

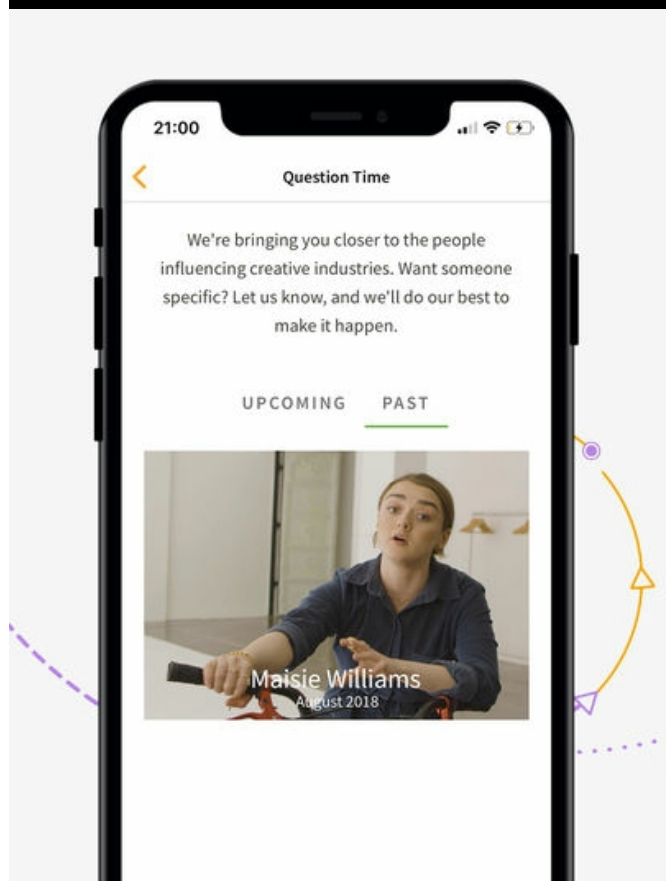
DAISIE IS A SOCIAL COMMUNITY FOR YOUNG CREATIVE TALENT

By Livvy Houghton

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Daisie app by Maisie Williams



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US – Game of Thrones actor Maisie Williams has launched a new app to help young creatives connect with the media and entertainment industry.

Billed as ‘a playground for creative collaboration’, **Daisie** is a safe platform for young people to develop their careers by connecting them with other industry talent and established experts. By providing access and opportunities for all, Daisie offers an alternative route into the media and entertainment industry that avoids the ‘who you know’ cliché. Alongside a launch Q&A featuring Williams, the platform is also set to host industry insights from well-known singers, creatives and designers.

‘Before Daisie, success in the creative industries was wholly dependent on luck and ‘ins’ to the industry. Daisie introduces a new way into the creative world; through connections made organically and the natural development of your skills, propelling individuals to the next level,’ explains Williams.

Daisie has been launched at a time when young people are becoming tired of narcissistic platforms such as Instagram and are turning instead to **apps that emphasise community** and more meaningful connections.