



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM

CREATIVE INDUSTRIES DIVISION

DAVID Y. IGE
GOVERNOR

MIKE MCCARTNEY
DIRECTOR

GEORJA SKINNER
CHIEF OFFICER, CREATIVE INDUSTRIES DIVISION

FOR IMMEDIATE RELEASE

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**CREATIVE LAB HAWAII NOW ACCEPTING APPLICATIONS FOR 2019
MUSIC IMMERSIVE**

Program Submission Deadline: May 28

HONOLULU - Creative Lab Hawaii (CLH), founded by the Hawaii State Department of Business, Economic, Development and Tourism (DBEDT)'s Creative Industries Division (CID) to accelerate growth and develop new business opportunities for Hawaii's creative entrepreneurs, is accepting applications for its 2019 Music Immersive program now through May 28. Selected singer-songwriters are partnered with top entertainment industry leaders and music producers to collaborate on compositions for specific TV, film and new media projects.

The Creative Lab Hawaii Music Immersive (CLMI) program builds a bridge for local musicians to reach and access industry insiders. The program will be held from June 23 – June 27 at the Westin Hapuna Beach Hotel on Hawaii Island, immediately following the Hawaii Songwriting Festival.

The CLMI is for professional or near-professional level songwriters, with applicants required to have the expertise to contribute to intensive co-writing sessions for media and entertainment projects. Past fellows of CLMI have included Na Hoku Hanohano Award-(Hoku) winning artist, **Kimié Miner**, Hoku award-winning musician, **Izik** and Hoku award-winning singer-songwriter and producer Imua Garza. Through their program experience, they were inspired to co-write Na Hoku Hanohano Award winning Song of Year, "Bamboo" along with Immersive mentor **Jesse Epstein** from the CLMI's Los Angeles based licensing partner Secret Road Publishing. All three artists have also

sold and licensed songs, building upon industry connections and insights from the program.

“Hawaii’s performers, songwriters and producers are gaining new tools to navigate the world of licensing a global media product. It is a reflection of the tremendous talent we have in Hawaii as well as the importance of fostering opportunities for our entrepreneurs that will further fuel Hawaii’s creative economy,” said DBEDT Director, Mike McCartney.

Under the direction of Grammy and Na Hoku Hanohano Award-winner, Charles M. Brotman, CLMI will provide songwriters with the opportunity to co-write and produce songs for a specific TV or film project each day of the immersive, working alongside world-class music supervisors, producers, songwriters and executives. To name but a few of the incredible mentors from previous CLH Music Immersive cohorts: **Janine Scalise Boyd** (Vice President, Music, Creative & Business Affairs at STARZ); **Mamie Coleman** (Senior Vice President of Creative Music and Production at Fox Broadcasting Company); and songwriter **Andre Merritt**, who has won Grammys, topped the Billboard charts and worked with some of the world’s leading artists, including Rihanna, Usher and the Black Eyed Peas.

“The Creative Lab Hawaii experience provides creatives with a better understanding of the value of licensing, publishing and intellectual property protection,” explains Georja Skinner, division chief, DBEDT’s Creative Industries Division and founder of CLH. “By cultivating industry know-how to compose music for a film, television show, online network or commercial, participants are able to expand revenue channels for their talents.”

As a further example of the power of the program, Fox Broadcasting Company recently released online promo videos for their drama series “Empire” and “Star,” featuring “Burn For You,” co-written by **Faith Rivera**, a Fellow of the 2018 CLMI. “After enjoying a sweet career as a touring indie artist, now that I am back home raising my kids the Music Immersive is absolutely the best thing that could have happened for my career,” said Rivera. “The connections, the hands-on experience and the feedback from industry mentors are priceless. It’s given new life to my ongoing music career. I’m forever grateful!”

Up to 11 applicants will be selected to participate in the 2019 CLMI program, based on an evaluation process by a panel of industry experts. Following the completion of the 5-day Immersive, attendees will further receive year-round mentoring support. Additionally, up to three participants will be selected to be flown to Los Angeles to experience the business side of music licensing. “We are looking for a diverse group of serious songwriters who can hold their own intensive co-writing sessions and truly get the full benefit of the unparalleled level of industry access and mentorship,” said Charles Brotman. “I’m excited to see the talent that this year’s call for submissions will bring together.”

For an application packet, songwriters can visit www.creativelab.hawaii.gov/apply, and all material must be submitted in PDF format to cb@lavatracks.com **no later than May 28, 2019.**

Connect to Creative Lab Hawaii on social media for the latest updates, insights and content via:

Facebook: Creative Lab Hawaii - <https://www.facebook.com/creativelabhawaii/>

Twitter: CreativeLabHI - <https://www.twitter.com/creativelabhi>

IG: CreativeLabHI - <https://www.instagram.com/creativelabhi>

About DBEDT (Department of Business, Economic Development and Tourism)

DBEDT is Hawaii's resource center for economic and statistical data, business development opportunities, energy and conservation information, and foreign trade advantages. DBEDT's mission is to achieve a Hawaii economy that embraces innovation and is globally competitive, dynamic and productive, providing opportunities for all Hawaii's citizens. Through its attached agencies, the department fosters planned community development, creates affordable workforce housing units in high-quality living environments, and promotes innovation sector job growth.

About CID (Creative Industries Division)

CID, a division within DBEDT, is the state's lead agency dedicated to advocating for and accelerating the growth of Hawaii's Creative Economy. Through initiatives, program development, and strategic partnerships, the division and its branches implements activities to expand the business development, global export and investment capacity of Hawaii's arts, culture, music, film, literary, publishing, digital and new media industries.

About the Creative Lab Hawaii Program

The Creative Lab Hawaii (CLH) Program was founded in 2012 by the Hawaii State Department of Business, Economic, Development and Tourism (DBEDT)'s Creative Industries Division to accelerate the growth of Hawaii's creative entrepreneurs through immersive, hands-on training in broadband/new media, producing, screenwriting, interactive media, music and design/fashion. The CLH Program, a key facet of Hawaii's creative economy, is developing an ecosystem to increase export, attract investment and build the State's creative entrepreneurial capacity in media, music and fashion/design. The CLH Program features three program components: 1) Immersive Programs; 2) Ideation Workshops; and 3) Public Keynotes. Website: creativelab.hawaii.gov

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Media Contacts:

Georja Skinner

Division Chief, Creative Industries Division
Department of Business, Economic Development and Tourism

Phone: 808.586.2590

Email: georja.skinner@hawaii.gov

Website: <https://creativelab.hawaii.gov/>

Susan Wright and Vianca Cao

Becker Communications, Inc

Phone: (808) 533-4165

Mobile: (808) 799-4293; (808) 798-8873