



Adobe launches the UK Creative Council with Riz Ahmed to Inspire ‘Creativity for All’

Four council members from across the creative industry will support Adobe in its mission to democratise creativity and create change

LONDON, UK – 23rd, September 2021 – Adobe has today announced the launch of the Adobe UK Creative Council to support its vision to enable Creativity for All, which seeks to give everyone, irrespective of their background or anything else that makes us who we are, the opportunity to express and share their creativity.

The Creative Council is made up of four inspiring founder members from different creative backgrounds and will be led by Oscar nominated and internationally renowned actor, Riz Ahmed. The Council members will partner with Adobe UK on the development of new campaigns and engagement programmes being created for a diverse customer base made up of Creative Professionals, next generation and aspiring creators, and anyone who has a passion to share their creativity. They will also provide insights on how Adobe can give greater access to the resources, tools, platforms, and communities needed for everyone to share their story.

The Adobe UK Creative Council members include:

- **Riz Ahmed:** Oscar nominated, internationally celebrated actor, musician, writer, producer, activist, and role model, Riz is an inspirational voice who connects with audiences as few can.
- **Charlene Prempeh:** Creative agency founder, tech activist and contributing editor, Financial Times How to Spend it.
- **Derin Adetosoye:** YouTuber and presenter for the ABB FIA Formula E World Championship, the world’s leading all-electric motorsport championship. Derin travels the world shaping the future of motorsport and is a forward thinking, inspiring young creator, and Adobe Ambassador.
- **Konstantin:** filmmaker and editor of the YouTube collective, Sidemen, Kon has created a name for himself as a stand-out videographer, for fashion films, music videos and commercials alike.

Commenting on joining the Adobe UK Creative Council, Riz Ahmed said: “The creative industry is dynamic and influences most of our lives on a daily basis. Although we’ve seen positive progress in areas such as representation, we still have a long way to go as creativity as a skill and industry is not yet accessible to everyone. Adobe’s mission to enable Creativity for All aligns with my own passion to support creators from all backgrounds and abilities to pursue their creative dreams but there is a myriad of barriers that stand in so many peoples’ way. By teaming up with Adobe, I hope to further



support aspiring and experienced creators and communities in the areas of education and inspiration.”

Derin Adetosoye, added: "We're at an incredibly exciting and pivotal time in the creative industry, where innovation, diversity and empowerment are at the forefront. The next generation has the power to shape the industry, making it more representative and their storytelling will help creators from all backgrounds fulfil their creative dreams. The Creative Council is an opportunity to support this vision. I'm thrilled to be able to work alongside such inspiring individuals to champion creativity and accelerate this change."

Adobe has fundamentally changed the way the world creates and shares stories. In the modern era of creation, democratising creativity is central to enabling Creativity for All. Adobe believes that empowering everyone to tell their story and creating greater opportunities for all voices to be heard, especially those who have been underrepresented, builds a greater connection to each other and a more vibrant and equitable world.

Simon Morris, Senior Director, Digital Media Marketing for Europe, Middle East and Africa at Adobe commented: “The UK is a diverse powerhouse of creativity, full of vibrant and emotive storytelling, driven by creators from all walks of life who share their experiences across devices, apps, and new media platforms. No two creators have the same lived experiences or use creativity in the same way to express themselves, which is why it’s so important for us to bring together some of the industry’s most forward-thinking minds with a shared common mission – to use the power of creativity to break down barriers, create greater opportunities and influence the world through society and culture in critical ways.”

The creative industry has the power to influence, inspire society and create change. By using Creativity for All to give people greater access, Adobe believes we will be able to broaden our perspectives. To bring its vision to life, Adobe recently launched its [Create Change](#) partnership with The Guardian Labs celebrating diversity in the film and TV industry and the “[Where I’m From](#)” campaign to support the vibrancy of the Asian and Pacific Islander Community.

For more information about how Adobe is using Creativity to empower people everywhere, please visit [Adobe Diverse Voices](#) and register for free to join us at our annual creativity conference, [Adobe MAX 2021](#) (October 26 to 28, 2021).

About Adobe:

Adobe is changing the world through digital experiences. For more information, visit [adobe.com](#).

About the Creative Council

The UK Creative Council members will meet with Adobe every three months to contribute and advise on the direction on campaigns in planning and ideation.