

labo

Call for projects Labo Caraïbes 2018 Caribbean digital storytelling and creation

►► Presentation :

Following the example of the Labo of Pole Media Grand Paris, and with the help of the Nouveaux Regards Film Festival, Labo Caraïbes' intention is to create an incubator of digital creation projects, adapted to the Caribbean production and its audience.

The aim is to :

- Help Caribbean professionals exploring new fields in creation of content to renew the user experience
- Train professionals in new funding mechanisms, monetization, and audience marketing strategy
- Acquire basic skills in digital creation pitching
- Develop the potential of innovation in Caribbean productions with TV broadcasters and Multi Channel Networks
- create a well-trained network of experts in new content production

Pole Media Grand Paris and Cinémas d'Ici et d'Ailleurs association launch **the call for projects of Labo Caraïbes open from october 26th 2017 to january 31st 2018** (midnight, Paris time).

4 winners will be selected by a jury to develop their digital creation projects during the festival.

They will be offered :

- an individual coaching for three days, by well-known professionals to develop their digital creation projects
- a one-day session of pitch learning
- a keynote restitution of Labo Caraïbes, where projects will be pitched

The preparation, follow-up and supervision of the Labo will be provided by the Pole Media Grand Paris, using the Nouveaux Regards expertise in Caribbean production.

The Labo Caraïbes will be promoted by the Pole communication and broadcasting networks during the entire operation and beyond.

▶▶ Aim and ambitions

The aim of Labo Caraibes is to get Caribbean professionals to explore new innovation fields, narration and interactive and immersive works. The ambition is to set up a well-trained network of experts in Multi Screens production.

▶▶ Who can apply?

The call for projects Labo Caraibes 2018 is open to Production companies, digital agencies and video games studios in the West Indies- French Guiana region (Guadeloupe, Martinique, St Martin, St Barths, French Guiana) or, more broadly, the Caribbean countries can take part of the call for projects of Labo Caraibes (*Antigua and Barbuda, Anguilla, Aruba, Bahamas, Barbados, Cuba, Curacao, Dominica, Grenada, Haiti, Jamaica, Dominican Republic, St Kitts et Nevis, St-Lucia, St. Vincent and the Grenadines, Trinidad and Tobago, Porto-Rico*).

▶▶ Eligible projects

- All projects submitted must be original new concepts.
- They can be variations of existing programs, on condition that the chain of title is respected and the project participant can prove that he is the rights holder.
- Digital creation works, new way of storytelling that are notable for the combined use of different media, in order to develop a coherent universe, no matter the type of the project (fiction, animation, documentary, experimental, web fiction, web doc, etc.) and operational support and media (cinema, internet, television, applications, mobile screens, etc.).
- All multi-screens, interactive and immersive formats are welcome.
- Jury will also focus on the place of the audience in the narration
- For this first edition, only French and English projects will be accepted. Coaching is available only in both languages.

▶▶ The opportunities

The 4 winners will be offered a support to develop their innovative project and an individual coaching by an expert group during the Nouveaux Regards festival (from 7 to 11 March 2018, in Pointe-a-Pitre).

This support takes the following content:

- A peer to peer coaching with an individual support during the three days of festival (7-8-9 march 2018). Coaching will be oriented on the basics for the digital creation :
- Storytelling
- Architecture and design
- Project management and workflows
- New media funds, mechanisms, monetization, and marketing of the audience

++ About extension of coaching: Winners will be able to benefit from coaching until the end of June 2018. Free exchanges will allow, by e-mail exchanges or Skype session. Coaching can be « à la carte » beyond June 2018.

- A session will be dedicated to multi-screens pitch learning (on March 10th, 2018).
- **A keynote restitution of Labo Caraibes and winning projects pitching** (on March 11, 2018)
On 11 March 2018, a keynote restitution of Labo Caraibes will be held as part of the festival. On this occasion, winning projects can use the training to pitching their project in 5 min. Pitches will be posted on the Pole Media Grand Paris website, offering more visibility.

»» Evaluation of the projects

Coherence of the narration, originality, quality of multi-screens system and the place of the audience will be part of the evaluation criteria for projects.

Jury will also focus on interactive or participative dimension, including quality of user experience.

»» Ineligible projects

The project review will be based on files submitted online (on Pole Media Grand Paris website) by the project participant. Incomplete presentations or not returned by the stipulated dates (January 31, 2018 before midnight) will not be considered.

»» Selection process

Following the call for projects, a jury of experts and specialists will meet to choose 4 winners with different potential for innovation.

»» Calendar

From October 26th 2017 to January 31st 2018 at midnight (Paris time) : Call for projects on <https://lepole.org/labo-caraibes/> or www.nouveauxregardsff.com

Mid-February 2018 : Winning projects will be announced

From 7 to 9 March 2018 : Coaching with experts

March 10, 2018 : Multi-screens pitch session

March 11, 2018 : Pitch session of the four award winning projects during a final restitution of Labo Caraibes at the Nouveaux Regards Festival.

»» How to participate?

Download elements of the application on : <https://lepole.org/labo-caraibes/>

Application forms must be submitted online at : <https://lepole.org/labo-caraibes/> **before January 31, 2018 midnight** (Paris time)

Any deposited file must include :

- The completed summary information
- A literary and graphic file of the project including :
 - synopsis
 - multi-screens architecture of the project
 - the narrative of each screen
 - user experience and audience engagement strategy
 - note of intent and production
 - estimated budget and financing plan, the planned innovative funding strategy
 - dissemination strategy
 - technical fact sheet provided details on innovations

Presentations may include additional information (videos, photographs, links) or an English version.

For further information please contact the Pole team at contact@lepole.org