

# CREATORS LAB ●

# CREATIVITY IN MOTION BY UNSTOPPABLE INVENTIVE MINDS

An immersive and transformative  
experience of creation with a great  
master of Cinema ✨



CREATORS LAB IS AN INITIATIVE BY **PLAYLAB FILMS** THAT AIMS TO INSPIRE FILMMAKERS AND ARTISTS TO STEP OUT OF THEIR COMFORT ZONES AND VENTURE INTO UNKNOWN TERRITORIES WITH CURIOSITY AND RESPECT.

**Estephania Bonnett**, a visionary creative mind and the CEO of Playlab Films, has been crafting a hands-on training program tailored for the next wave of global directors. Over the past six years, we have joined forces with acclaimed directors to offer **50 emerging filmmakers from around the world** the chance to create short films. They collaborate closely with these masters, utilising a unique methodology originally designed by ABBAS KIAROSTAMI, adapted by WERNER HERZOG, and reimagined by APICHPONG WEERASETHAKUL.





**ABBAS KIAROSTAMI**

2014 Bogota, Colombia.

To watch the video [click here](#)  
Password **PromocionalesAKyWH**



**ABBAS KIAROSTAMI**

2015 Barcelona, Spain.

To watch the video [click here](#)  
Password **PromocionalesAKyWH**



**ABBAS KIAROSTAMI**

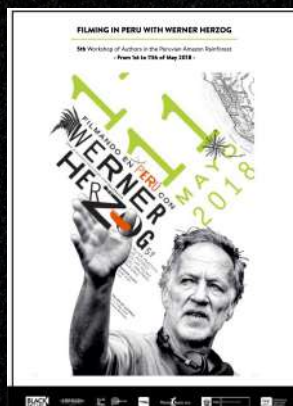
2016 S. Antonio de los Baños, Cuba.



**WERNER HERZOG**

2017 S. Antonio de Los Baños, Cuba.

To watch the video [click here](#)  
Password **PromocionalesAKyWH**



**WERNER HERZOG**

2018 Amazonia Forest, Peru.

To watch the video [click here](#)  
Password **PromocionalesAKyWH**



**APICHATPONG WEERASETHAKUL**

2022 Amazonia Forest, Peru.

To watch the video [click here](#)



**APICHATPONG WEERASETHAKUL**

2023 Yucatán, Mexico.

To watch the video [click here](#)  
Password **Api2023**



# WHICH ARE OUR MAIN GOALS?



To venture beyond our comfort zone, **embracing unfamiliar terrain** with curiosity and respect. Collaborating, practising, and embracing diverse worldviews **to co-create**.

To foster **enduring professional relationships** with up-and-coming filmmakers, guiding them from the inception of a short film to its distribution under the mentorship of a **master of cinema**.

To sustain our commitment to **emerging talent** by annually soliciting proposals for the production of two feature films or documentary series, nurturing creative visions.

To cultivate a **vibrant, global community of imaginative minds**, uniting filmmakers from all editions to promote cooperation and a collaborative approach to creativity.

# HOW DOES IT WORK?





An **international call for entries** open for 2 months receiving around 500 applications every year from around the world.

1

The selection of **50 creative filmmakers** from all over the world.

2

A **10 days lab** designed in different locations carefully chosen by the Playlab team in order to provide a stimulating, out-of-comfort-zone environment to boost creativity.

3

The **mentorship of a great Master** to individually and collectively accompany the creative process of the participants as well as create his own piece under the same circumstances.

4

5

2 days of locations presentation  
4 days of creating and filming  
2 days of editing  
2 days of showcasing  
1 month of post-production

6

The Playlab team together with the Master select **between 10 and 15 best results**. For them a personalised **distribution strategy** is designed and produced.

7

After 1 year of distribution process, the films are included in a collective **VOD platform**.

8

An **internal open call for the 50 participants** to let them propose their features/series next ideas. The Playlab team chooses **up to 2 ideas to participate** in their realisation inside its production department.

# MUCH MORE THAN A LAB





To honour the presence of the Master, we curate a series of public events that are entirely free of charge, designed to forge a **closer connection between the Master and the local community**. These events are typically hosted in the capital of the country we have chosen to do the LAB.

## PRESS CONFERENCE

This event marks **the official launch of the entire experience**, encompassing public events and the lab. It also serves as the announcement of the Master's arrival in the country. Covered by our national and international media partners, it sets the stage for the upcoming activities.

## MASTERCLASS

During this engaging session, the Master addresses the audience as in a dialogue with the attendees, **delving into the foundations of his creative methods**, the motivations that drive his unique approach, and the questions that inspire his work. It's an opportunity for attendees to gain insights into the Master's creative process.

## RETROSPECTIVE

To cap off the public events, we typically **screen some of the Master's most iconic works**. Following the screening, a Q&A session ensues, allowing the audience to engage in a dialogue with the Master and inquire about his work.

# DISTRIBUTION OF THE BEST SHORTS



WE REGARD CINEMATIC CREATIONS AS  
VERSATILE PIECES OF ART SO WE ARE  
CONSTANTLY EXPLORING NEW WAYS AND  
SPACES TO PRESENT THE SHORT FILMS  
TO INTERNATIONAL AUDIENCE ✨

The exceptional outcomes produced by our innovative full-immersion laboratory are featured prominently at **esteemed film festivals worldwide**, whether in competitive categories or as part of non-competitive exhibition packages.

This year, we are successfully trying something new with **the installation format** which is particularly intriguing due to the consistent variability in the experiential impact imposed by different environments.

IN   
**FESTIVALS**



A large number of short films coming from our lab are selected in the most reputed festivals in the world such as **Locarno, Vancouver, Melbourne, FICCI, Kasseler Dokfest among others, and obtain awards.**

In September 2023, the film "*Las Memorias Perdidas de los Árboles*" produced during the 2022 lab in the Peruvian Amazon Forest with the mentorship of Apichatpong Weerasethakul, **won the Best Short Film Award at La Settimana Internazionale della Critica (Venice Film Festival).**



AS AN   
**INSTALLATION**



## IN CANNES

For the **76th Cannes Film Festival** we had the great opportunity to present the selected films **as an installation**, together with the film **'For Bruce'** by **Apichatpong Weerasethakul**, shot during the lab within the same conditions as the participants. The installation has been successfully welcomed by the industry professionals audience from all over the world, as part of **The SFC | Rendez-Vous Industry**.



## IN ASIA

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Will be presented in November 2023 during the **Jogja-NETPAC Asian Film Festival in Jakarta**. The installation will include the **shorts of the Asian participants of the 2022 edition**, guided by Apichatpong Weerasethakul in the Peruvian Amazonian rainforest.







**Zachary Yap**  
Singapore

The lab has personally broadened my outlook on life and filmmaking. We talked a lot about possibilities and transformation, which taught me to see things from a renewed perspective and apply them in our creative processes. I made a lot of new friends from different cultures and backgrounds that I can now call family.



**Scott Glassman**  
Canada

Perhaps what has stayed with me the most is the self-exploration aspect of the workshop. I feel that being in such a strange, stressful and exciting environment forced me to adapt to the fluidity of the circumstances. It challenged me to express something genuine in reaction to the environment around me. And through Apichatpong's teaching, I learned that this is one of the main reasons why I want to create films.



**Kate Vinen**  
Australia

The lab was the very definition of an adventure: wild, amazing and challenging in every way to take me out of my comfort zone and help me learn more about myself and my creative practice. The combination of Apichatpong's mentorship, the connection with the other participants, the support of Playlab and Inkaterra to create a project, and the deep immersion in nature were all ingredients of a magical recipe that culminated in my film.





**Sylvie Weber**  
Germany

A spiritual journey to reconnect with my intuition and uncover my purpose as a storyteller. A lesson in surrendering to the process and being inspired by a remarkable, compassionate group of talented filmmakers from around the world.



**Chloe de Brito**  
Australia

Going to the different communities and towns and having the most beautiful interaction with people, it has been something that I think I'll never forget. We've shared ideas, we've shared a bit of our culture, we've shared different moments that I guess together make us humans. I think that is a real blessing and something that I will keep in the future. My meeting with Api was really beautiful, I was able to share with him a little bit of the incredible experiences I had so far. He was encouraging.



**Juan Romo**  
México

Meditations were an amazing space where I learned that we all have a camera inside ourselves, and we can take that camera to whatever place we'd like. Api's approach and thoughts on cinema were very sharp yet driven by intuition and the gut, he is definitely one of the most amazing mentors I've had in my entire life. This whole experience gave a feeling of freedom and happiness I've never experienced before.



# **WE HAVE BEEN SUPPORTED BY**







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