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## DBEDT to invest in Hawaii's creative entrepreneurs with animation workshop

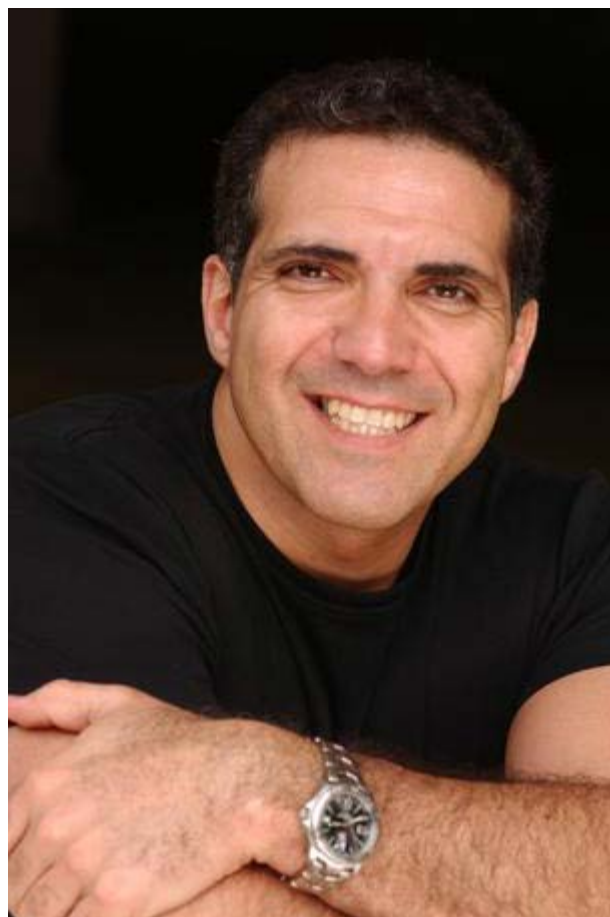
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An upcoming workshop on Maui is looking to invest in the state's creative entrepreneurs by offering writers, illustrators and designers the opportunity to learn about the industry from professionals.

Ideation Weekend, hosted by the Department of Business, Economic Development and Tourism's Creative Lab Hawaii, is looking for 30 entrepreneurs to participate in the free, two-day workshop, which takes place June 10 and 11 at the Maui Economic Development Board's Malcom Training Center.

"The goal is to help develop content creators from Hawaii across all platforms," said [Georja Skinner](#) division chief of Creative Industries for the state, which oversees Hawaii's Film Office. "We're agnostic in the sense that we hope to attract content creators from across the field."

While the state uses a film tax credit, which during this legislative session was extended another seven years, to attract film crews from off island, Skinner told Pacific Business News the workshop is a way for Hawaii to invest in creative talent already on the island.



COURTESY OF THE STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM

Michael Palmiere will lead Ideation Weekend, which is looking for 30 entrepreneurs to participate in the free, two-day workshop.

“Wouldn’t it be great to see animated content developed here in Hawaii?” Skinner said.

“Hawaii is ripe with many stories and animation is a great new area. With the success of many feature films like Moana and others, we would like to see the development of creators who are from Hawaii with stories to share.”

Led by Creative Lab Hawaii Executive Director [Michael Palmieri](#), other mentors for the workshop include [Jeff Gill](#), an American animator who has worked on Comedy Central’s South Park, [Andrew R. Robinson](#) of [Blizzard Entertainment](#) and [Kaaren Lee Brown](#), who is currently the showrunner for a Netflix Original Series, “Super Monsters,” launching this fall.

“Applicants must have a passion for storytelling and understand that this is not a technical workshop,” Skinner said. “It has a writing and producing focus. It’s about the intellectual property side.”

Applicants are required to fill out a questionnaire as well as register their intellectual property with the Writers Guild of America, prior to attending the workshop.

**Anna Hrushka**

Reporter

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