, and Soho in general, have a reputation for being amongst the best in the world at what we do. It's great to see that so many international agencies are curious to hear more about how we work. It's no exaggeration to say we're all hugely passionate about sound excellence and want to work with the cream of the crop, wherever they are based. Ciclope was a great way to spread the word about GCRS and our services to likeminded people.*