

## DOCS WANTED!

### The Cuban Hat Transmedia Pitch at Sunny Lab 2013



Calling on all transmedia and interactive creators around the world!

We are looking for **innovative projects** where the quality of the subject and its treatment challenge the limits of our perception and enhance our knowledge of the world. We expect projects that are open and enticing for new partners and collaborators to come on board. And, the experience of making them, should be as exciting and rewarding as the experience of delivering them to the end users.

The Cuban Hat Project and Sunny Side are proud to launch Docs Wanted!, a contest for transmedia and interactive documentary projects. It can be a webdoc, a multi-platform or cross-media doc, a video-game, an app, a data-visualization tool, a convergence project, an installation, you name it! Anything that uses your **imagination**, and a bit of technology, to challenge our minds and expand the horizons of reality.

It's simple, submit your 3-minute video pitch, and run the chance to present your idea in person at Sunny Lab. **Sunny Lab** is the transmedia section at Sunny Side of the Doc.

A pre-selection committee will review all applications and choose 15 projects that will be placed online for 2 weeks at [www.cubanhat.tv](http://www.cubanhat.tv). During this time, the online community will be able to vote and donate for their favorite projects. The top 5 projects will be in the spotlight as they present their projects in person at Sunny Lab in front of a panel of industry specialists and Sunny Side delegates. A final round of voting onsite and online will determine the final winner of the contest who will bring home the sponsorships, donations and pledges that will have accumulated in the hat.

Docs Wanted! Is looking for:

- Transmedia and interactive documentary projects**
- Webdocs**
- Multiplatform or crossmedia projects**
- Convergence projects**
- Video-games**
- Apps**
- Data-visualization tool**
- Installations**

**Submit your project from April 2<sup>nd</sup> till May 3<sup>rd</sup>**

**For further information : [info@cubanhat.tv](mailto:info@cubanhat.tv)**

## The Cuban Hat - Sunny Side award

The Cuban Hat is a crowd participatory initiative and the award is composed of contributions in cash and in kind from industry partners, sponsors and private donors. So, it all depends on what we collect in the hat! Every time we've attributed this award, we've received generous contributions until the very last minute before we announced the winner! The element of surprise is part of the game. So play with us and tell your friends to contribute to our crowdfunding campaign.

Already in the hat:

- CNDP : 2 500 euros
- Archives from Pathé Gaumont Archives
- Channel 4 : one to one consultation
- SBS : one to one consultation
- SSD 2014 free accreditation

## Submission requirements

### 1 -- A video pitch

Everything we need to know about your project is either in your head or already in your computer. So, send us a short video that combines all the necessary info and elements to tell us about your project, your motivation, how you plan to make it happen, how the audience/user will interact with your project and why it's so important that it should be made now (3 minutes max).

Your **video pitch** should be a "screencast" of your desktop as you flip through photos, video excerpts, structures, notes, web pages... you can film yourself, include a skype chat with a collaborator, show us some drawings or play us some music! Anything you think is necessary for us to embark in the universe you're creating. But don't forget to give it a solid structure and make sure you show off your creative storytelling talents across multiple platforms. Please see our selection criteria [here](#).

Please remember, the video pitch is not just a trailer of your project, it is an opportunity for you to introduce yourself and your ideas. So, we would definitely like to see you on screen for at least 30 seconds.

Your video pitch can be in any language that you prefer, but please make sure that it's subtitled in English.

Here are some examples of useful tools for the screencast:

for pc: <http://camstudio.org/> (free)

<http://www.techsmith.com/camtasia.html>

for mac: <http://www.aradium.com/screenflick>

or use quicktime pro: [http://www.youtube.com/watch?v=uzNa1J\\_FHfo](http://www.youtube.com/watch?v=uzNa1J_FHfo)

**2 -- Fill in and submit the form by May 3rd midnight (ET), Eastern North American Time.**

**SUBMISSION FORM WILL BE AVAILABLE FROM APRIL 2ND TILL MAY 3RD**

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## **Selection criteria**

**Pertinence:** how connected are you to your subject? Your motivation, your narrative structure, your artistic approach, the way you plan to integrate multiple platforms, your treatment of the subject should create a constructive and meaningful experience.

**User Outreach:** how connected are you to your audience? You should describe your outreach strategy and explain how each platform enhances the user experience by giving the audience new insight and tools to understanding and making positive impact on the reality related to your main subject. You should also highlight what is the user purpose in your project.

**Partners:** how connected are you to your funders? You should describe what kind of new partnerships you aim to develop in order to create new funding models and to reach new audiences.

**Sustainability:** you should describe your project's life cycle and an envisioned financial or production model to make it sustainable long term.

**Eligible applicants:** creators from all over the world.

**Eligible documentary forms :** interactive, transmedia, cross-platform, convergent, webdocs, web series, multi-screen, multi-platform, games, installations, app, data-visualization tool and any other form you can come up to that is not linear and unidirectional.

**Non eligible forms:** one offs, linear films or TV series.

**Language:** Your video-pitch can be submitted in any language but please make sure it's subtitled in English, and your project description should be submitted in **English only**.

**Travel & Venue:** If you make it to the top 5 projects, your accreditation to the market will be free, you will be required to come present your project in person at Sunny Side in La Rochelle, France (June 25-28). We unfortunately cannot cover your travel and housing costs.

**For further information : [info@cubanhat.tv](mailto:info@cubanhat.tv)**

## More info about the Cuban Hat team

Conceived by Montreal based indie filmmakers Diego Briceño and Giulia Frati, the Cuban Hat Award was originated in 2009 as an impromptu display of crowd funding support at the internationally renown pitching event HotDocsForum, where observers were encouraged to vote for their favorite pitch and to pass around a Cuban hat to raise money in support for the winner.

Continuing in their passion to support powerful and unique projects chosen by popular vote, the organizers have since created their own Cuban Hat Online Pitching Contest and presented the Cuban Hat Award at numerous international pitching events including the IDFA Forum, Sheffield's Meetmarket, RIDM's Doc circuit, DOC IT and Doc Meeting Argentina.

Since 2012, in collaboration with Sunny side of the doc in La Rochelle, Cuban Hat is organizing DOCS WANTED! a contest for transmedia projects.

The documentary community and industry have proven to be constant supporters of the Cuban Hat Award in our belief that if we pool together our resources, let it be in cash or knowledge, talent and services, we can help a project get off the ground.

In the past, we've received generous cash donations from individual professionals as well as from important industry partners such as POV, Films Transit, Eye Steel Films, HotDocsForum, IDFAForum and Sindicato. We've received big contributions in kind for equipment in production and post-production from Post-Moderne, Audio SPR, PRIM, Pimiento, the NFB and several free memberships from EDN. We've also recently received many in-kind donations from industry professionals for networking opportunities, transmedia workshops, voice over talent, translation services, graphic design, production crew...and the list goes on and on!

We are proud to say that the Cuban Hat Award has already supported the making of 16 unique and popular projects. So it's up to you now to contribute what you can to the Cuban Hat Award for the winner of Wanted! and help another beautiful project get made.

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