Polo della Creatività Digitale e Multimedialità

POLOICT

CROSSOVER

At last, in Italy, the workshop that has changed international media.

"Without doubt, the most useful media course I have attended in a 20-year career in broadcast television."

Sonya Pemberton, Head of Specialist Factual, ABC

CROSSOVER LAB:
5 DAYS TO CONVERGE, PRACTICALLY!

A little more than one week is left to pre-register!

>AGENDA: deadline 20 July 2010
pre-registration
www.trancemedia.eu

The future of documentary/factual content is multi-platform:

TRANSMEDIA PROJECTS

INTERACTIVE CONTENT

NEW BUSINESS MODELS

Find out all about it through hands-on learning at Crossover Lab Turin

COMMUNICATION

IT & MOBILE

PUBLISHING

DOCUMENTARY

GAMES

Crossover Lab

Crossover is an international programme designed to explore the creative and the commercial challenges of developing content and services for digital media.

The lab process brings together creative professionals from diverse disciplines – including film and TV production, animation, games, theatre, web design and new media – to share understanding of a rapidly changing mediascape, to form new interdisciplinary collaborations and generate ideas for projects.

Crossover differs from other models of lab, which work with existing teams on pre-conceived proposals. We mix people with a range of creative skills, at different stages in their careers and from diverse cultural backgrounds.

Participants are selected as individuals to create new partnerships and explore new collaborative interdisciplinary approaches to cross-platform development.

Previous Crossover labs have produced award-winning innovative cross-platform projects; following the success of previous labs in the UK, Sweden, Australia, Canada, Belgium and the US, this will be the first lab for Southern Europe.

More info about

CROSSOVER

www.crossoverlabs.org
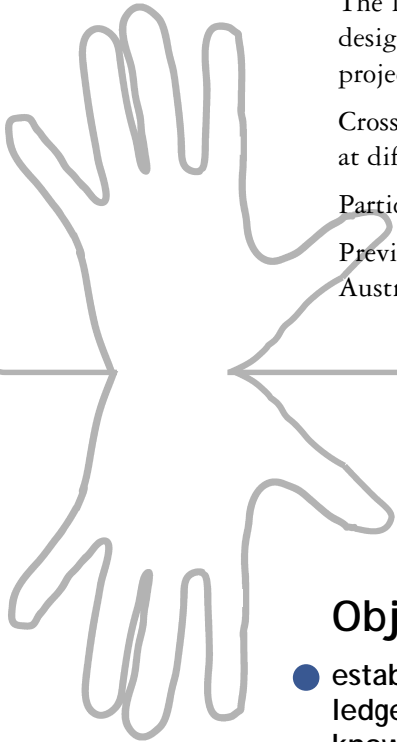
Objectives

● establish awareness, reciprocal knowledge among the converging sectors, knowledge/technology transfer,

● link up companies through the web and develop new ways to collaborate,

● acquire, select, make prototypes of innovative multi-platform content.

Places are limited so apply now @ http://www.trancemedia.eu The pre-registration deadline is 20 July 2010.

Call for pre-registration

Crossover Turin is looking for **twenty experienced and established** FILM, GAME, TV, ANIMATION, MOBILE or NEW MEDIA **creators** to take part in a five-day residential laboratory designed to develop innovative cross-platform projects. Creators in dance, theatre and sound interested in cross-media are also welcome to apply.

Between 11 and 15 September 2010 twenty talented and experienced audio-visual professionals will come together to explore the creative and commercial challenges of developing new content and services for digital delivery in a rapidly evolving media environment.

The lab will be led by Frank Boyd and Mark Atkin with leading mentors from the interactive industries. The final day will focus around a pitch to a panel of experienced commissioners from different media sectors.

Crossover Lab Turin
11 – 15 September 2010
Location: Virtual Reality & Multi Media Park, Turin

The Lab is tightly structured for the first 3 days; the final 2 are more open, with participants working together in teams, on ideas that they have chosen, with support from mentors.

THE LAB IS DIVIDED IN 4 PHASES:

1 - Introductory
Participants discover who the mentors and other participants are, and what they know; build a common understanding of the territory the lab will explore; share knowledge of and debate about the prospectives for media, and establish the best possible environment for creative collaboration. The main outcome of this phase is knowledge transfer: developing an understanding of the values, culture, language and approach of producers working in different sectors.

2 - Cross-platform idea generation
In the second phase of Crossover participants are challenged to create original ideas for cross-platform products and services. Using a range of techniques from classic brainstorming, lateral-thinking techniques, user-focused design processes, Stanford Research International's Innovation methodology and other tools, people work in constantly changing interdisciplinary teams.

3 - Selection, evaluation, development
From the third day onwards, Crossover adopts a more convergent approach. The mentoring team provides a framework within which the participants select ideas to develop further, working in a team with diverse knowledge and skill sets. In this phase, participants prepare more detailed proposals that include a demo.

4 - Presentation
In the last 24 hours of the lab, teams focus on developing a value proposition and a pitch for the single project that they will present on the final day of Crossover. Presentations are made to an invited audience of decision-makers (commissioning editors, mobile operators, publishers, funding organisations).

Selection of participants

- **To be a candidate you must first pre-register by 20 July 2010** at the site www.trancemedia.eu (online application form)
- Crossover Lab selects participants to make sure there is the best mix of skills
- Pre-requisites: suitable professional background, all work in English
- Participants selected will be informed before 21 July; at that moment payment of the participation feel will be requested
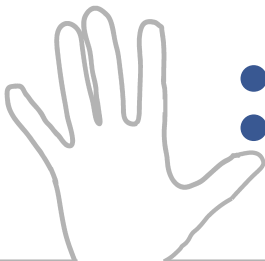
Participation fee
EURO 350 (+VAT)

DOES NOT INCLUDE TRAVEL AND ACCOMMODATION

Crossover Turin – 5 full, full-time days with:

Mark Atkin

Director of Crossover Labs, the Head of the Documentary Campus Masterschool, and an executive producer, currently working with Brook Lapping Productions (UK), Renegade Films (UK) and Context TV (Germany). For six years, until October 2008, he was Commissioning Editor for SBS TV and in charge of on-line commissioning, co-production and acquisitions for TV and on-line, across all genres, for SBS Australia, the world's most diverse public broadcaster. He collaborates regularly with Sheffield DocFest MeetMarket, IDFA Amsterdam, Hot Docs Toronto, Nordisk Forum Documentary, ITVS.

Frank Boyd

Creative director of Crossover Labs. Since 1989 he has been one of UK's leading new media pioneers. He has worked as producer, funder and trainer on a series of innovative programmes in the arts, broadcasting, and in education in the UK, Europe, the US and Australia. He established the European Multimedia Labs, the Digital Media Alliance and BAFTA's Interactive Entertainment Awards before joining the BBC as Director of Creative Development, where he directed a series of development labs for interactive television, broadband and cross-platform production. He established Unexpected Media in 2002 to support innovation and creative research in future media, designing events, seminars and labs for clients in the public and private sectors and running Innovation Labs for the BBC and Crossover Labs.

Arnaud Dressen

Co-founded the independent production company Honkytonk Films in Paris (http://www.honkytonk.fr) in 2007; since 2008 Honkytonk has realized – with Le Monde, France 5, Canal+, Orange – innovative co-productions of webdocumentaries that have become case studies in Europe. Honkytonk developed the software for interactive editing Klynt. Before starting his company, he worked in the media industry for France Televisions Group, Arte France, ITVS/USA, Vodeo.tv, Article Z, and he collaborated with producer Patrice Barrat on an array of international co-productions (with such broadcasters as NYT Television, CBC Canada, ITVS).

Markus Nikel

Author, producer and editorial supervisor of educational and factual television programmes and multimedia productions, in Germany. For RAI Educational, he has worked on a variety of programmes and web services for school as well as for adult education. The EBU, the European Broadcasting Union in Geneva, appointed him twice as Executive Producer for co-productions of TV series. Since 1998, he has been working as a workshop tutor and staff member of the Basel Karlsruhe Forum on educational and societal TV and Media (www.bakaforum.net). Since 2004 he is the Forum's Programme Manager.

Margaret Robertson

A historian by training, she has written for many specialised magazines, mainstream publications like FHM, Seed and most recently, Edge, the world's most respected videogame magazine. She is part of the team behind the GameCity festival, and serves as a juror for IndieCade, the Independent Game Festival and Dare to be Digital. Now, as a consultant, she advises companies like EA, Sony and Channel 4 on game design and industry trends.