

27 ABRIL - 7 MAIG
BARCELONA | #DA2017

D'A 2017 F I L M F E S T I V A L

Storytelling & Beyond

www.storycentral.com



Everything's Been
Done Before...



1.

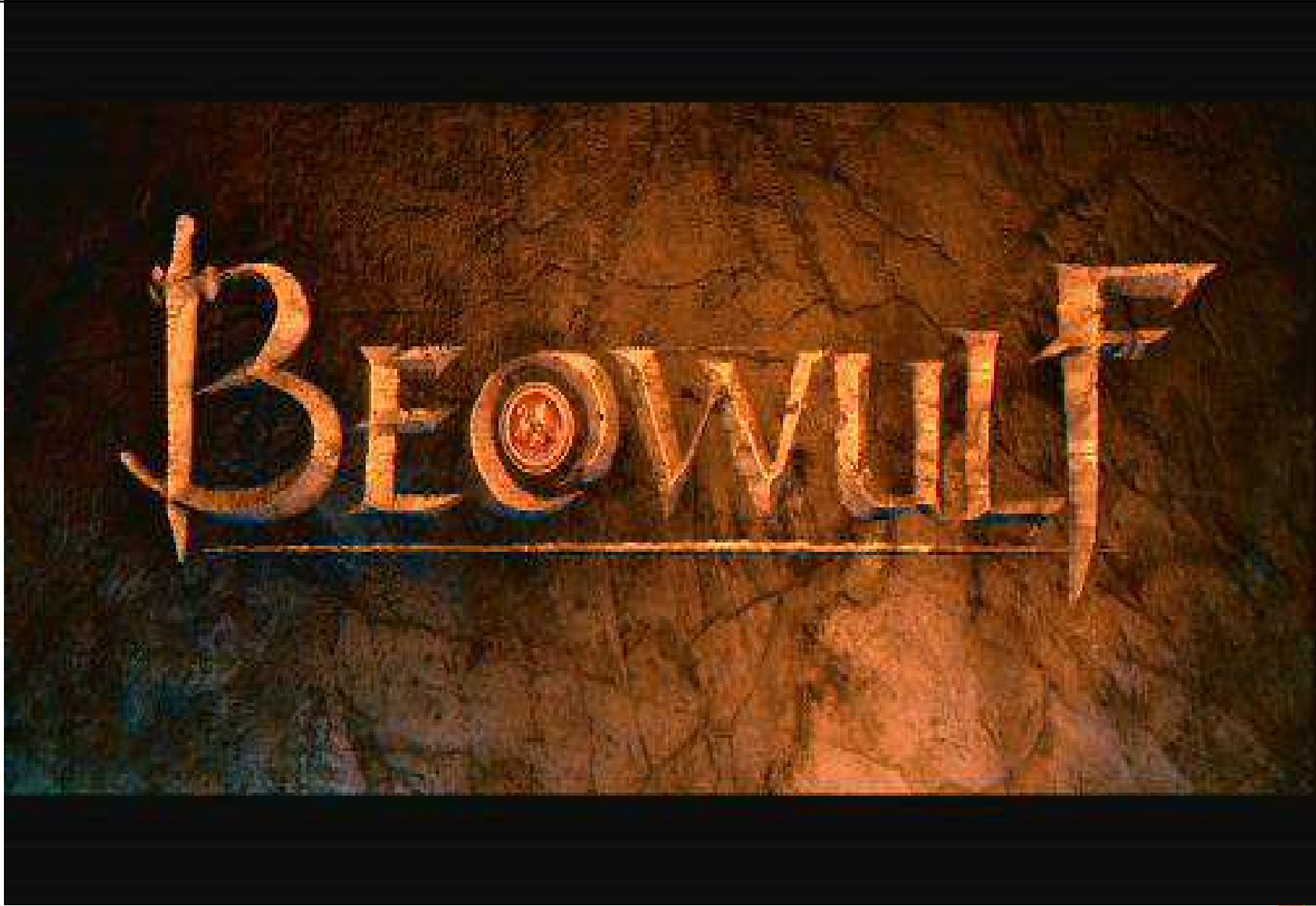


A dangerous monster threatens a community.

*One man takes it on himself to kill the beast and
restore happiness to the Kingdom...*







2014: YOUR FEARS WILL BECOME REALITY



GODZILLA

WARNER BROS. PICTURES PRESENTS
AN ACTION AND LEGENDARY PICTURES A SYCOPHY PRODUCTION A CHRISTOPHER NOLAN FILM CHRISTIAN BALE THE DARK KNIGHT MICHAEL CANGI HEATH LEDGER GARY OLDMAN AARON ECKHART MIDGE STOLENBERG AND MORGAN FREEMAN
MUSIC BY JAMES NEWTON HOWARD COSTUME DESIGNER JEFF SMITH EDITOR JOSHUA WALKER PRODUCTION DESIGNER JACQUES BLANCHARD EXECUTIVE PRODUCERS KEVIN DE LA NUY THOMAS TULL
PRODUCED BY DAVID L. LUYER WRITTEN BY JONATHAN NOLAN AND CHRISTOPHER NOLAN DIRECTED BY CHRISTOPHER NOLAN
CASTING BY CHARLES ROYAN COSTUME DESIGNER UMMA THOMAS EXECUTIVE PRODUCERS CHRISTOPHER NOLAN PRODUCED BY CHRISTOPHER NOLAN
www.godzilla.com



www.godzillamovie.com/LP

TERROR HAS A NEW NAME



A Time Warner Company



TONS OF MONSTER FURY VS OUT-OF-THIS-WORLD FRIGHT!

JACK H. HARRIS presents

STEVE McQUEEN
IN

Together 'N' Terrific!



THE BLOB PLUS DINOSAURUS

IN SPINE-TINGLING
COLOR

ON
THE
GIANT
WIDESCREEN



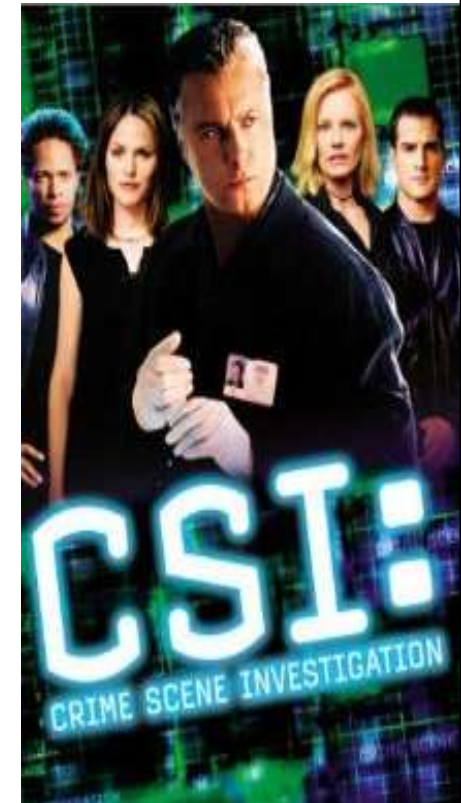
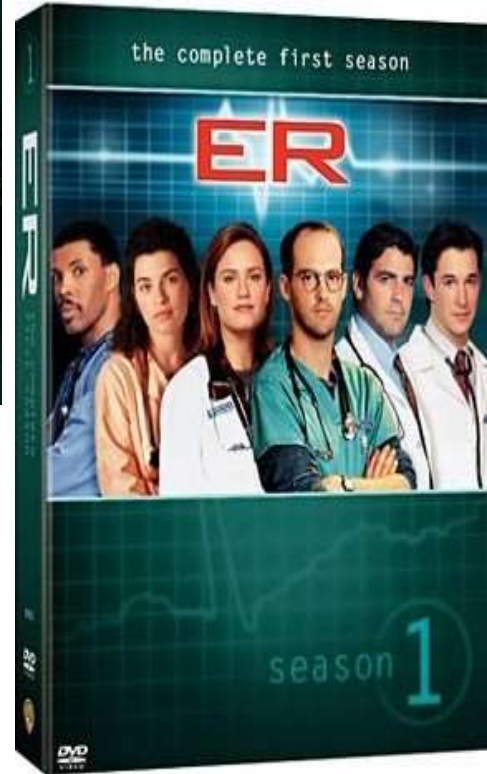
'THE BLOB' STEVE McQUEEN CORSEAU HOME HARRIS YEAWORTH, JR. SIMONSON and PHILLIPS
'DINOSAURUS' WARD RAMSEY YEAWORTH, JR. YEAWORTH, JR. JACK H. HARRIS

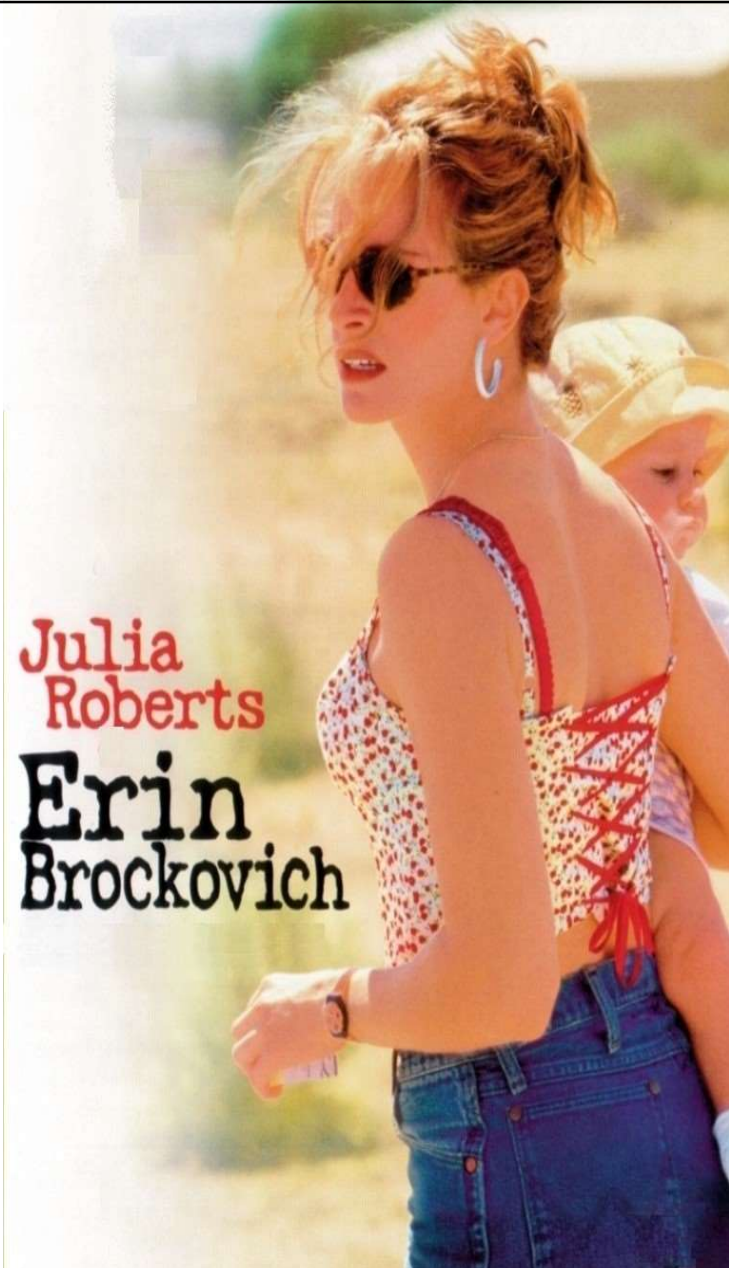
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Julia Roberts

Erin Brockovich



STEVE McQUEEN

PAUL NEWMAN

WILLIAM HOLDEN

FAYE DUNAWAY

IRWIN ALLEN's production of

THE TOWERING INFERNO

ONE TINY SPARK BECOMES A NIGHT OF BLAZING SUSPENSE

The tallest building in the world is on fire. You are there with 294 other guests. There's no way down. There's no way out.



The Fire Chief



The Architect



2.



Our hero stumbles into a brave new world.

*At first he is transfixed by its splendour and glamour,
but slowly things become more sinister...*









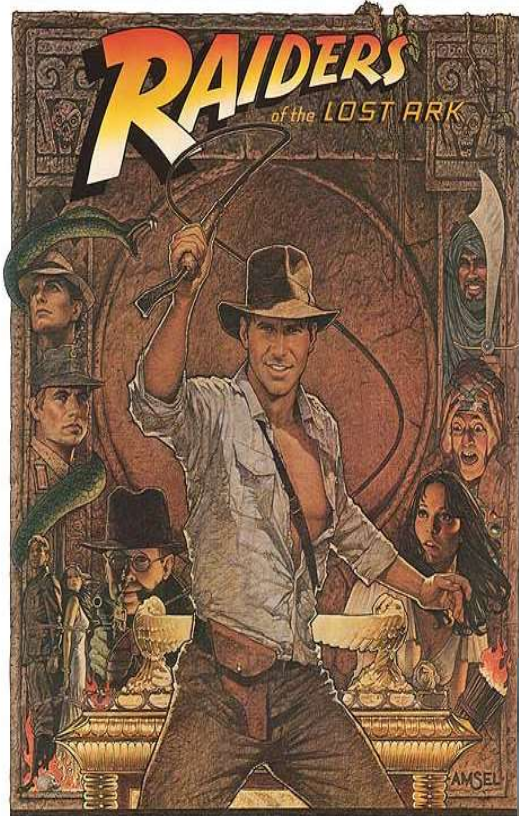
3.



When a community finds itself in peril and learns the solution lies in finding and retrieving an elixir far, far away, a member of the tribe takes it on themselves to undergo the perilous journey into the unknown...



The Return of the Great Adventure.



All the world will be your enemy, Prince with a Thousand Enemies, and when they catch you, they will kill you...

But first they must catch you.





Stephen Baldwin Gabriel Byrne Chazz Palminteri
 Kevin Pollak Pete Postlethwaite Kevin Spacey

6'6"		6'6"
6'0"		6'0"
5'6"		5'6"
5'0"		5'0"
4'6"		4'6"
4'0"		4'0"
3'6"		3'6"
3'0"		3'0"

the Usual Suspects

FIVE CRIMINALS . ONE LINE UP .

NO COINCIDENCE .

PLYMOUTH FILMED ENTERTAINMENT • SPELLING FILMS INTERNATIONAL presentation and PRODUCE CECIL BILE PABBITO ADRIAN HARRIS U in film de BRIAN SINGER
 THE USUAL SUSPECTS STEPHEN BALDWIN GABRIEL BYRNE CHAZZ PALMINTERI KEVIN POLLAK PETE POSTLETHWAITE KEVIN SPACEY SYDZY ANIS
 BENJIO DEL TORO GIANCARRU SPRINZIO MIMAZI JERRY UFFMAN Director de Fotografía NEWTON THOMAS SIGALL Coproductor LENNETH
 KOLVIN Productores Ejecutivos BARRETT JONES HANS-BLICKENHANN FRANCOIS DE PLETT MIT BRIAN Singer Guión CHRISTOPHER McQUARRIE
 Producido por BRIAN SINGER MICHAEL McDONNELL Dirigido por BRIAN SINGER

U FILMS SPELLING PolyGram Video DOLBY DIGITAL

starring in alphabetical order

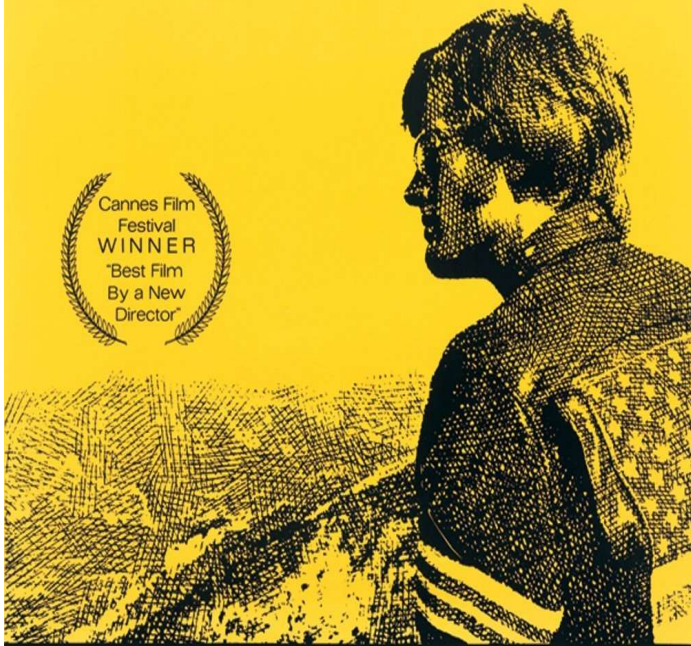
GEORGE CLOONEY MATT DAMON ANDY GARCIA BRAD PITT AND JULIA ROBERTS

OCEAN'S ELEVEN

W. R. BROS. PICTURES PRESENTS
 AN ASSOCIATION WITH VILLAGE ROADSHOW P.C. U.I.C. S.A. P. E. T. R. A. N. E. T. J. HRY WENTRAUB / SECTION EIGHT PRODUCTION IN LEADERSHIP WITH
 GEORGE CLOONEY MATT DAMON
 ANDY GARCIA BRAD PITT AND JULIA ROBERTS "OCEAN'S ELEVEN" BASEY A. FLECK SCOTT CAAN ELLIOTT GONLD BERNIE MAC CARL RENEY COSTUME DESIGNER JEFFREY KUHLAND
 EDITOR STEPHEN MARRIONE EXECUTIVE PRODUCERS PHILIP MESSINA MUSIC BY DAVID HOLMES EXECUTIVE PRODUCERS JOHN HARTY SUSAN EYKINS AND BRUCE BERMAN
 PRODUCED BY JERRY WENTRAUB DIRECTED BY STEVEN SOUDERBERGER
 www.ocean11.net Aspecto Digital Regulado por el S. P. www.wentraub.com www.ocean11.net

storycentral labs

A man went looking for America.
And couldn't find it anywhere...



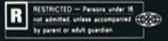
PANDO COMPANY in association with
RAYBERT PRODUCTIONS presents

easy rider

starring

PETER FONDA · DENNIS HOPPER · JACK NICHOLSON

Written by PETER FONDA Directed by DENNIS HOPPER Produced by PETER FONDA Associate Producer WILLIAM HAYWARD Executive Producer BERT SCHNEIDER · COLOR DENNIS HOPPER
TERRY SOUTHERN



Released by COLUMBIA PICTURES

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SUSAN SARANDON · GEENA DAVIS

THELMA & LOUISE

Ein RIDLEY SCOTT FILM

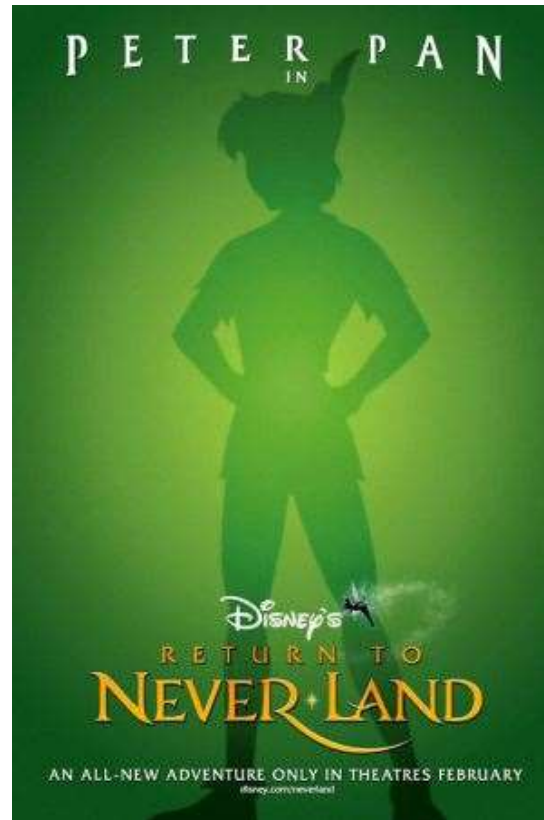
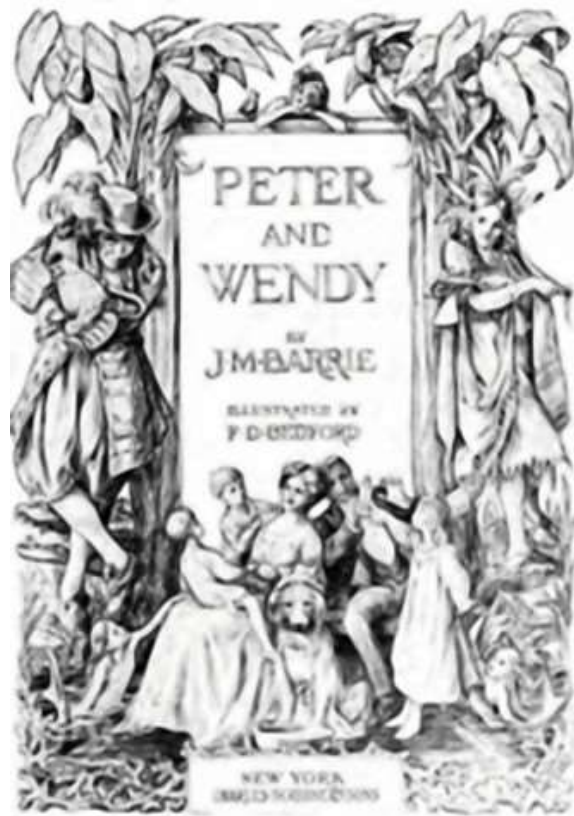
PATHE ENTERTAINMENT PRESENTS
EXEC PRODUCED BY PERCY MAIN PRODUCED BY RIDLEY SCOTT WITH SUSAN SARANDON GEENA DAVIS THELMA & LOUISE
HARVEY KEITEL COSTUME DESIGNER ELIZABETH MC BRIDE MUSIC BY HANS ZIMMER COSTUME DESIGNER DEAN O' BRIEN AND CALLIE KHOURI
SCREENPLAY BY THOM NOBLE BASED UPON THE NOVEL BY NORRIS SPENCER EDITOR ADRIAN BIDDLE EXEC PRODUCED BY CALLIE KHOURI
PRODUCED BY RIDLEY SCOTT AND MIMI POLK EXECUTED BY RIDLEY SCOTT

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bluero h



Peter Pan



With audiences

- at the forefront of modern storytelling,
- vocal and active on social media,

Storytellers need:

- genuine, relevant and credible processes for storyworld building techniques,
- fundamentals of thematic storytelling,
- levels of immersion & experience design







WHY?



The evolution of conversation between storyteller & audience





JUSTIN BIEBER'S
BELIEVE











al

“When I first started, you would pitch a story because without a good story you didn’ t really have a film.

Later, once sequels started to take-off, you pitched a character because a good character could support multiple stories.

And now, you pitch a world because a world can support multiple characters and multiple stories across multiple media.”

Hollywood scriptwriter
cited by Jenkins in “Convergence Culture” (2008, p116)



MUST be

story-centric

NOT platform-centric

in order to re-imagine the potential of canon



Theme: The Big Idea







storyworld

The **heartbeat/message** of the story.

reason vs emotion
(logic) (feelings)

Star Trek

Mr Spock Dr McCoy

Star Wars

light vs dark

essence

log line

genre/niche

geographical landscape

central characters

character behaviors/archetypes



On the face of it the story is about a fictitious world Pandora and the message seems primarily political as we watch the inhabitants of this beautiful world fiercely trying to protect their environment and prevent the bulldozers from wiping them, and Pandora, out.

However the subliminal message of Avatar = the ability to 'see'.

The message and heart of the story is about seeing – seeing another world, way of life, an opening of eyes (and minds) to different/new ways to live and exist and 'seeing' life from another perspective. The recurring image for Avatar is the large green eyes. Of all the images that could have been used

in the marketing, trailers, X-box/PS3 games, for Avatar it was no coincidence that these images were chosen.





“So we’re supposed to believe that people are living one way while secretly thinking the exact opposite? That’s ridiculous.”



Tribes

(formerly known as audiences)



exclusive INCLUSIVITY

Districts, Houses & Sorting Hats

BE PART OF SOMETHING

#MMXV52 @STORYCENTRAL





BE PART OF SOMETHING

#MMXV52 @STORYCENTRAL





*Or yet in wise old Ravenclaw,
If you've a ready mind,
Where those of wit and learning,
Will always find their kind.*



*You might belong in Hufflepuff,
Where they are just and loyal,
Those patient Hufflepuffs are true
And unafraid of toil.*



*You might belong in Gryffindor,
Where dwell the brave at heart,
Their daring, nerve and chivalry
Set Gryffindors apart.*



*Or perhaps in Slytherin
You'll make your real friends,
Those cunning folk use any means
to achieve their ends.*



								
								
WINTER IS COMING	AS HIGH AS HONOR	FAMILY DUTY HONOR	WE DO NOT SOW	HEAR ME ROAR!	OURS IS THE FURY	GROWING STRONG	UNBOWED UNBENT UNBROKEN	FIRE AND BLOOD



“You have this incredible confluence of a medium coming into its own just as the technology for that medium is drastically shifting.

Studios and networks who ignore either shift - whether the increasing sophistication of storytelling, or the constantly shifting sands of technological advancement - will be left behind.”

Kevin Spacey keynote, Edinburgh International Television



increasing sophistication of storytelling,

Kevin Spacey keynote, Edinburgh International Television



genuine

relevant

credible

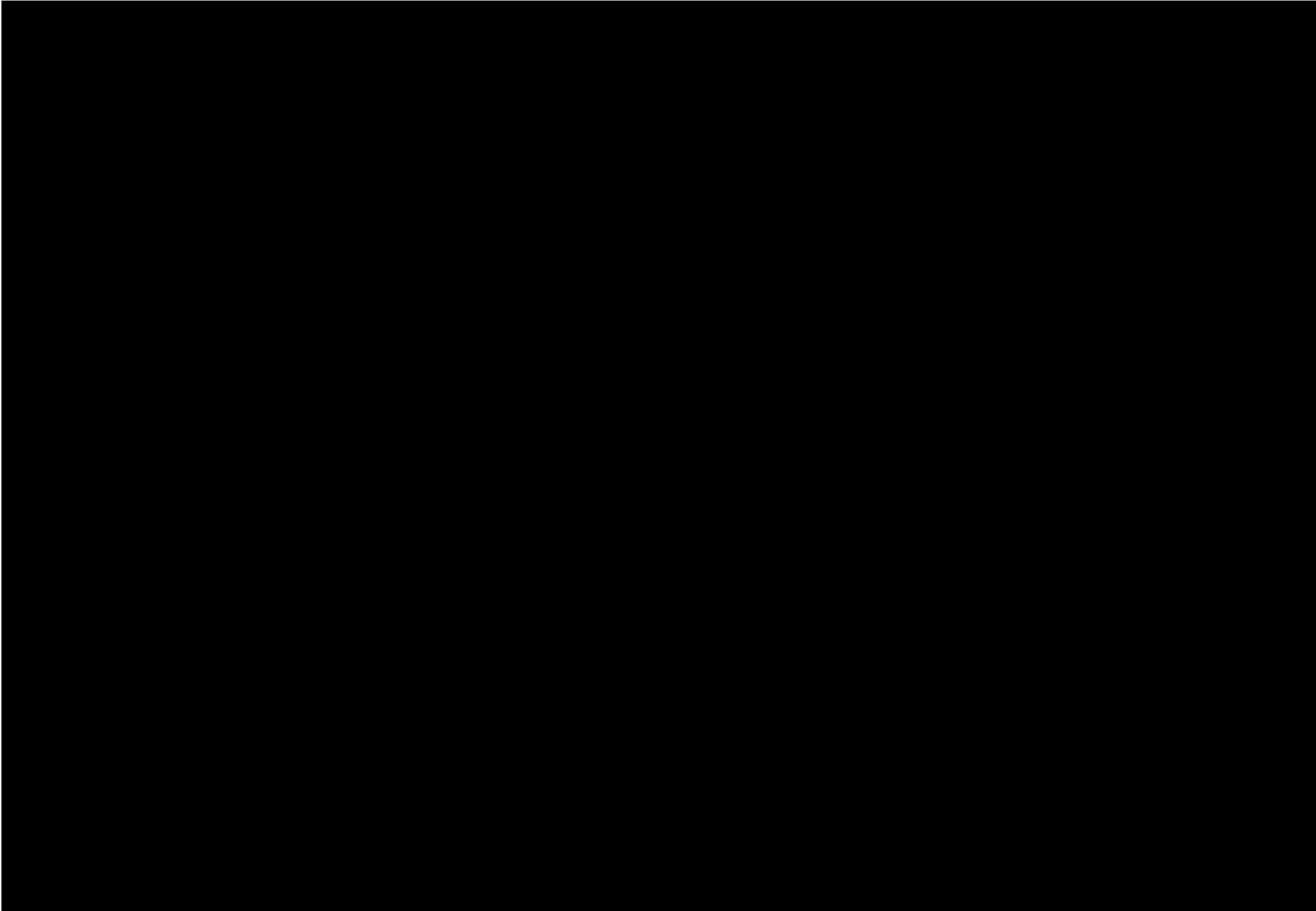




Special Sauce







story...



Story is about eternal, universal forms, not formulas.

Story is about archetypes, not stereotypes.

Story is about thoroughness, not shortcuts.

Story is about mastering the art, not second-guessing the marketplace.

Story is about respect, not disdain, for the audience.

Story is about originality, not duplication.



thank you

the end





alison norrington

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