



CREATIVE LAB

HAWAII

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INTERIM REPORT

CREATIVE LAB HAWAII PROGRAM

FY 2016 - 2017

In Response to Act 124, SLH2016, Sect.4.1.(3)

December 29, 2016

FOREWARD

Act 124, SLH 2016 appropriated \$100,000 to the Creative Industries Division (CID), Department of Business, Economic Development and Tourism (DBEDT) for fiscal year 2016-2017 for the expansion of the Creative Lab Hawaii Program (CLH) to the neighbor islands and the implementation of an animation lab program. This interim report summarizes the activities that are planned to be implemented during Calendar Year 2017.

INTRODUCTION

The Creative Lab Hawaii Program (CLH) is a State of Hawaii program composed of three separate modules: Immersive Programs, Ideation Workshops, and Public Programs. The intention is to accelerate global export of Hawaii's creative content and/or products to strengthen Hawaii's creative entrepreneurs' capacity of success. Founded in 2012 by the State of Hawaii's Creative Industries Division (CID), Department of Business, Economic Development and Tourism (DBEDT), CLH provides a rich environment for creative collaboration and building new business relationships with a global audience. CLH offers hands on coaching and mentoring by industry leaders for a period of one-year in areas of Screenwriting, Producing, Broadband/New Media, Mobile Game Applications, Animation, Music, and Design/Fashion.

Funding for CLH is provided by the Hawaii State Legislature and the U.S. Department of Commerce, Economic Development Administration.

Industry partners include the Writers Guild of America, West; Producers Guild of America; International Game Developers Association; Hawaii International Film Festival; Hawaii Academy of Recording Arts; Global Virtual Studio; Hawaii Strategic Development Corporation; High Technology Development Corporation; Innovate Hawaii; Hawaii Songwriting Festival; Secret Road; The Collective; Pacific Islanders in Communication; Office of Economic Development, County of Kauai; Kauai Economic Development Board, Inc.; Kauai Visitors Bureau; The Modern Honolulu; Speedi Shuttle; and Arthur's Limousine.

UPCOMING PROGRAMS

The following is a listing of upcoming programs that will be implemented under the umbrella of the Creative Lab Hawaii Program (CLH) for fiscal year 2016-2017.

- **CLH Transmedia Ideation Workshop** [March 11-12, 2017 (Kauai)]: The open-to-the-public Transmedia Ideation Workshop is designed for individuals who have an idea, concept, a fully developed story, script, or other content (a book, a play, a pitch, etc.) who are interested in taking next steps toward getting their property developed, produced, sold or distributed across multiple platforms (motion pictures, television, games, web-series, publishing, etc.). The Ideation Workshop is an intensive, curated, two-day workshop designed for creative entrepreneurs who are dedicated to furthering their craft.
- **CLH Writers Immersive** (March 13-17, 2017): A track for all writers in all genres to develop new content for motion pictures and television. Participants receive coaching on script writing and taking projects to market. The Writers Immersive is a five-day program for writers in motion pictures and television. The yearlong program includes five-days of intensive work, followed with a one-year coaching program that supports participants in executing their material as individuals, and as a group.

In partnership with the Diversity Program of the Writers Guild of America, West, the Writers Immersive is designed to empower writers to take their stories and craft to the next level via one-on-one and small group coaching.

In order to be considered for the program, writers must have written a minimum of three screenplays in their selected platforms (Motion Picture, Television Drama, or Television Comedy), with strong preference given to writers whose material has already been produced, either in short or long form.

Up to three finalists may be selected to be flown to a conference and/or market specifically geared toward script writing, in which they will have the opportunity of networking with other writers, as well as financiers, buyers, and distributors.

- **CLH Ideation Workshop: Financing Content in the 21st Century** (March 18-19, 2017): The open-to-the-public Financing Ideation Workshop will focus on financing one's creative content and/or products for global export.
- **CLH Producers Immersive – Motion Pictures** (March 20-24, 2017): A track for producers in all genres to develop new content for motion pictures and television. Participants receive coaching in developing their script, financing their script, distribution, and marketing. The Producers Immersive is a five-day program for producers in motion pictures and television. The yearlong program includes five-days of intensive work, followed with a one-year coaching program that supports participants in executing their material as individuals, and as a group.

In partnership with the Producers Guild of America, the Producers Immersive is designed to empower producers to take their projects to the next level via one-on-one and small group coaching.

In order to be considered for the program, producers must have produced at least one project, have an option on an existing screenplay which they intend to produce, and have elements attached, such as directors, financing, distribution, etc. The strong preference will be given to project whose budgets are \$500,000 or less.

Up to three finalists may be selected to be flown to a conference and/or market specifically geared toward motion pictures and television, in which they will have the opportunity of networking with other producers, financiers, buyers, and distributors.

- **CLH Web-Series Immersive** (June 5-9, 2017): A track for writers/producers, and producers who are creating content for the web. Participants receive coaching in developing their material, financing their script, distribution, and marketing. The Web-Series Producers Immersive is a yearlong program that includes five-days of intensive work, followed by a one-year coaching program that supports participants in executing their business plans/materials as individuals, and as a group.

In order to be considered for the program, applicants must have produced at least one project, and own and/or have an option on an existing content that they intend to produce. Preference is given to projects that have elements attached, such as directors, actors, financing, distribution, etc.

Up to three finalists may be selected to be flown to a conference and/or market specifically geared toward web-series, in which they will have the opportunity of networking with other content producers, as well as financiers, buyers, and distributors.

- **CLH Ideation Workshop: Animation** [June 10-11, 2017 (Maui)]: The open-to-the-public Animation Ideation Workshop is designed for individuals who have an idea, or fully fleshed out story, or content (a book, a play, a pitch, etc.) and are interested in learning more about what next steps they should take in order to get it sold or produced as animated content. The Ideation Workshop is an intensive, curated, two-day workshop designed for creative entrepreneurs who are dedicated to furthering their craft.
- **CLH Animation Immersive** (June 12-16, 2017): A track for writers in animation to develop new content for motion pictures and television. Participants receive coaching on script writing and taking projects to market. The Animation Immersive is a five-day program for writers in motion pictures, television, and the web. The year-long program includes five-days of intensive work, followed by a one-year coaching program that supports participants in executing their material as individuals, and as a group.

In partnership with the Diversity Program of the Writers Guild of America, West, the Writers Immersive is designed to empower writers to take their stories and craft to the next level via one-on-one and small group coaching.

In order to be considered for the program, writers must have written a minimum of three screenplays in their selected platforms (Motion Picture, Television Drama, or Television Comedy) with strong preference given to writers whose material has already been produced, either in short or long form.

Up to three finalists may be selected to be flown to a conference and/or market specifically geared towards animation, in which they will have the opportunity of networking with other animation writers, as well as financiers, buyers, and distributors.