

# What is Creative Lab Hawaii?



**Creative Lab Hawaii (CLH)** was founded in 2012 by the Hawaii State Department of Business, Economic Development, and Tourism's Creative Industries Division (CID) to increase export, attract investment and build the state's creative entrepreneurial ecosystem. The program is supported by State of Hawaii Legislature and the U.S. Department of Commerce - Economic Development Administration (EDA).

Through immersive workshops, panels and mentorship by industry leaders from across the globe, **CLH provides entrepreneurs with business and creative skill sets necessary to monetize their intellectual property and expand distribution channels**, positioning Hawaii as a nexus of creative media development in the Pacific.

## CLH Mission

- **Accelerate** professional development of local media and creative entrepreneurs
- **Develop** high quality content for export
- **Create** a hub of creative media development
- **Increase** growth of commercially viable content for acquisition / distribution
- **Provide** a pipeline of talent to expand original, diverse content across all platforms



CLH 2017 Writers Immersive Fellows and Mentors

*The most important thing that CLH taught me was how to actually move a project from conception to creation. It was one of the most enriching and lasting education experiences I've ever had.*  
 -- Chris McKinney, CLH Writers Immersive Fellow, award-winning novelist, screenwriter, and educator

*The CLH Fashion Immersive was a great experience that helped put more structure to my business, my brand, and helped pave way for a clearer vision. This opportunity put a lot of the important issues into perspective.*  
 -- Emiko Miyazawa, CLH Fashion Immersive Fellow

The CID/State of Hawaii, CLH includes strategic partnerships with **Writers Guild of America, West (WGAW)**, **Producers Guild of America (PGA)**, **Screen Actors Guild-American Federation of Television and Radio Artists (SAG-AFTRA)**, **International Game Developers Association (IGDA)**, **Film Offices of the Hawaiian Islands (FOHI)**, **Secret Road**, **Hawaii Songwriting Festival** and the **High Technology Development Corporation (HTDC)**, and sponsors **The Modern Honolulu Hotel**, **Arthur's Limousine** and **Marriott Kauai**.



## CLH Program Components

1. **IMMERSIVE PROGRAMS** - offered to selected qualified applicants in high growth creative clusters: **Producing; Screenwriting; Music; Web-Series; Animation; Interactive Media; and Design/Fashion.** **A yearlong program** which includes a five-day boot camp in Hawaii, followed by a one-year coaching program. Up to three individuals are chosen out of each cohort to attend a global entertainment conference where they can pitch their project and network with industry professionals.
2. **IDEATION WORKSHOPS** - target entrepreneurs in early stage project development with the goal of building the pre-requisite requirements for CLH Immersive programs or other relevant accelerators. **A 2 day long workshop, followed by three months coaching program** that supports participants in executing their material as individuals, and as a group.
3. **PUBLIC PROGRAMS** - a collaboration with various industry partners, offer **free panels and workshops by industry professionals** in the areas of screenwriting (live action and animation – motion pictures and television), web-series, games, producing, music and design/fashion.



Doris Yeung, CLH Writers Immersive Finalist, pitching her film at AFM

## CLH Mentors and Speakers\*

- **Meg LeFauve**, Academy Award winning screenwriter (INSIDE OUT, THE GOOD DINOSAUR.)
- **Bernie Su**, two-time Emmy Award-winning multi-platform series creator (THE LIZZIE BENNET DIARIES, EMMA APPROVED.)
- **Jesse Nickson-Lopez**, Emmy nominated writer (STRANGER THINGS.)
- **Cinco Paul**, writer and producer (DESPICABLE ME series of films, THE SECRET LIFE OF PETS.)
- **Pamela Ribon**, screenwriter, comic book writer, best-selling novelist (MOANA, SMURFS: THE LOST VILLAGE.)
- **Jeff Gill**, Emmy award winning animator (ASK THE STORYBOTS, SOUTH PARK.)
- **Gwen Bethel Riley**, Head of Business Affairs Music at Disney Consumer Products and Interactive Media
- **Jerome Spence**, V.P. of Film, Television, Advertising Markets and Business Development at Secret Road
- **Bobby Moresco**, Academy Award Winning writer and producer (CRASH, MILLION DOLLAR BABY.)
- **Bliss Lau**, Fine jewelry designer and educator at Parsons
- **Andy Dunn**, Emmy nominated executive producer and mobile games app creator (RUFF RUFF, TWEET AND DAVE COMPANION APP)



CLH Animation Immersive mentors – Kaaren Lee Brown, Cinco Paul, Pamela Ribon and CLH ED Michael Palmieri

\*Partial List

*We are pleased to see that our partnership with CLH Writers Immersive is proving to be fruitful for its participants. We look forward to continuing our partnership in nurturing future storytellers.*  
 --Tery Lopez, Director of Diversity for Writers Guild of America, West

# CLH Milestones to Date\*

**43 Programs overall**

**14 Immersive Programs**

**5 Ideation Workshops**

**24 Public Programs**

- 3 Original Songs sold to a major entertainment company
- 2 Licensed to a major cable network STARZ
- 2 Original Songs licensed for yearlong advertising campaigns
- 1 Song licensed for Fox Broadcasting Company promo video
- 3 Songs placed in an ABC Studio TV Series
- 2 Feature and 2 Short Films produced
- 3 Feature Films in production, 2 in pre-production
- 1 TV Series and 1 Feature Film Script picked up by Agencies in LA
- 1 Mobile Game App published, 1 App in development
- 3 Web-Series in distribution, 2 in production, 1 in pre-production
- 3 Feature Film Scripts optioned by producers
- 1 Autobiography Book published
- 3+ Fashion collections created, 20-40% of sales increased

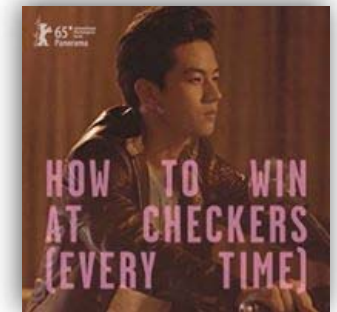
\* April 2018



CLH Fashion Immersive Finalists kick off L.A. for business meetings



CLH Mobile Games App Immersive Fellows at the Game Developers Conference



Josh Kim, CLH Writers Immersive Fellow film premiered at Berlinale and won over 14 international awards



Conversation with Meg LeFauve, Academy Award winning screenwriter



Bernie Su, Emmy Award Winning Producer, Web-Series Immersive Coach



CLH Music Immersive Fellows co-writing songs for film/TV with mentors



**CREATIVE LAB**  
HAWAII

CONNECT • COLLABORATE • CREATE



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM  
CREATIVE INDUSTRIES DIVISION  
No. 1 Capitol District Building, 250 South Hotel St, 5th Floor, Honolulu, Hawaii 96813  
Tel. (808) 586-2590, Email: [creativelab808@gmail.com](mailto:creativelab808@gmail.com)



[creativelab.hawaii.gov](http://creativelab.hawaii.gov)  
[cid.hawaii.gov](http://cid.hawaii.gov)