

Writer's Room 2012

in collaboration with Power to the Pixel

Deadline for applications: January 30th, 2012

Focus and aim

The Writer's Room, realized in collaboration with Power to the Pixel, focuses on the process of developing a transmedia project within a team framework.

The project selected for this year's workshop is entitled "**Sequence**", written and developed by **Adam Sigel** (Writer, Producer, Content Strategist - "Afterworld" & "The Red Book"). "Sequence" will be presented across multiple platforms that include a traveling installation art exhibit, an online web experience, mobile apps and social media as well as a full-length feature film. The subject matter deals with a mysterious phenomenon surrounding the evolution of supernatural abilities in humans. The project's central themes are based on the question of how humans come to experience truth, knowledge and meaning.

The selected group works together under the guidance of tutor and story editor **Gino Ventriglia**. Additional trainers with backgrounds in web and game development will also be brought in to provide insight and feedback. Participants will workshop this project through 10 months of development that will demonstrate a four-step process: Discovery, Research, Brainstorm and Prioritize. This hands-on experience will allow participants to hone their skills while being part of a team, learning how to work with other professionals on creating an interdisciplinary transmedia project.

The project will be developed by the group along with its author, Adam Sigel, who will participate in the residential sessions together with the tutor and trainers. The aim of the workshop is to enrich the project, pre-selected for its quality and value, by exploring and analyzing the various components (live events, Web, mobile apps, games, film, etc). The group will present the results of their work at the TorinoFilmLab Meeting Event in November 2012.

Who can apply?

The Writer's Room is aimed at professionals working across different platforms and mediums, such as story architects, games writers, audience engagement designers, writers (script, TV, journalists etc.) and producers, who have experience within cross-media production.

Applicants are encouraged to keep in mind that the Writer's Room is about the process, learning development strategies and immersing oneself in a collaborative exploration of transmedia project development.

Workshops

During three weeklong workshops the Writer's Room-group works alongside the 4 script development groups, exchanging experiences along the way and meeting with the rest of the Script&Pitch participants – creating one big group. In between workshops there will be skype follow-ups. Each workshop will introduce a new guest trainer and a new area of development. During the second residential workshop, all participants will have the possibility to get feedback from the group, the tutor and the trainers on one individual project that they are developing on their own. **Liz Rosenthal** and **Tishna Molla** (Power to the Pixel) are structuring and guiding the process together with **Valeria Richter** and **Savina Neirotti** (TorinoFilmLab).

How to apply

Up to 5 participants are selected to take part in the Writer's Room, preferably coming from different fields of storytelling and with diverse backgrounds, so as to support the teamwork aspects of the workshop.

The requested application materials are:

- application form (downloadable from TorinoFilmLab website);
- an updated CV;
- a motivation letter explaining why you would like to take part in the programme;
- previous works: a link (and password, if necessary) to the work should be inserted in a PDF file. Video materials must be uploaded by following the link: <http://tfl.museotv.com> and signing up. Submitted materials should be in English or have English subtitles/translations. The links and videos must be received by the Script&Pitch staff along with the application package no later than **January 30th, 2012**.

Please e-mail the files, all in English and in separate PDF documents to:

scriptandpitch@torinofilmlab.it

Participation fees

The course fee for participants (from all eligible countries) is 2.000 Euro.

Scholarships, covering half of the fee, can be assigned by merit to participants coming from Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia and Slovenia.

Scholarships will also be assigned by merit to non-EU participants.

These amounts cover workshop training, on-line sessions, accommodation and subsistence. Participants must pay all travel costs. In many countries bursaries and scholarships are available for this kind of training.

For more information please contact:

scriptandpitch@torinofilmlab.it