

CONNECT • COLLABORATE • CREATE



CONNECTING HAWAII'S TALENT TO NEW REVENUE AND CREATIVITY CHANNELS



Screenwriting • Producing • Music • Web-Series • Animation • Interactive Media • Fashion/Design

Creative Lab Hawaii empowers Hawaii's creative talent to take their craft and connections to the next level—offering unparalleled access to A-list mentors and insider insights into the business behind the entertainment business.

Together with key industry and community partners, Creative Lab Hawaii is fostering opportunities throughout various stages of project development and participant readiness:

- **Immersive Programs** – five-day intensives for select participants (following a highly-competitive application process) that are ready for one-on-one coaching with some of the best in the business, followed by a year-long mentorship process. Top fellows from the program also have a chance to travel to leading industry conferences for extended networking opportunities.
- **Ideation Workshops** – providing selected applicants an opportunity to learn more about developing their work further, and next steps necessary for monetizing and protecting projects. These weekend workshops are followed by a three-month coaching process to help support completion of participants' projects.
- **Public Panels** – Q&As with leading experts about their craft, open to the community.

Photo caption: Coaches Cinco Paul ("Despicable Me" and "Minions" series of films), Pamela Ribon ("Moana," "Smurfs: The Lost Village" and "Wreck It Ralph 2") and Kaaren Lee Brown (Netflix's "Super Monsters" and "Tarzan and Jane") with Animation Immersive fellows.

THE POWER OF CONNECTIONS

Creative Lab Hawaii is bridging the gap to lucrative entertainment industry opportunities that are challenging for talented entrepreneurs to tap into without the right network.

The reviews are in, and both participants and coaches agree that there's really nothing quite like Creative Lab Hawaii anywhere else.



"I am deeply grateful to the State of Hawaii, DBEDT/ Creative Industries Division's Creative Lab Hawaii program and the fellows in the 2017 Writers Immersive for providing support and empowering creativity. I treasure the advice, knowledge, and relationships gained in helping my dreams come true."

— Amy Bircher, Screenwriter - Lifetime Television's " Delivering Christmas" Her screenplay, "Victorian Christmas" has been optioned and being shopped to networks by a production company in Hollywood.



"I've been a mentor with other organizations, and have even spearheaded some mentorship groups in Los Angeles, but the Immersive process with Creative Lab Hawaii is utterly unique. The experience is transformative—for both mentor and mentee."

— Kaaren Lee Brown, Coach, Animation Immersive (Creator, writer, producer on 20 live action and animated children's television series Including Netflix's, "Super Monsters" and "Tarzan & Jane.")



"Creative Lab Hawaii has changed the way I approach the business-side of music entirely, and has opened amazing new connections to mainland industry opportunities."

— Kimié Miner, Participant, Music Immersive (Nā Hōkū Hanohano award-winning musician)

Immersive Programs Taken to New Heights

At Creative Lab Hawaii, we take Immersives personally.

World-class mentors are hand-selected not only for their expertise in their industries—but also based on the kinds of specific projects and skill sets of our participants that they will be coaching.

This unique process maximizes the potential for our accepted applicants to gain both the business and creative tools necessary to monetize their intellectual property.

Immersive Programs include:



Screenwriting

With support of the Writers Guild of America, West, the Immersive helps participants improve their writing and further their projects in the marketplace by offering one-on-one coaching from successful motion picture and television writers.



Producing

Through a partnership with the Producers Guild of America, and the Independent Feature Project, the Immersive assists participants in developing new content and provides coaching from professionals in movie production, television production and entertainment finance.



Music

The Immersive connects songwriters with the film and TV industry to gain experience in writing music for specific motion picture, television, advertising and new media projects. Top music producers and entertainment executives mentor the participants in composing, licensing, publishing and intellectual property.

Immersive Programs Taken to New Heights



Web-Series (Broadband/New Media):

Emerging writers, producers or directors making content for the web are partnered with mentors experienced in web-based production – enabling participants to take their material to the next level, develop their scripts, and learn how to distribute and market their content.



Animation

Animation writers elevate their stories through one-on-one coaching from professional screenwriters with extensive experience writing animated scripts for Hollywood motion pictures, television shows, and web-based productions.



Interactive Media

Participants receive coaching in creating content for the mobile game app space interactive media—further developing their material and their understanding of distribution and marketing channels.



Fashion/Design

Participants strengthen their skills in manufacturing, printing, and product placement with the help of experienced professionals in the fashion industry.

CASE STUDIES

Hawaii is not only a spectacular place to film in. It is becoming a hub for attracting creative community, and a place for developing high-quality content for export.

Following their experience with our Immersive Programs, participants have had web-series go into production, screenplays optioned, game apps published, music licensed to major entertainment studios and more. Here's a snapshot of just some of the deals and projects already in the works, and what's ahead...



- Nā Hōkū Hanohano award-winning musician Kimié Miner's experience with the Music Immersive helped to inspire a hit song, "Bamboo" (written with her friend and fellow Immersive participant, Izik, along with Los Angeles songwriter Jesse Epstein from Secret Road Publishing). Additionally, Kimie and Izik each separately sold a song to a major entertainment studio.
- Writer/Director/Producer Brian Kohne is making waves with his Creative Lab Hawaii motion picture project. "Kuleana" has garnered acclaim across prestigious film festivals, winning the Santa Cruz Film Festival's Audience Choice Award, the San Antonio Film Festival's Audience Award for Best Narrative Feature, and the Maui Film Festival's Audience Choice Feature.
- Tracy Davidson, a Creative Lab Hawaii - Mobile Game App Producers graduate fellow, published her Tourism & Leisure App "Tracy's Map" on iTunes and Android.
- Jana Lam - The Jana Lam "Handmade in Hawaii" line of products began as a passion for textile design, and has developed into one of Hawaii's favorite endless summer accessories. As she said the "CLH Fashion Immersive has been incredibly impactful for me. It opened up my eyes to all the possibilities in front of me." In 2017 Jana Lam won the second annual Pitch Panel at Honolulu Fashion Week
- Amy Bircher, a Creative Lab Hawaii Writers Immersive fellow, optioned her project "Victorian Christmas" to one major production company, and landed a work-for-hire script deal with Hybrid LLC for the Lifetime Television project "Delivering Christmas."

THE LEADS

The creative sectors collectively represent more than \$3.6 Billion of the state's gross domestic product.

A multi-faceted accelerator, Creative Lab Hawaii has become a vortex of talent development in the region. Creative Lab Hawaii is funded by the Hawaii State Legislature and the U.S. Department of Commerce, Economic Development Agency (EDA) to further foster and expand revenue channels for entrepreneurs in the creative industries. Strategic partners include the Writers Guild of America, Producers Guild of America, Screen Actors Guild/AFTRA and economic development agencies throughout the state.

A Look at Creative Lab Hawaii's Executive Team



Georja Skinner

Creative Industries Division Chief Officer, Creative Lab Hawaii Founder

Georja brings a wealth of media industry and government experience to her position as Chief Officer of the State of Hawaii's Creative Industries Division (CID) in the Department of Economic Development and Tourism (DBEDT). A seasoned entertainment industry professional and Emmy nominee, she took the helm of CID (comprised of the Hawaii Film Office and Arts and Culture Development Office) in 2007 with a mission to define, advocate and accelerate the growth of Hawaii's creative economy.

Georja has forged partnerships to launch landmark initiatives like Creative Lab Hawaii, designed to develop commercial creative content and products for global export and investment. She is responsible for advancing skill set development in the creative workforce, policy and infrastructure development, as well as access to capital for creative and cultural entrepreneurs. Georja was cited by *Honolulu Magazine* as one of the top ten professionals who are making a difference in the State.

Georja Skinner is a member of the Producers Guild of America, former Maui Film Commissioner and State Foundation on Culture and the Arts Commissioner.

Her mantra: Making the Impossible Possible.

THE LEADS

A Look at Creative Lab Hawaii's Executive Team



Michael Andres Palmieri BA, MA, Ed.M.

Executive Director, Creative Lab Hawaii

Michael Andres Palmieri has written and produced content across motion pictures, television, games, publishing, theme parks, events and the web. He has also been producing training programs for creative entrepreneurs over the past 20 years.

Michael was first introduced to the State of Hawaii in 1996 during production of the motion picture "Six Days, Seven Nights" which was one of his first producer credits. He later became director of the screenwriting program of the Maui Writers Conference & Retreat.

He has worked with major entertainment companies such as TriStar Pictures, Paramount Pictures, Warner Brothers, Twentieth Century Fox, Walt Disney and Sega. Michael is a founding board member and past chairman of the Producers Guild of America New Media Council.



Charles M. Brotman B.A., M.A.

Director, Creative Lab Hawaii Music Immersive

GRAMMY and Nā Hōkū Hanohano Award-winner Charles Michael Brotman is a composer/producer/songwriter, recording studio owner and indie record label owner. His music appears worldwide throughout film, TV, cable radio and internet streaming, with placements including "Oprah," "Entertainment Tonight," "Hawaii 5-0," "The Descendants," "Saturday Night Live," CBS Sports and more.

Charles won a producer award for the 2005 inaugural GRAMMY category of Best Hawaiian Music CD ("Slack Key Guitar Vol 2, Palm Records), and has also produced GRAMMY award nominated albums.

He is president of The Hawaii Songwriting Festival, a prestigious non-profit festival held annually on Hawaii Island coinciding with the timing of the Creative Lab Hawaii Music Immersive.