

Registration is now open for YAIC 2014

[You Are In Control](#), international conference exploring innovative thinking across the creative industries. Held annually in Reykjavik, Iceland, we welcome a network of international and local guests, experts and creative thinkers from every field to interact, inspire and be inspired.

YAIC will take place at Bíó Paradís, Reykjavík on November 3-4, 2014.

Program and registration online now at www.youareincontrol.is

In 2014 YAIC focuses on “creative synergy” - on projects and processes involving innovative or unexpected cross-disciplinary interactions. The opportunities for boundary transcending collaborations that achieve ‘a combined effect greater than the sum of their separate effects.’

Speakers will include [Christine Boland](#), one of the worlds leading trend forecaster/analyst. Renowned for her international trend predictions on design, fashion, and consumerism. [Zebra Katz](#) mixes together music, fashion, and visual imagery in a unique and energetic way. He is also performing at this years **Iceland Airwaves** festival. [Nelly Ben Hayoun](#) “*The Willy Wonka of design and science*” an award-winning director and experience designer. Nelly works with leading scientists, engineers and artists, to devise subversive events and experiences. Nelly is the Director of the **International Space Orchestra** and works with **NASA, The SETI Institute** and **WeTransfer**. [Vala Halldórsdóttir](#), the Head of Content at [Plain Vanilla](#), entrepreneur and filmmaker. [Edward Nawotka](#), the founder and editor-in-chief of Publishing Perspectives, the leading magazine for the international publishing industry that has been hailed as “*the BBC of the book world*”. Artist [Ragnar Kjartansson](#), the undisputed master of artistic synergy,. In his performative practice he draws on the entire arc of art. His work has been exhibited widely, **the New Museum, ICA Boston, Museo Guggenheim Bilbao, Carnegie Museum of Art** and **MoMA PS1** to name a few.

YAIC is more than your regular conference. Apart from the carefully selected speakers, **YAIC** attaches numerous workshops and activities connected to this year’s theme. Which take place around the city and at Bíó Paradís under the care and lead of each of the culture centers of Iceland.

Now in its seventh year, YAIC is a collaboration between experts from every area of Iceland’s creative industries – including design, visual arts, literature, music, media, films and gaming. Through talks, workshops and events, YAIC provides a cross-disciplinary platform for ideas, innovation and collaboration.

You are in Control is hosted by Promote Iceland in partnership with the Icelandic Art Center, Iceland Design Centre, Icelandic Film Centre, Icelandic Games Industry, Icelandic Literature Center, Iceland Theatre Association, Iceland Music Export and Iceland Music Information Centre.