

P4K&F

PRIME 4Kids&Family



European script development program for children and family entertainment

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PRIME 4Kids&Family - in the context of current developments in the children and family entertainment sector

Children are enthusiastic users of media and their need for new, exciting and stimulating content and formats is endless. Especially in this age of globalisation, children need media products that reflect the reality of their own daily lives and their own cultures, just as they need European media products that can foster intercultural understanding and a sense of European diversity. After all, today's children are the adult public of tomorrow. The natural tendency for children to grow up with films, TV series and games that are European and nationality-based is indispensable if they are to develop viewing tastes based on European traditions and is also a pre-condition for them to become consumers of European productions as adults.

For many years the media industry paid little attention to children and families as a target viewing public. Change only came about - in Germany as well as other European countries - following the success of large-scale cinematic productions. As a rule, these were adaptations of well-known literary models, which flagged up this market's rich potential. Recent technical developments have opened up new dimensions in the market: it is children who are enthused by technologies such as on- and offline games, mobile entertainment and other interactive fare, and who are using these in increasing numbers. In addition, cross-media developments are becoming more and more important for the media industry as a whole, but in particular in the realm of children's and family entertainment. Children are acclimatised to the media. Not only have they long since got used to the idea that their heroes and their heroes' stories cross the traditional format boundaries - from book to TV series to film to game - but they enjoy and increasingly expect to re-encounter their heroes in other formats too. One example of how important cross-media products have become can be shown by PRIME 4Kids&Family's participants. Of all the projects dealt with during the 2007 course, for the first time, a full third of them were conceived as being of a cross-media nature.

PRIME 4Kids&Family not only offers funded further education to these authors/teams. Authors in the classical tradition of linear storytelling can also profit from being in these interdisciplinary surroundings. They can broaden their understanding of the requirements of writing in various formats, as well as receive stimulus and support for exploring the cross-media potential of their own projects, not to mention the further development of their own professional skills.

Since producers working in the realm of children's and family entertainment see themselves as being faced by tough competition and falling budgets, European co-production will therefore take on an increasing significance in the future. As a European platform, PRIME 4Kids&Family offers its participants insights into market conditions and developments in other European countries. It also supports the development process in a European context and contributes to the building up of productive networks, which in many instances have already led to the development of fruitful working relationships that transcend traditional boundaries.

The Workshop

PRIME 4Kids&Family (formerly Pygmalion Plus) is specifically designed for the development of projects for child and family audiences across all audiovisual media. It was founded in 2000 with the support of the EU's MEDIA Programme, and ranks as one of the most successful training initiatives in Europe. It is jointly produced by five European organisations, combining their experience in professional training and children's media. We collaborate with the strong

conviction that it is essential to create specialised professional development programmes for those who want to make original work in media for children.

At PRIME 4Kids&Family, writers develop their projects and their craft through collaboration with experienced mentors, all distinguished writers, with creative professionals from allied fields, and with an international group of fellow participants.

“The success of such a course can be measured in several ways. The level of talent it attracts, the development of both the participants and their projects during the modules, the ‘take-away’ know-how and gained experience from the modules and finally, the development beyond the course.

Paul Tyler, Mentor Interactive Media, UK , August 2009

P4K&F Team in 2011

PRIME 4Kids&Family focuses on the European market and will combine fundamental interdisciplinary support in script-development for children and family entertainment with a profound market check-up made by hands-on international experts. The project is under the overall control of Berlin based **PRIMEHOUSE**.

Essentials

- A creative community designed to provide substantial professional support for development of original ideas and exceptional talent.
- A supportive environment for experimentation and for exploring ideas and processes which is not usually possible within the structure and pressures of commercial development.
- A distinguished mentoring and support team of practitioners with a range and depth of experience in the field of film, TV and interactive media for children.
- A cross-disciplinary approach involving writers, directors, producers and also actors, designer-programmers, animators and storyboarders.
- The experience of a rich mix of European cultures and a platform where everyone involved can build a productive network with colleagues from other European countries.
- The 6-month programme comprises: Two residential sessions, which form the core of the programme, plus internet support from mentors after each session.

Creative lab

The Labs are not prescriptive. Each project needs its own approach. In addition to substantial analyses and feedback by mentors and fellow writers, PRIME 4Kids&Family puts special emphasis on supporting the creative process in different ways:

- During the 8 days long first Lab a resident ensemble of five actors and a director supports the development of projects through improvisations and readings of work-in-progress. Also in this first Lab and according to the special needs of the projects selected in each year, creative professionals from allied fields may also be invited, e.g. designers, illustrators, possibly a composer or puppeteer, or others who can be a creative resource to the writers. In addition a producer is invited to provide training in project pitching skills.

- Each writer develops an individual schedule with his / her mentor, including individual and group sessions with mentors, work with the actors or other members of the Lab team and private writing time. By the conclusion of the 3 day long second Lab, the aim is to bring projects to a point at which their creators will feel confident to present them to potential producers and broadcasters to seek further funding.
- After both the first and second sessions, participants stay in contact via the Internet with their assigned mentor, sending draft ideas, treatments, bibles or scripts as appropriate for feedback comments.

Connecting with the Industry

The second workshop will be a 3-day event. On the first three days participants will review work developed since the first workshop, first with mentors and then with additional invited 'industry mentors' who are film producers, TV commissioning editors and cross-platform/interactive media producers. Each participant will be able to present their project and receive advice on possible routes to further funding and production.

On the fourth day, the workshop will be opened to a small number of selected, international representatives from the various market segments – film, TV and interactive media. Targeted and mediated market discussions with the visitors in the morning will be followed in the afternoon by a panel discussion session between participants, producers and market partners on alternative approaches to developing and producing cross-media family entertainment and the future of this sector of the industry.

Mentoring Team

With a clear focus on the specific needs of those creating work for children, PRIME 4Kids&Family brings together a mentoring and support team with specialized experience in writing and production for this audience.

The program mentors are always an international team of working professionals. Each year we put together a new team, some or all of whom may be new to the program and others who have worked with us previously. We are delighted when mentors are able to return but at the same time, we think it is important to also draw new mentoring and support expertise into PRIME 4Kids&Family each year. This helps us to give to each new year of the program a stimulating freshness and to ensure we have a mentoring and support team with the specific expertise to respond to the selected projects.

Creative Resource Team

An ensemble of five actors and a director and two other resource persons (e.g. artist / storyboarder, designer, programmer, musician, according to the specific needs of the projects selected) are resident at the first Lab to support the development process. In addition we invite a producer to spend a day at the Lab to assist writers with their project pitching skills.

Schedule 2011

- Application Deadline 2nd of July 2011
- Selection of participants: The jury is composed of representatives of the industry and of the partnering organisations as well as of the mentors covering the corresponding formats of the projects
- First Lab, 8 days, end of September 2011 (Location tba)
- Second Lab, 3 days , early December 2011 in Ludwigsburg, Germany

Application

- Please find the application form for download as follows:
http://www.primehouse.eu/downloads/P4KF_Application_Form_2011.pdf
- Please send a signed application form in advance to
Fax +49 30 4372729-50
- Selected Participants will be announced in early August and posted on the web page
- Your application must be in 9 copies in English (a working translation will suffice) including the signed Application Form. Please also send a CD with all parts of the application.

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