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"There will always be new terrain to explore as long as there are artists willing to take risks, who tell their stories without compromise. And Sundance will be here - to provide a range of support and a creative community in which a new idea or distinctive view is championed."

ROBERT REDFORD PRESIDENT AND FOUNDER

# WELCOME

#### ROBERT REDFORD PRESIDENT AND FOUNDER

Sundance Institute offers artists the opportunity and environment to take risks, experiment, and fail without fear. We see failure not as an end but as a step in the road. The original idea of taking storytellers away from the distractions of daily life and inviting them into a setting of natural beauty and a place where they can develop their work continues to yield remarkable creativity.

We are grateful for the generosity of those who have contributed their time and resources along the way.

Their reward is no more than knowing they have helped an artist find their voice who in turn may show us a new way of looking at the world.

We constantly challenge ourselves to remain open to change and surprise. When we started this we did not know how long it would last. At the 35-year mark, I am proud that Sundance Institute continues to explore new ideas and new ways of working.

With all of the rapid changes over the past three decades, it turns out that a place, surrounded by nature, uninterrupted, where artists can push themselves and their work, away from distractions and market pressures, is just as important now as it was when we started.

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#### PAT MITCHELL CHAIRMAN OF THE BOARD

The health, vitality and expansiveness of the Institute's year-round programs are a testament to both the independent artists who are inspired to tell their unique stories as well as the donors and supporters who make our work possible.

I want to recognize my predecessor who stepped down at the close of fiscal year 2014, long-time colleague and good friend, Wally Weisman, for his leadership as Board Chair over the past 25 years. His steady and focused management has helped lead the organization to the dynamic and robust place we find ourselves in now. We are delighted that he will stay with us in his new role as Chairman Emeritus.

As we look ahead to years to come, your creative and financial support is as important as ever. It allows us to continue building our programs and seeking out new independent artists and voices that illuminate our culture and deepen our understanding of the world we live in.

This is an exhilarating time for us, and working with Bob Redford, Keri Putnam and the rest of the Board and Institute leadership, we see a vibrant future for independent storytellers and adventurous audiences.

# Get Mitchell

#### KERI PUTNAM EXECUTIVE DIRECTOR

Welcome to the first ever Sundance Institute Annual Report. Sundance Institute is dedicated to supporting the creation of independent stories that speak to our shared humanity. Stories that delight and entertain, challenge preconceived views, elicit compassion, push creative boundaries, and ignite passion. The Institute's 35-year mission is clear—discover, develop, and support artists in the creation of new work and connect that work with audiences.

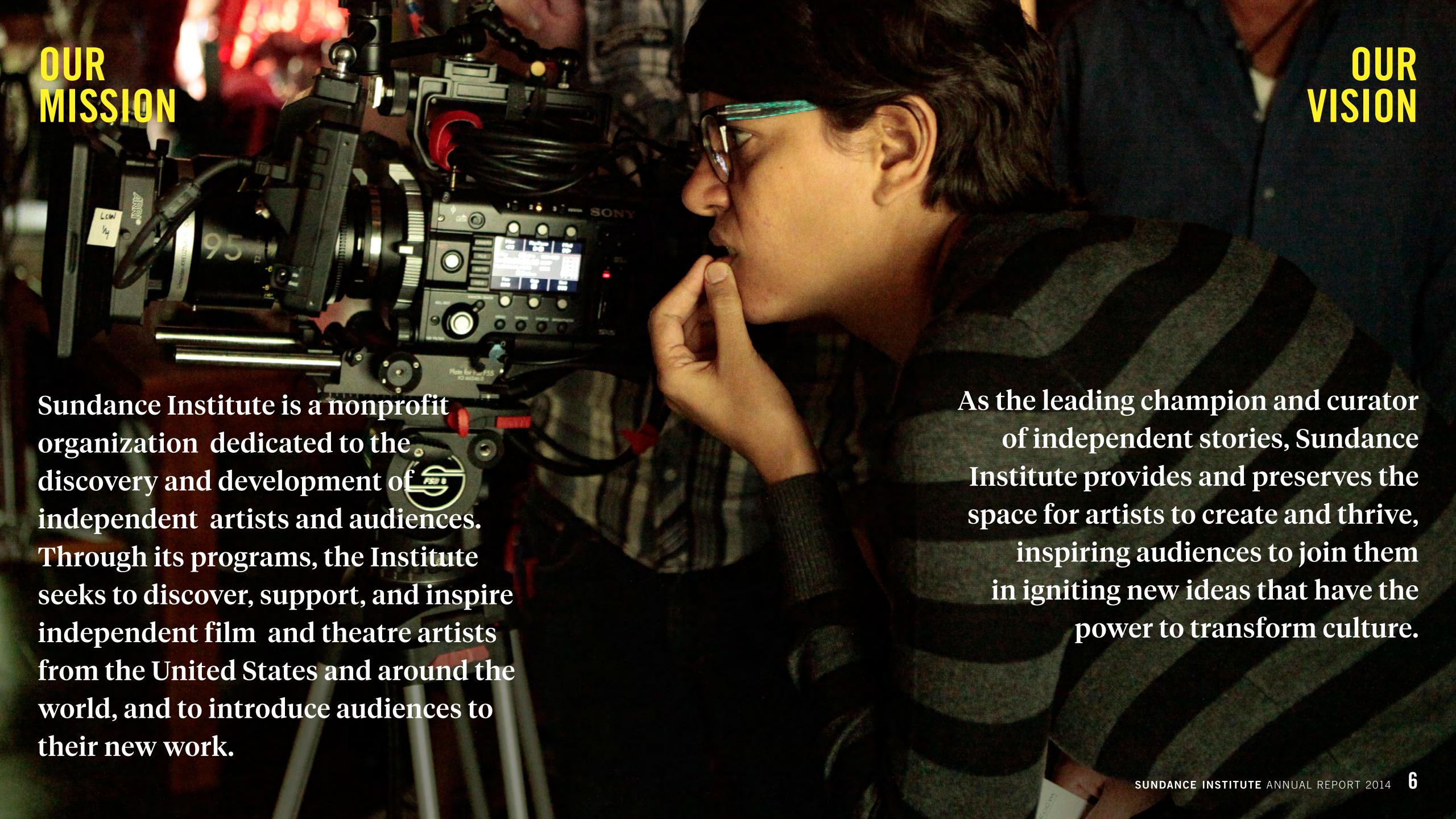
It is my hope that this report provides you with a deeper insight into our work through stories about standout projects and moments over the past year. I want to recognize the talented staff whose rigor, passion, and creativity contribute immeasurably to making Sundance Institute the dynamic, responsive, and constantly evolving organization it is.

Artists are at the core of everything we do. It is their drive to create, to observe, to inform, and to push new boundaries, that Sundance Institute celebrates - and that we work everyday to protect.

Over the past year Sundance Institute supported nearly 700 artists through residency Labs, grants and fellowships and the platform of the Sundance Film Festival, and awarded almost \$3 million in grants. Your support, as a member of our community, whether as alum, member, donor, foundation, or sponsor, is critical to continuing our work to support independent artists, engage audiences, and advance stories with the power to shift perspectives and transform culture.

Thank you!





# OUR GOALS

Discover and support the most exciting independent storytelling artists throughout the world

Introduce and connect audiences to the best new independent work

Grow and inspire our community

Maintain financial discipline, organizational excellence, and a culture that reflects our values



# OUR WORK

#### **GRANTS. FELLOWSHIPS** & AWARDS

Documentary Fund Creative Producing Native Lab Fellowship Time Warner Fellowship

Sloan Commissioning Grant and Fellowship

#### LABS & RETREATS

Directors

Screenwriters

**Documentary Edit** 

Creative Producing

Film Music and Sound Design

New Frontier Theatre

Theatre Directors Retreat

Theatre Playwrights Retreat

Native Film

#### **SUNDANCE NEXT FEST**

A four-day film

and music festival in downtown L.A.

# Sloan Commissioning Grant and Fellowship Feature Film Fund Women's Fellowship Extended Support Catalyst Harrist Services New Frontier Residencies Women's Finance Intensive Theatre Post-Lab Support Theatre Post-Lab Support Theatre Post-Lab Support Film Forward Theatre Post-Lab Support Film Forward Theatre Post-Lab Support Film Forward Film Fo

#### PUBLIC WORKSHOPS

#ArtistServices Workshop

Composers Lab: LA New Frontier Day Lab Shorts Labs

SUNDANCE

FILM FESTIVAL

The premier showcase for

SHORTS TOUR

Taking independent films

on the road, to eight

locations around the

world, in partnership

with U.S. Federal

Cultural Agencies.

across the country.

Traveling films to 59 cities

the best independent films.

#### LEAD TO SOCIAL CHANGE

**ADVOCACY & RESEARCH** 

Transparency Project

**Field Diversity Research** 

National Arts Policy Round Table

Impact Initiative Skoll Foundation Stories of Change Gates Short Film Challenge

BRITDOC/Good Pitch

**DEEPEN OUR** 

UNDERSTANDING

DELIGHT

CHALLENGE **OUR BELIEFS** 

#### INTERNATIONAL LABS & FELLOWSHIPS

CNEX/China Greenhouse/Middle East

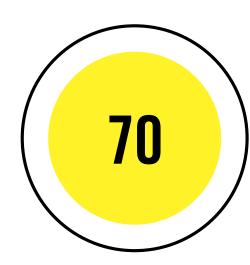
Rawi/Jordan Mumbai Mantra Screenwriting Lab (India)

Theatre Lab on Zanzibar, Tanzania

# PROGRAM STATS

IN 2014, THE INSTITUTE SUPPORTED HUNDREDS OF ARTISTS. AUDIENCES FOR OUR PUBLIC PROGRAMS EXCEEDED 100,000. AND MILLIONS OF PEOPLE EXPERIENCED THE 152 SUNDANCE-SUPPORTED FILMS AND PLAYS THAT MADE THEIR WAY TO SCREENS AND STAGES AROUND THE WORLD. HERE IS A SNAPSHOT OF THE YEAR - BY THE NUMBERS.

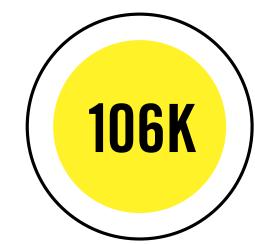
# UBLIC PROGRAMS



PUBLIC EVENTS INCLUDING FESTIVALS, SCREENINGS, AND WORKSHOPS



2014 SUNDANCE FILM FESTIVAL AUDIENCE



PUBLIC PROGRAM AUDIENCE

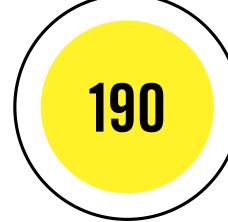
# ARTIST SUPPORT





677

RESIDENCY LABS

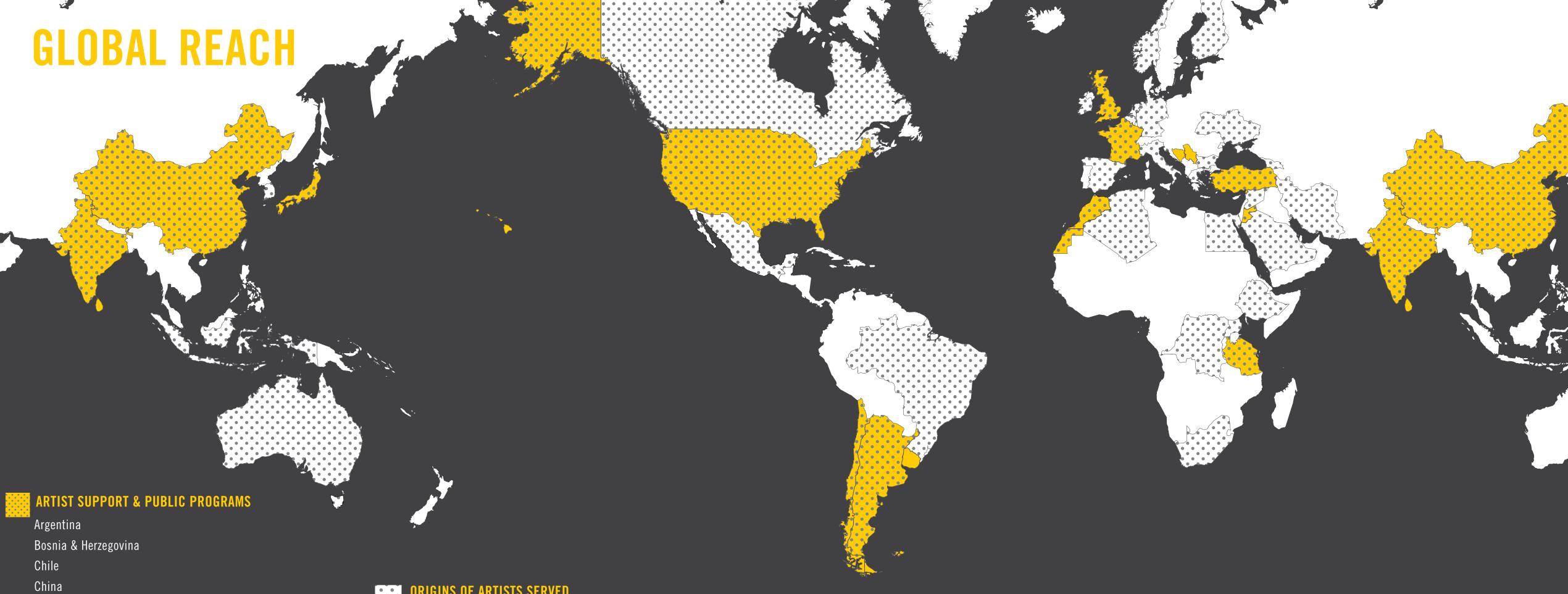


DAYS OF RESIDENCY PER YEAR



DIRECT GRANTS TO ARTISTS

# 5,000+ ALUMNI SINCE 1981



France India

Japan

Morocco

Serbia

Taiwan

Tanzania

Turkey

United Kingdom

United States

#### ORIGINS OF ARTISTS SERVED

Algeria	China
Argentina	Denmark
Australia	Egypt
Belgium	Ethiopia
Brazil	Finland
Bulgaria	France
Canada	Georgia
Chile	Germany

Greece
India
Indonesia
Iran
Ireland
Israel
Italy
Japan

Jordan	
Kenya	
Lebanon	
Mexico	
Morocco	
Netherlands	
New Zealand	
Norway	

Palestine
Poland
Rwanda
South Africa
South Korea
Spain
Sweden
Syria

Taiwan	
Tanzan	ia
Tunisia	
Turkey	
Uganda	ì
Ukraine	;
United	Kingdom
United	States

"If Sundance Institute were not doing it, there's a very good chance that these voices would not be heard, and that these artists would not have the means to develop their talent."

KIMBERLY PEIRCE, BOYS DON'T CRY
SUNDANCE INSTITUTE ALUM



Active throughout the year and around the world, our programs in multiple disciplines offer four distinct types of support, providing artists with the resources to create and share their stories with the world.

#### Labs

Each year, Sundance Institute offers a series of highly selective, residential Labs focused on the art and craft of storytelling in film, theatre, and new media. From the U.S. to the Middle East to India and beyond, the Labs challenge each artist to sharpen elements of story and voice. These intensive programs provide a home for our Fellows to create independent work with mentorship from leading artists in these fields.

#### Grants

Sundance Institute provides a wide range of grants across all programs in support of the development and production of independent work. Our documentary, feature film, new media, film music, and theatre programs provide up to \$2.9 million in strategic financial support annually to independent storytellers across all stages of development: production, postproduction, and strategic audience engagement, as well as targeted opportunities for artists with specific interests and backgrounds.

#### Workshops

To engage, inform and inspire a wide range of storytellers, the Institute's public workshops provide expert advice and critical insights into topics ranging from short filmmaking to crowd funding. Held throughout the year and around the country, our workshops are a trusted resource for artists working at any level, from novice to professional.

#### **Ongoing Resources**

Each of the Institute's programs is designed to provide tailored, sustained resources to artists who receive support through Labs or grants. Activities such as #ArtistServices, the Catalyst Forum, and the Women Filmmakers Initiative provide vital support to artists in advancing their projects and careers, with specific expertise in areas including finance, distribution, and career sustainability.

FEATURE FILM DOCUMENTARY FILM THEATRE FILM MUSIC NATIVE AMERICAN AND INDIGENOUS FILM NEW FRONTIER CREATIVE PRODUCTING INITIATIVES #ARTIST SERVICES DIVERSITY AND WOMEN'S INITIATIVE

# THE LAB JOURNEY

The Sundance Institute Lab model is designed to provide artists with an environment and a community in which to explore and develop unique, original work. While each is focused on a specific type of storytelling, the Labs all provide participating artists with an experience that facilitates the experimentation and discovery essential to the creative process.

#### **APPLICATION**

Nearly 5,000 artists apply to attend Institute Labs.

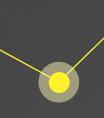


#### INVITATION

Through a rigorous selection process, a small group of artists are invited to develop specific projects at the Labs. Accomplished artists volunteer to serve as Creative Advisors.

#### **PREPARATION**

Fellows prepare by identifying key challenges to explore during the Lab. **Creative Advisors dive** into Fellows' projects.



#### CONVENE

Fellows, Advisors, and Staff convene at Lab site, often the Sundance Resort in Utah.

#### ONE-ON-ONE

Fellows and Advisors share their work with each other in one-on-one sessions and presentations with the full Lab community.



#### FEEDBACK

**Creative Advisors** observe Fellows at work and offer feedback.



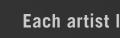
Intense sessions challenge Fellows to experiment with their projects in unexpected ways. By taking risks, Fellows discover new dimensions of their work.



Throughout the Lab,



**Connections with Fellows** and Advisors continue long after the Lab ends, and fuel the further development of projects and careers.



LAB EFFECT

Each artist leaves the Lab with clarity of voice, a deeper awareness of the project as a whole, and a community of alumni and advisors that will shape the artist's project and career.



Throughout the Lab, Fellows share work with the Lab community. Fellows and Advisors openly share lessons learned, contributing to the creative development of the community as a whole.



# FEATURE FILM PROGRAM



Michelle Satter is the Founding Director of Sundance Institute's Feature Film Program, the inaugural program of the Institute. For nearly 35 years, the Feature Film Program has championed many of the world's most exciting and groundbreaking independent filmmakers. The Program offers year-round support to pioneering filmmakers, from script development to audience engagement.

#### **Q&A: MICHELLE SATTER**

#### What most excites you about working with your artists?

**SATTER:** I love working with artists at the beginning of their careers and bringing all of our resources to bear on providing a safe and creative space to develop their skills and encourage their singular voice and vision. Through our Labs and yearround support, it's very moving to see how the generosity of our mentors both creatively and tactically can be game changing for emerging artists.

#### Can you describe working with an artist from the beginning of their career?

**SATTER:** After seeing Cary Fukunaga's short film *Victoria* Para Chino screen at the 2005 Sundance Film Festival, we recognized Cary as a filmmaker with remarkable talent. We supported his astonishing first feature *Sin Nombre* through the 2006 Screenwriters and Directors Labs. The film premiered to enthusiastic audiences at the 2009 Sundance Film Festival. won awards for Directing and Excellence in Cinematography and demonstrated Cary's hunger to tell a human story with emotional truth and powerful visual style. This was also evident in his work on the ground-breaking television series, True Detective, for which he won this year's Emmy Award for Best Director.

#### What stands out about your work in recent years?

**SATTER:** Although there seem to be more opportunities for making films, it's even harder to sustain a career as a filmmaker, especially for women and artists of color. Sundance has always made a commitment to diversity, but over the past several years we have stepped up our outreach and work to ensure that diverse voices are being nurtured and supported in our programs.

#### How is the Program evolving to extend support to these diverse artists?

**SATTER:** We stay focused on the evolving landscape and how Sundance can address changing needs. We're even more committed to finding ways to sustain filmmakers in a healthy ecosystem from development through financing and audience engagement.

#### **RESIDENCY LABS**

Directors Lab January Screenwriters Lab June Screenwriters Lab Creative Producing Lab **Creative Producing Summit** !F-Sundance Screenwriters Lab (Turkey) Rawi Middle East Screenwriters Lab (Jordan)

Mumbia Mantra Screenwriting Lab (India)

#### GRANTS, FELLOWSHIPS & AWARDS

Asian American Feature Film Fellowship Lynn Auerbach Screenwriters Fellowship Creative Producing Fellowship DCM Productions Fellowship Dolby Family Sound Fellowship Feature Film Fund **HP** Fellowship **Knight Fellows Pilot Project** Latino Screenwriters Project at CineFestival Mahindra Global Filmmaking Award Maryland Film Fellowship Sally Menke Memorial Editing Fellowship NHK Award RT Features Fellowship Adrienne Shelly Foundation Women Filmmakers Grant

Mark Silverman Honor - Creative

Alfred P. Sloan Commissioning Grant

Rosalie Swedlin and Robert Cort Fellowship

**Producing Fellowship** 

Alfred P. Sloan Fellowship

Sundance Industry Meetings at Sundance Film Festival (SIMS) Time Warner Fellowship Zygmunt & Audrey Wilf Foundation Award

#### WORKSHOPS

Screenwriters Intensives NHK Screenwriters Workshop

#### PUBLIC PROGRAMMING

Screenings Screenplay Readings

# ARTIST SUPPORT WAR DJDA FEATURE FILM PROGRAM SPOTLIGHT

Haifaa al-Mansour's *Wadjda* follows the story of a feisty and determined 10-year-old girl rebelling against the social constraints of life as a young Saudi woman. After making its award-winning world premiere at the Venice Film Festival in August 2012, Sony Pictures Classics acquired the North American distribution rights of *Wadjda*, and the film opened in September 2013 to critical acclaim, including The National Board of Review honoring the film with the Freedom of Expression Award. Haifaa has inspired worldwide audiences through her brave, contemporary story that speaks compellingly of the rarely seen worlds she inhabits.

### SUNDANCE INSTITUTE SUPPORT

2009 Rawi Screenwriters Lab and the 2014 Rawi Screenwriters Lab

Grants for development,
pre-production, post-production,
and marketing and distribution
from Sundance Institute with
support from the Doris Duke
Foundation for Islamic Art

Extensive post-production support, including support of the musical score from the Film Music Program and a grant to support its Festival release

## FESTIVALS AND AWARDS INCLUDE

Academy Awards, Official Entry, Best Foreign Language Film Saudi Arabia

BAFTA Awards, Nominated, Best Non-English Language Film

Independent Spirit Awards,
Nominated, Best First Feature

Venice Film Festival, Winner, CinemAvvenire Cinema for Peace Award and Interfilm Award for promoting Interreligious Dialogue

Dubai International Film Festival, Winner, Muhr Arab Awards for Best Actress and Best Feature Film

Los Angeles Film Festival, Winner, Audience Award, Best International Feature

Telluride Film Festival, Official Selection



# DOCUMENTARY FILM PROGRAM



Sundance Institute's Documentary Film Program is a cornerstone of the Institute's longstanding commitment to nonfiction storytelling. The Program was founded with a grant from the Open Society Foundations in 2002, and has funded and supported many of the last decade's most important and compelling films. Documentary is an increasingly important global art form and a critical cultural practice in the 21st century, and the Documentary Film Program supports approximately 80 filmmakers a year under the direction of Tabitha Jackson, an award-winning commissioning editor and producer of documentary and non-fiction work with over 20 years experience in the field.

#### **Q&A: TABITHA JACKSON**

#### Why is the Documentary Film Program so critical in today's world?

**JACKSON:** Like all good art, non-fiction filmmaking helps to reveal the world, helps us to understand the world, and sometimes even helps us to change the world. At a time when truly independent journalism continues to be threatened and when art is seen as a luxury not a necessity—the power of independent creative documentary to bear witness, to speak truth to power, and through art to create empathy in an increasingly fractured world is truly a necessity.

#### What most excites you about working with your artists?

**JACKSON:** The artists we support, and who often support us, have three things in common: generosity, passion, and a resilient sense of creative purpose. It never fails to amaze me how much they will sacrifice, how much debt they will go into and how many years of their lives they will devote to simply telling a story about the world to other people. It is a stunning act of generosity.

#### Is there an example of an artist who embodies all of these traits?

**JACKSON:** Laura Poitras is one of today's most passionate documentarians telling our most urgent stories—from her

Academy Award nominated My Country, My Country, which follows unsung heroes of the Iraq War, to her latest groundbreaking work of journalism, Citizen Four, the real life thriller of NSA surveillance and Edward Snowden. Over the years, Sundance has supported Poitras in many aspects of her practice and across the life of her career (twice as a Documentary Edit and Story Lab Fellow and six times as a grantee), and, in turn, she has generously supported Sundance by mentoring our artists (four times as a Lab Advisor and as a Festival Juror) and by inspiring so many with her brave work.

#### How does being a part of the Sundance community make the Documentary Film Program unique within the field of documentary?

**JACKSON:** In a word, reach. Our connections reach across all Institute programs to the most exciting voices in theatre, music, fiction and to the bleeding edge of experimentation in New Frontier. They reach outwards nationally and internationally to a creatively diverse, but connected community of independent storytellers and disseminate their work through pioneering programs like #ArtistServices, and finally, our connections reach back umbilically to Robert Redford and his founding vision. To be at the center of this extraordinary web of artist support, inspiration, and crossfertilization is for me what makes the creative potential of our program truly unique in the field.

#### **RESIDENCY LABS & RETREATS**

June Documentary Edit and Story Lab July Documentary Edit and Story Lab Creative Producing Lab **Creative Producing Summit** 

#### **GRANTS, FELLOWSHIPS & AWARDS**

**Arcus Foundation Fund** 

Candescent Films Grants CNN Films Fellowship Fellows Track at the Sundance Film Festival Greenhouse Project (Middle East) Hilton Worldwide LightStay Sustainability Award Rockefeller Foundation Impact Fund Stories of Change Strategic Impact Fund Sundance Documentary Fund Sundance Industry Meetings at Sundance Film Festival (SIMS) TED Prize Filmmaker Award

#### **WORKSHOPS**

DFP I CNEX Workshop and Summit in Beijing (China) DocChile Workshop (Chile) GoodPitch (in partnership with BRITDOC) Stories of Change Convenings

#### PUBLIC PROGRAMMING

Time Warner Fellowship

Stories of Change at the Skoll World Forum

# ROGER ROSS WILLIAMS

**DOCUMENTARY FILM PROGRAM SPOTLIGHT** 

Academy award-winning filmmaker Roger Ross Williams, the first African American to win an Oscar for directing and producing a film, continues to make history with his groundbreaking work. Williams, who grew up devoted to his hometown church, felt shut out of this community as a gay man. In an attempt to make sense of religion's power to transform or destroy lives, Williams' most recent documentary, *God Loves Uganda*, led him to explore the evangelical campaign to change African culture with values imported from America's Christian Right. Through Labs and grants, the Documentary Film Program supported Williams before *God Loves Uganda* premiered at the 2013 Sundance Film Festival and went on to screen at over 50 festivals worldwide to critical acclaim. Through its international screening tour and the "No Hate in the Collection Plate" social action campaign to push congregations to require accountability for the use of their funds, *God Loves Uganda* has served as a catalyst for dialogue and change, helping end the influence of American evangelical extremism in Ugandan politics and government.

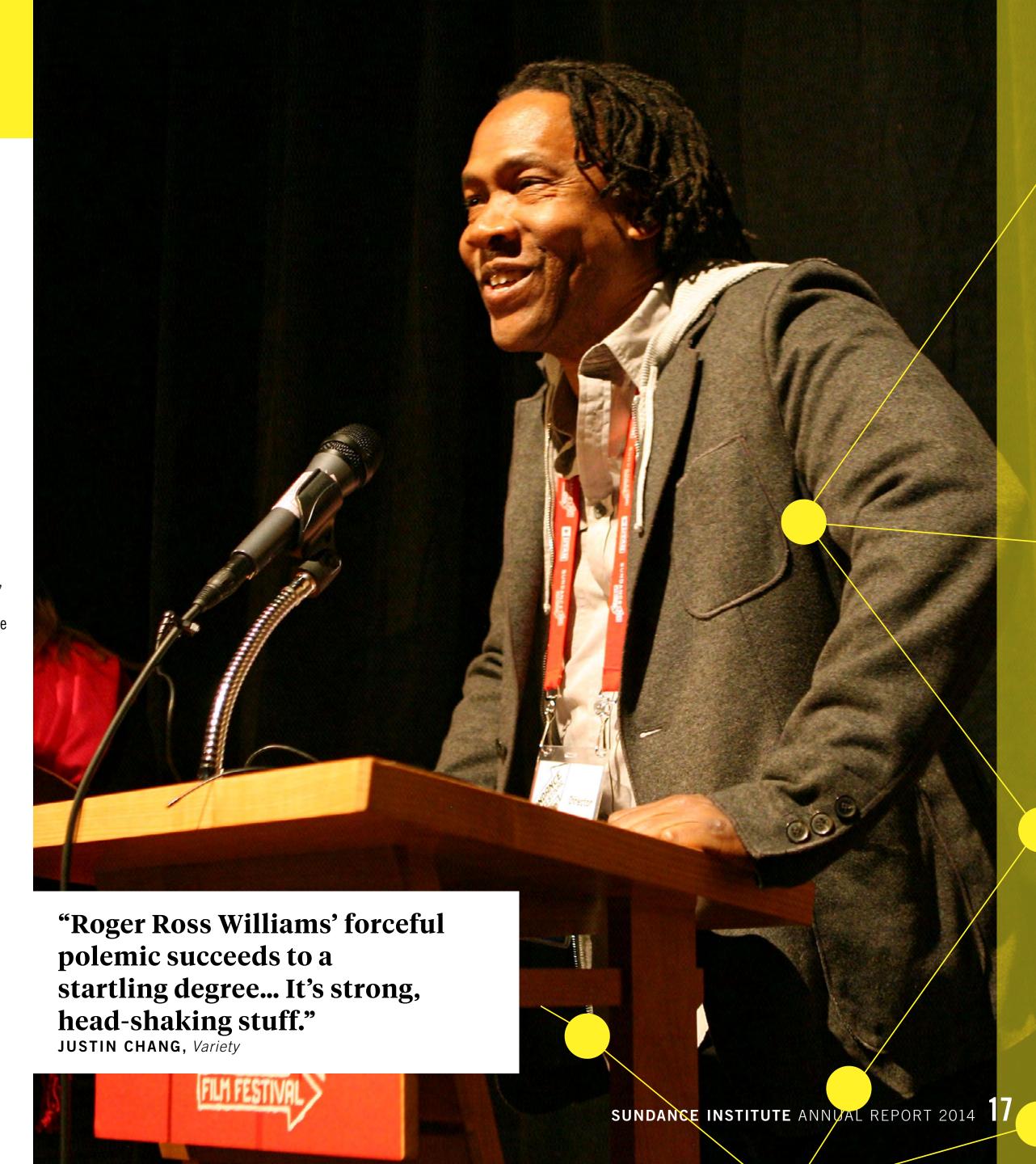
Williams' documentary work with Sundance has also turned into a cross-collaboration with New Frontier. One of his latest projects, *Traveling While Black*, a look at the harrowing journeys that black Americans have taken over the last eight decades in the United States, has been developed at Sundance Institute's New Frontier Story Lab, where he worked with Advisors who joined his team of collaborators. The project was transformed from a traditional documentary to a full transmedia art project, including an installation that will occupy a 4,000 square foot gallery in the opening exhibition of the Smithsonian's new African American Museum in 2015. Creating an ecosystem of stories to foster dialogue, shifts in perception, and a safe space for reflection, the project hopes to inspire empathy among audiences. Williams' deep connection to the Institute has come full circle this year, fostering and encouraging other artists through his role on the Alumni Advisory Board of Sundance Institute.

### SUNDANCE INSTITUTE SUPPORT

2013 Sundance Film Festival and Sundance London Film and Music Festival 2012 New Frontier Story Lab

2012 July Documentary Edit and Story Lab and Doc Fellows Program at the Festival

2011 and 2010 Sundance Doc Fund Development and Production Grants, with support from the Cinereach Project at Sundance Institute and the Ford Foundation



# THEATRE PROGRAM



Under Artistic Director Philip Himberg's leadership for the last 17 years, Sundance Institute's Theatre Program advances the work of risk-taking artists producing new work for the stage. Each year, the Theatre Program provides a continuum of creative support to help build a meaningful and engaging cultural dialogue between theatre artists and their audiences. Its community of Fellows includes both emerging voices and award-winning playwrights, side by side at Labs and Residencies developing their n<mark>ew w</mark>ork.

#### Q&A: PHILIP HIMBERG

## **Q&A:** What most excites you about working with theatre artists?

HIMBERG: When artists are able to fulfill their vision, they become empowered to participate in a global conversation that can influence and catalyze change. Being close to a theatre artist as they wrestle with articulating and realizing their deepest impulses, is a gift. I seek to set up a spirit of rigorous inquiry that may enable a playwright, composer, or other generative soul to dig deeper into the animating impulse of their work. It is a dynamic and gratifying relationship.

# How does being a part of Sundance make the Theatre Program unique within the world of theatre?

**HIMBERG:** Sundance Institute commands a kind of admiration and curiosity that allows us access to the highest level of working artists in our field. Sundance represents a community of artists—beyond solely the discipline of theatre—which broadens our knowledge base, and makes us an esteemed resource in our field.

## Are there any trends among theatre artists that you've witnessed in recent years?

HIMBERG: More young people—around the world—are choosing to express their 'humanity' through the medium of theatre, as playwrights, composers, directors, and designers. In a vastly over-technologically dependent society, many artists are choosing to come together in real time and space to investigate issues with each other and audiences. The form that these new creations take are endlessly transforming and include site specific work, audience-immersive work, deconstructions of classical texts, and plays experimenting with new language and gesture. The more time we spend with our phones and gadgets, and the more content we download individually, the more we feel the tug to gather in the dark with friends and strangers to witness live events unfold in front of our eyes.

#### **RESIDENCY LABS & RETREATS**

Theatre Lab
Theatre Lab at MASS MoCA
Playwrights Retreat at Ucross Foundation
Theatre Lab on Zanzibar (Tanzania)
Sundance Institute I LUMA Foundation
Theatre Directors Retreat in
Arles (France)

#### GRANTS, FELLOWSHIPS & AWARDS

Theatre Post-Lab Support Time Warner Fellowship Tennessee Williams Award

#### **PUBLIC PROGRAMMING**

Work-in-Progress Performances
Sundance Institute Theatre Club



# FUN HOME THEATRE PROGRAM SPOTLIGHT

Jeanine Tesori and Lisa Kron's *Fun Home*, a daring musical adaptation of Alison Bechdel's bestselling autographical graphic memoir *Fun Home*, is a brilliant coming-of-age story of a young lesbian. An authentically innovative piece of storytelling with characters and situations never seen before on stage, *Fun Home* debuted to a critically acclaimed run last fall at the Public Theater, which included several extensions into January 2014 and is set to hit Broadway in the spring of 2015. Sundance Institute's Theatre Program has long shepherded various creative iterations and explorations from the creative team behind *Fun Home*.

#### SUNDANCE INSTITUTE SUPPORT

Kron first came to the Theatre Lab in 2003 with *Well*, in which she also acted. Her next project at the Theatre Lab in 2008, *In the Wake*, was the first text she created wholly for other actors.

Tesori participated in the 2000 Playwrights Retreat at Ucross Foundation as a composer, then at the 2012 Theatre Lab at MASS MoCA as a Creative Advisor.

Fun Home was supported at the 2012 Sundance Institute Theatre Lab.

#### **AWARDS INCLUDE**

New York Drama Critics' Circle
Award for Best Musical
Obie Award for Musical Theater
Off Broadway Alliance Award for
Best New Musical
Outer Critics Circle Awards for
Outstanding New
Off-Broadway Musical

A finalist for the 2014 Pulitzer

Prize for Drama



# FILM MUSIC PROGRAM



Since 1999, Peter Golub has directed Sundance Institute's Film Music Program. Under his leadership, the Program connects composers and directors, giving them firsthand experience of the collaborative process, with the goal of nurturing the development of talented new composers, and furthering the craft of music in film.

#### **Q&A: PETER GOLUB**

#### What makes the Film Music Program such a special community for composers?

**GOLUB:** Though quite a few music departments at colleges, universities, and conservatories offer film music, this craft is usually a second-class citizen. Furthermore, I'm not aware of any other program in which film music studies are integrated with filmmakers and their world. At the center of our Program—both in fiction and documentary—is the work we do directly with filmmakers, fostering the collaboration and teaching the filmmakers as well as composers about the process. In addition, our recent work with sound designers, where they are an integral part of the process is unique. Finally, the Creative Advisors that we have are among the top in the field and offer our Fellows a remarkable opportunity to have substantial individual interaction with these inspiring mentors.

#### What most excites you about the collaborative creative process?

**GOLUB:** While in the program our Fellows have the rare ability to work and interact with filmmakers. After the Lab they're part of a community that connects them to all kinds of interesting artists. I love seeing and hearing what they come up with, observing how they are challenged by difficult assignments and tight deadlines, and encouraged to be creative and try things that surprise me.

#### Are you seeing any recent trends among your artists?

**GOLUB:** As technology and gear have become more and more important as a tool for film composers, I am glad to see that many of our Fellows are strong performers on oldfashioned instruments. The level of playing is very high. We have had a high concentration of people from the jazz world, partly reflecting my own interest, but it's another example of the breaking down of traditional barriers between the different areas within music as a whole. In fact, our Program has been a big advocate of breaking down these barriers, as we strive to offer Fellowships to composers from a wide range of backgrounds.

#### How has working with Skywalker Sound changed your Labs?

**GOLUB:** It's a significant expansion of the Film Music Program's existing Composers Labs to include sound design. Sundance Institute and Skywalker Sound teamed up in 2013 and 2014 to host two Labs for composers, one focusing on feature film, the other on documentaries. Composers and filmmakers gain first-hand experience of working with an in-house Sound Designer that allows them the opportunity to explore the cross-currents between music and sound. The move to Skywalker Sounds also offers orchestral recording as part of the curriculum, providing a huge learning curve both for composers and filmmakers in the film music composing process.

#### **RESIDENCY LABS**

Music & Sound Design Labs at Skywalker Sound (Documentary and Feature Film)

#### **GRANTS & FELLOWSHIPS**

Time Warner Fellowship

#### **PUBLIC PROGRAMMING**

and KCRW

Composers Lab: LA—On Stage Composers Lab: LA Sundance London – Music On Stage Celebration of Music in Film at the Sundance FIIm Festival Sundance ASCAP Music Café Music Showcase: BMI Snowball Presented by BMI BMI Presents a Roundtable Discussion: Music and Film. The Creative Process Acura Presents Festival Music Café



# COMPOSERS LAB: LA

FILM MUSIC PROGRAM SPOTLIGHT

To expand its reach beyond the highly-selective Film Music and Sound Design Labs at Skywalker Sound, the Film Music Program offered its fourth one-day Lab in Los Angeles. Open to musicians and filmmakers at all levels and the general public, Composers Lab:LA offered access to leading film and television composers. Panel discussions and presentations provided insights into the art and business of composing. A special presentation by Harry Gregson Williams (*Gone Baby Gone, The East, Shrek*) was an invitation into his creative process and a celebration of the powerful role of music in storytelling.

#### HIGHLIGHTS

In response to the growing opportunities and interest in original music for television, a Composing For Television panel was added, featuring Blake Neely (*The Mentalist, The Last Samurai, Resurrection*), Trevor Morris (*The Tudors, The Hills Have Eyes, The Borgias*), and Jeff Beal (*House of Cards, Pollock, Ugly Betty*).

Other speakers and panelists included Academy Award-nominated composer Thomas Newman (*Skyfall, American Beauty, Saving Mr. Banks*), composer John Frizzell (*Ghost Ship, Legion, Cradle 2 Grave*), and others, plus a panel on career issues led by BMI's Doreen Ringer Ross.

Comprising emerging composers from the L.A. area, local film music students and other music industry professionals, the Lab was attended by over 150 people—the largest audience to date.

#### **SUPPORT**

Sundance Institute partnered with the newly built Wallis Annenberg Center For The Performing Arts as the host venue.

Sundance Institute expanded its two-year partnership with BMI, an inaugural funder of the Film Music Program, to include support for the ComposersLab: LA.



# NATIVE AMERICAN AND INDIGENOUS PROGRAM



Sundance Institute's commitment to supporting Native American artists is woven throughout its long history, going back to Larry LittleBird (Taos Pueblo) and Chris SpottedEagle (Houmas Nation) who participated in the first meetings founding the Institute. Since 2001, N. Bird Runningwater (Cheyenne and Mescalero Apache) has overseen the Native Program's year-round work, which strives to build and sustain Indigenous film circles by supporting artists throughout the many cycles of their work.

#### Q&A: N. BIRD RUNNINGWATER

What most excites you about working with your artists?
RUNNINGWATER: Native Americans come from an oral tradition and a storytelling history that really predates a lot of things—including the establishment of the U.S. and the creation of film. One thing that excites me about the artists I work with is how we can uniquely combine an ancestral way of storytelling with film and try to figure out what that combination can yield. So many of the filmmakers we work with come from different tribes and communities and different places and lands—I really believe that diversity of storytelling creates something unique and innovative in cinema.

Your films are screened across the world. What has been the international response to these Native American stories?

RUNNINGWATER: International audiences are so inquisitive about the contemporary lives of Native Americans and having a glimpse into a contemporary Native world. It really sparks a level of interest and wanting to know more truths as opposed to stereotypes that have been created through the history of cinema.

Working from such a strong legacy of storytelling, what new trends are you seeing emerge among your artists?

RUNNINGWATER: One of the things that I see happening is the inclusion of Native languages being utilized on screen, which necessitates the use of subtitles. For an American film to have subtitles today is making an interesting statement to show that there are Native languages that still exist in this day and age in the United States. Another trend that I recognize would have to be a clear delineation with Native filmmakers who come from particular religions and cultural practices that take place in sacred places. A lot of filmmakers—from different places across the country—make a very specific choice to not take a camera into a sacred space. It's a common practice among different filmmakers who sometimes haven't even met, yet have this level of respect and understanding about their communities.

#### RESIDENCY LABS

Native Filmmakers Lab

#### **GRANTS & FELLOWSHIPS**

Full Circle Fellowship
Princess Grace JustFilm Documentary Award
Sundance Industry Meetings at
Sundance Film Festival (SIMS)
Time Warner Fellowship
Time Warner Native Producers Initiative

#### **PUBLIC PROGRAMMING**

20th Anniversary Native American and Indigenous Conversations and Screenings Community Screenings Native Shorts on FNX Television



# DRUNKTOWN'S FINEST

NATIVE AMERICAN AND INDIGENOUS PROGRAM SPOTLIGHT

Three young Native Americans—a rebellious father-to-be, a devout Christian woman, and a promiscuous transsexual—strive to escape the hardships of life on an Indian reservation. Sydney Freeland's groundbreaking, female-helmed *Drunktown's Finest* is an authentically told story that offers the often singularly rendered Navajo community a narrative that is deeply complex, layered, and diverse. The film made its world premiere at the Sundance Film Festival in January 2014 and its United Kingdom premiere at the Sundance London Film and Music Festival in April. Robert Redford is an executive producer on the film, which has been acquired for international distribution by AMC/Sundance Channel Global.

# SUNDANCE INSTITUTE SUPPORT

2009 Native Filmmakers Lab

2010 January Screenwriters Lab, Directors Lab, June Screenwriters Lab, and Creative Producing Summit

Recipient of over \$30,000 in cumulative grants, with support from the Annenberg Foundation Feature Film Fellowship, the George S. and Dolores Doré Eccles Foundation, and the Time Warner Fellowship Program

Extensive post-production support, including a preview at the second annual Native Cinema Showcase and a screening at the Museum of Modern Art in New York as part of the Native Program's 20th anniversary yearlong celebration

## FESTIVALS AND AWARDS INCLUDE

L.A. Outfest, Winner, Audience Award for HBO Outstanding First Narrative Feature and Grand Jury Prize for Outstanding American Narrative Feature

Albuquerque Film & Media Experience, Winner, Jury Prize for Best of New Mexico

Over 50 festivals played, including the Sundance Film Festival, Ashland Independent Film Festival, Boston LGBT Festival, Santa Fe Film Festival, and Vision Maker Film Festival



# NEW FRONTIER

New Frontier at Sundance Institute is a dynamic initiative created to identify and foster independent artists working at the convergence of film, art, media, live performance, music, and technology. Since 2007, the New Frontier exhibition at the Sundance Film Festival has provided the highest level of curation in the emerging field, incorporating fiction, non-fiction, and hybrid storytelling to showcase transmedia storytelling, multi-media installations, performances, and films. Sundance Institute established the New Frontier Story Lab in 2011 to deepen its supp<mark>ort of</mark> storytellers pioneering new ways of working across various media and engaging with technology, and in 2014 began the New Frontier Flash Lab and Artist Residency programs.

New Frontier has become a catalyst for innovation by helping artists and designers, collaborate to refine story-enabling technology and allowing space for testing new business models. Palmer Luckey first came to New Frontier at the 2012 Sundance Film Festival as a 19-year-old USC student with a prototype of a virtual reality headset that he handcrafted for journalist Nonny de la Peña's work, *Hunger in Los Angeles.* Their VR Cinema app placed viewers inside a stadium-seated virtual theater and featured 3-D Festival shorts. He returned in 2014 with Oculus Rift, a much-refined device promising to change gaming and the way we experience cinematic content. Shortly after Palmer's 2014 Festival exhibit his company Oculus VR went on to be acquired by Facebook for \$2 billion.

#### RESIDENCY LABS

New Frontier Story Lab

#### **GRANTS & FELLOWSHIPS**

Knight Fellows Pilot Project Rockefeller Foundation Imp<mark>act Fun</mark>d

#### WORKSHOPS

**New Frontier Artist Residency** Program at MIT New Frontier Flash Lab & Public Forum

#### **PUBLIC PROGRAMMING**

New Frontier at the Sundance Film Festival

#### **NEW FRONTIER CASE STUDY: YOU ARE HERE**



Pioneering two of the most exciting areas of exploration for the 21st Century artist—data-based storytelling and visual communication—Sep Kamvar's *You Are* Here is an innovative study of place. Human beings are generating 2.5 quintillion bytes of data a day, more then all the data generated from the dawn of time to 2003. You Are Here seeks to find the meaning of all this data that has the potential to impact social change in the evolution of urban planning through making 100 maps for 100 cities, from the places of bicycle accidents to public transportation topography to food maps. In 2014, Sundance Institute's New Frontier in partnership with MIT Media Lab charged its artists with using these maps as an entry point to tell some of those stories of humanity.

#### **IMPACT**

"I hope that policymakers use this as part of their arsenal of tools that they use in order to help to plan cities. My bigger hope is that it puts these powerful tools in many more hands, so that people don't think of themselves as a consumer of a city that somebody else has planned, but they see themselves as one of the creators of the city. Cities that are created by people end up being more livable by people."

#### **SEP KAMVAR**

MIT Media Lab

#### SUNDANCE INSTITUTE SUPPORT

In January 2014, New Frontier Artist Residency program launched its partnership with The Social Computing Group at MIT's Media Lab, led by New Frontier alum Sep Kamvar.

New Frontier Lab Fellows Terence Nance, Casey Neistat, Lisa Biagiotti, and Alix Lambert worked in Cambridge with Kamvar and his team on You Are Here.

Artists supported by the Sundance Institute | Rockefeller Foundation Impact Fund

## CREATIVE PRODUCING INITIATIVES

#### CREATIVE PRODUCING LAB, FELLOWSHIP AND SUMMIT

Designed to hone emerging producers' creative instincts and evolve their communicating and problem-solving skills of their next project, the Feature Film Creative Producing Fellowship nurtures emerging producers. The Documentary Film Program offers producers in the later stages of post-production the chance to work closely with Advisors through the Creative Producing Lab. Documentary and Feature producers come together at the annual Creative Producing Summit to develop critical producing skills, meet key members of the industry, and strategize around the production, financing, and release of their film.

#### FELLOWSHIP TRACK AT THE FESTIVAL

A series of events and industry meetings allow producers to deepen their networks, actively move their projects forward, and gain valuable insights into the marketplace.

#### **CATALYST INITIATIVE**

The Institute launched the Catalyst Forum to connect forward-thinking investors with filmmakers advancing their projects through various stages of production. Connecting forward-thinking investors with the world of independent film, the invitation-only event, held annually at the Sundance Resort, brings together select films developed at the Institute's Labs or by its alumniartists with culturally engaged financiers to spur new paths to production and to envision film finance in a new light.

#### RESIDENCY LABS

Creative Producing Documentary and Feature Film Labs Creative Producing Summit Catalyst Forum

#### GRANTS, FELLOWSHIPS & AWARDS Red Crown Producer's Award

# #ARTISTSERVICES



The #ArtistServices Program empowers filmmakers navigating the changing business of independent film. Through online resources, live workshops, and a network of allied organizations, the Program provides support and insights on creative funding, marketing, and distribution. For Institute Alumni, #ArtistServices offers a wide array of digital distribution opportunities (through partnerships with Netflix, iTunes, Hulu, Google Play and 11 other distribution platforms), promotion and consultation for Kickstarter campaigns, and strategies for audience engagement.

#### **GRANTS & FELLOWSHIPS**

**Arcus Foundation Fund** #ArtistServices Fund

#### **PUBLIC PROGRAMMING**

#ArtistServices Digital Releases **Community Screenings** Workshops in Austin, San Francisco, and New York City

# ARTIST SUPPORT DIVERSITY AND WOMEN'S INITIATIVE

Throughout 2014, the Diversity Initiative at Sundance deepened and expanded the Institute's efforts to reach new communities of storytellers and audiences across regions, genres and ethnicities.

One area of focus for this work is the Women's Initiative, an effort launched with Women in Film/LA and a group of allied organizations to foster gender equality in American independent film. Structured upon the learnings of field research conducted by Dr. Stacy Smith and her team at U.S.C.'s Annenberg School of Communication, the Initiative provides resources to women filmmakers as they develop their stories, seek and reach audiences, and establish viable, sustainable careers.

To advance our commitment to artists from racially and ethnically diverse backgrounds, the Diversity Initiative also conducts targeted artist outreach and partnerships, working in collaboration with allied organizations in the field. In 2014, resources include Screenwriters Intensives, Time Warner Fellowships through each of the Institute's programs, and a Knight Foundation initiative that extends Sundance programs to communities across the U.S. A study of the Institute's submissions and selections data is underway, and findings will provide important benchmarks from which to build, provide, and measure resources and tools for creators.

#### **GRANTS & FELLOWSHIPS**

Arcus Foundation Fund
Asian American Feature
Film Fellowship
Feature Film Program
collaboration with Blacklist
Harnisch Foundation
Coaching Program
Knight Fellows Pilot Project
Latino Screenwriters Project at
CineFestival
Time Warner Fellowship Program
Women Filmmakers Initiative Dove
Project Grant
Women Filmmakers Initiative

Mentorship Program

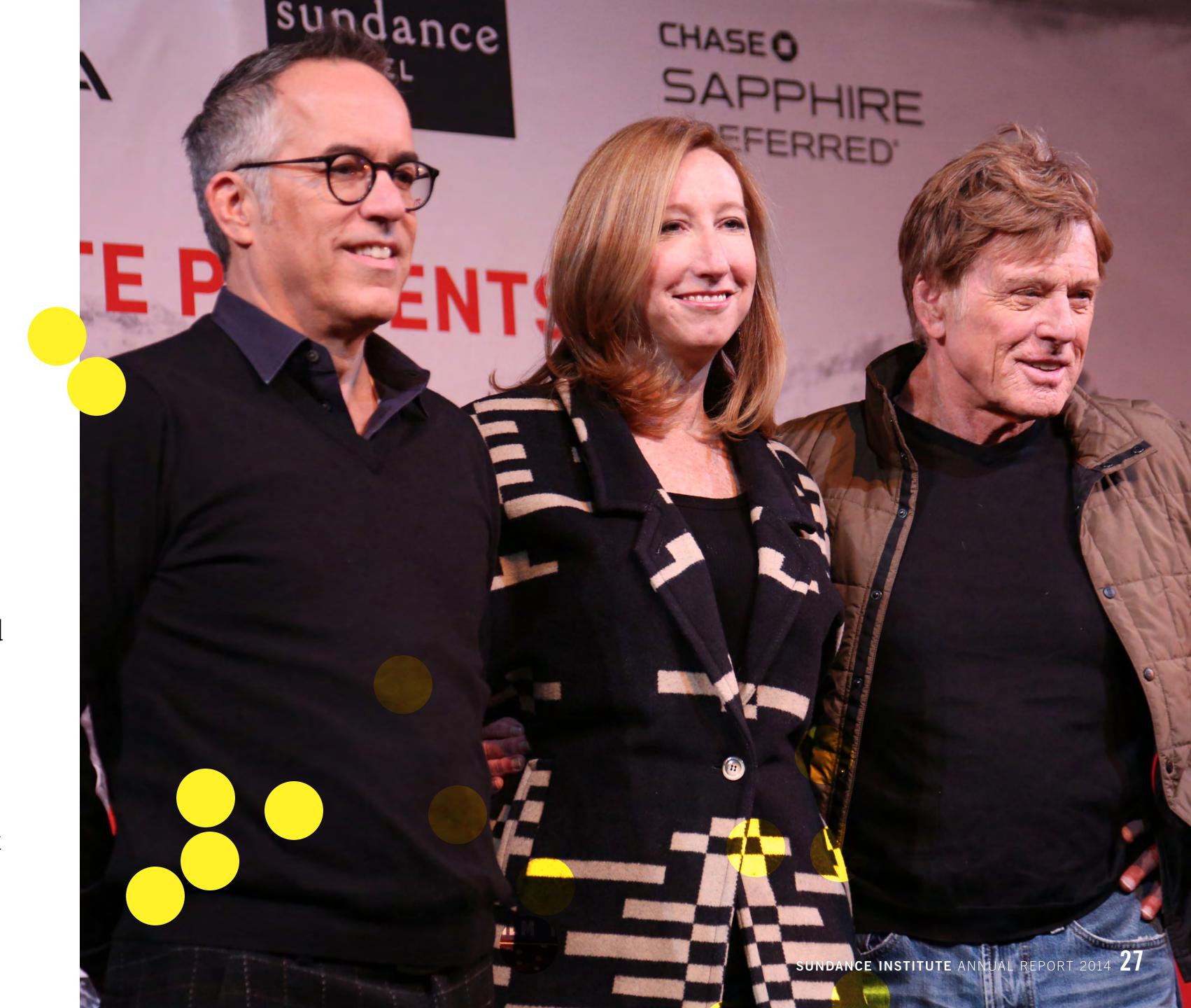
#### WORKSHOPS

Women Filmmakers Initiative
Finance Forum LA
Women Filmmakers Initiative
Finance Intensive NYC
Sundance Industry Meetings at
Sundance Film Festival (SIMS)



# PUBLIC PROGRAMS

The Sundance Film Festival was founded in 1985 as a premier platform to showcase the best of independent film with audiences eager for fresh perspectives and new voices. Since then, the Institute has expanded its offering of public programs to connect more groundbreaking artists with wider global audiences—featuring over 50 other public programs throughout the year to create a thriving community around independent storytelling.



#### PUBLIC PROGRAMS

# SUNDANCE FILM FESTIVAL



The Sundance Film Festival brings the most original storytellers together with the most adventurous audiences for its annual program of dramatic and documentary films, shorts, New Frontier films, installations, performances, panel discussions, and dynamic music events. Under the direction of John Cooper, who has been a member of the Sundance programming staff since 1989 and assumed the role of Festival Director in 2009, the Festival continues to evolve as the leading source for discovering new talent and for the best of independent film produced each year. As a vibrant gathering place for the community to share ideas about film, culture, and society at large, the Festival's impact reverberates well beyond 10 days in January.

**Q&A: JOHN COOPER** 

#### What's one of your favorite Festival moments?

**COOPER:** When I am backstage with an artist who is about to screen their world premiere with an audience for the first time, I love their sense of pride mixed with vulnerability. I know their lives will be changed after that screening. I sense they know that too. That feels important and rewarding.

## From a programming perspective, what makes Sundance so special?

**COOPER:** Our attention to detail both in creating a world-class event and in the rigorous work it takes to find undiscovered voices. We are dedicated and passionate in our selection process. By listening to our various constituents, we are always evolving the experiences of the Festival so the community can thrive. We are diligent about providing the best we can to the artists, industry, and audiences.

#### What stands out about Sundance filmmakers of recent years?

**COOPER:** As the independent filmmaking community strengthens, I feel a greater sense of commitment to the art form coming from our filmmakers. They are no longer just looking for the big break to take them somewhere else. They are acknowledging the power of independent expression, and many are looking for sustainability in the independent film realm. For the most part, independent films are more accomplished than in the past. This may be in part to advancements in technology, but also as the bar is set each year, young filmmakers are reaching for greater excellence.



# PUBLIC PROGRAMS WHIPLASH FILM FESTIVAL SPOTLIGHT

Sprung from his 2013 Sundance Film Festival award-winning short film, *Whiplash* is Damien Chazelle's fully realized feature that captivated audiences at the 2014 Sundance Film Festival. With riveting performances by J.K. Simmons and Miles Teller, the brilliantly blistering film about an aspiring drummer received the Festival's top accolades—including both the U.S. Grand Jury Prize: Dramatic and the Audience Award: U.S. Dramatic Presented by Acura. Sony Pictures Classics acquired *Whiplash* following its premiere in the Festival's highly anticipated Day One line-up. Continuing to find critical success around the world, *Whiplash* was theatrically released nationwide in fall 2014.

# SUNDANCE INSTITUTE SUPPORT

Sundance Institute's Vanguard Award, Presented with The Lincoln Motor Company

A development grant and dedicated screenwriter mentors from the Sundance Institute Feature Film Program

The short version of the film won a Short Film Jury Award at the 2013 Festival

## FESTIVALS & AWARDS INCLUDE

Nominated for a 2015 Golden Globe, four Independent Spirit Awards, and a Gotham Award

Winner, AFI's Movie of the Year Winner, New York Film Critics

Circle Award

Winner, Los Angeles Film Critics Association Award

The 40th Deauville American
Film Festival, Winner, Grand Prize
and the Audience Award for
Favorite Film

Cannes Film Festival,

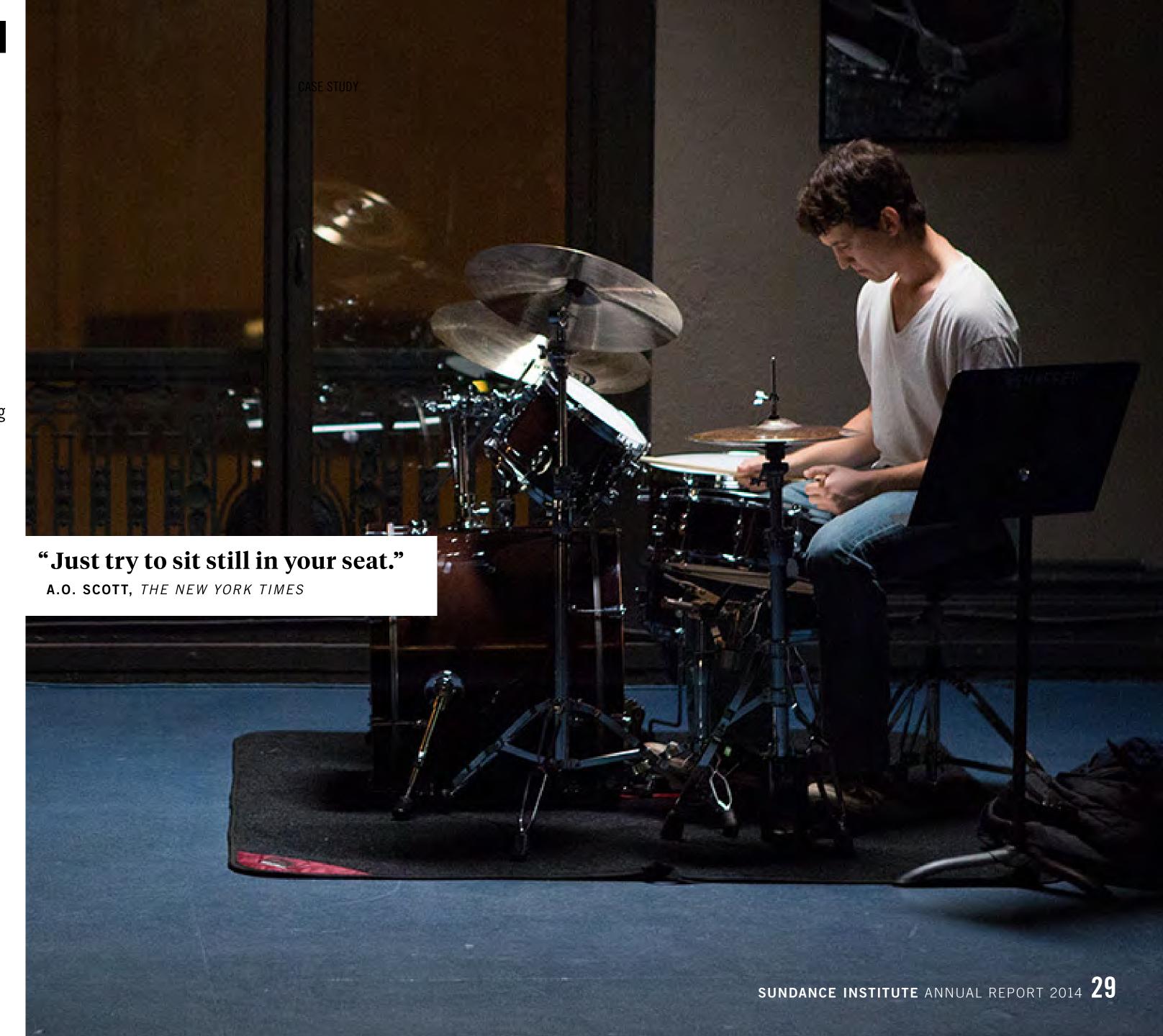
Nominated for Queer Palm Award

Valladolid International Film Festival, Nominated for Best Film

Toronto Film Festival

Directors' Fortnight

New York Film Festival

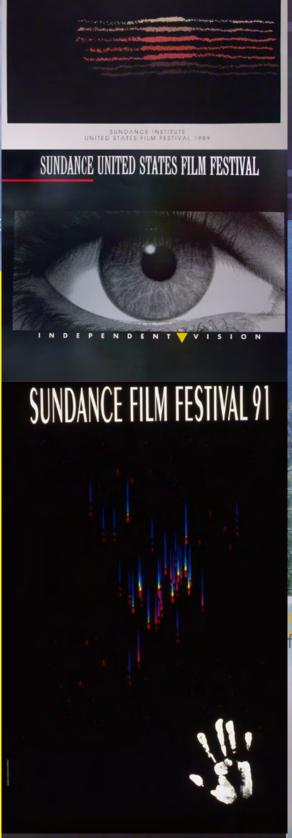


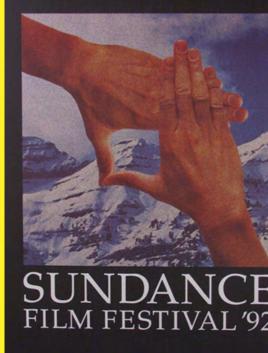


# SUNDANCE INSTITUTE



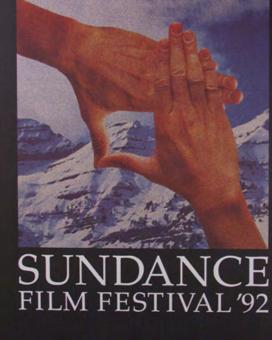
**RECALL THE THOUSANDS OF EXTRAORDINARY** STORIES SEEN FIRST ON **SUNDANCE SCREENS.** FROM BLOOD SIMPLE IN 1985 TO WHIPLASH **IN 2014, THE FESTIVAL CONTINUES TO INTRODUCE AND CELEBRATE THE MOST GROUND-BREAKING** FILMS OF THE YEAR.







sundance film festival 1997



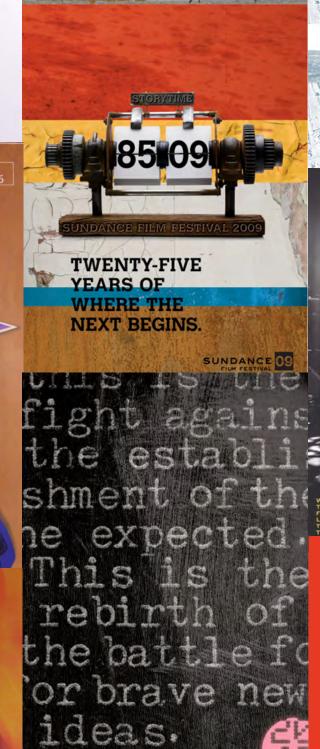






2005 Sundance Film Festival
Park City, Utah • January 20–30, 2005

SUNDANCE









#### **PUBLIC PROGRAMS** SUNDANCE FILM FESTIVAL

# SUBMISSION TO SELECTION





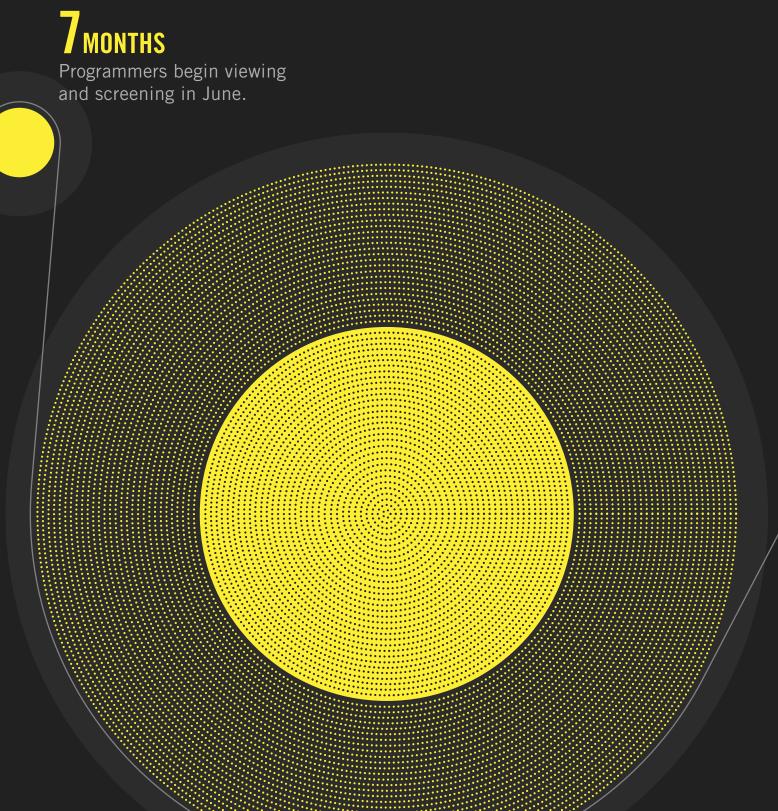
eatures

#### DISCOVERY

**365** DAYS

Festival Programmers track and watch films year-round.

#### VIEWING



#### **DELIBERATIONS**

**550** 

finalists are chosen after all programmers come together to review the remaining films.



ire sts



#### **SELECTIONS**

190

final films are announced in early December to premiere at the Festival.



:: 120 selected features







films were submitted for consideration.



::: 8,

8,000



#### FEATURE FILM SUBMISSIONS

- Screeners watch and provide coverage for every film
- Programming teams meet daily to discuss CONTENDERS
- Programming Teams meet weekly with Festival Director and Director of Programming
- Programmers review coverage and watch each film and either PASS or DISCUSS with another Programmer to determine whether a film moves on
- Programmers broken into two teams: documentary and narrative



#### SHORT FILM SUBMISSIONS

- Screeners watch and provide coverage for every film
- Programming teams watch films to identify PASSES and CONTENDERS
- Programming Teams meet weekly with Festival Director and Director of Programming
- Programming teams meet daily to discuss CONTENDERS

#### PUBLIC PROGRAMS

# REACHING AUDIENCES THROUGHOUT THE YEAR AND AROUND THE WORLD

FROM FREE COMMUNITY SCREENINGS
TO OPEN ACCESS DAY LABS, SUNDANCE
HOSTS PROGRAMS IN CITIES AROUND
THE WORLD TO ENGAGE AND INSPIRE
AUDIENCES THROUGH FILM, THEATRE,
MUSIC, AND NEW MEDIA.

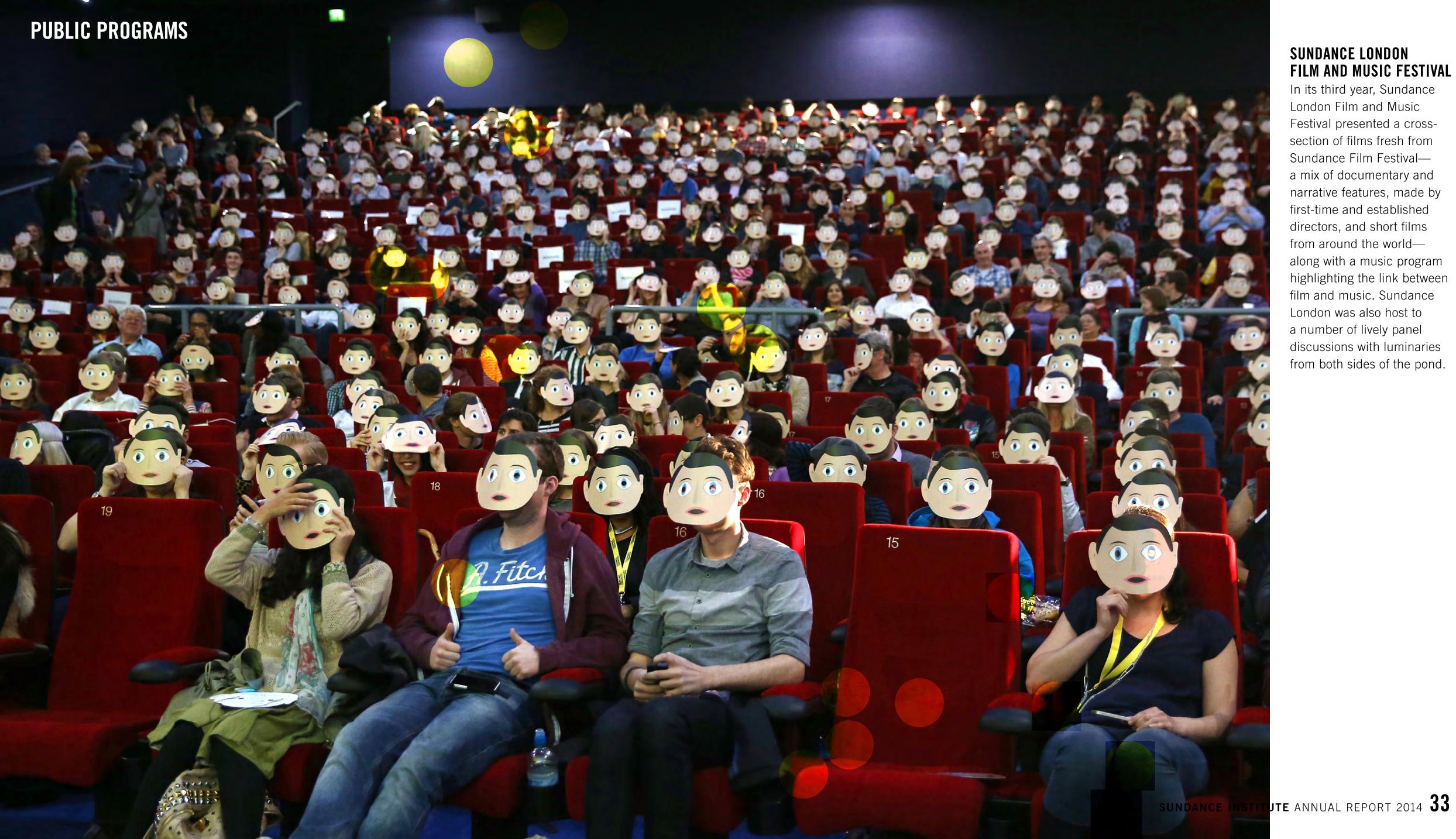
#### **SUNDANCE NEXT FEST**

Fueled by the renegade spirit of independent artists, Sundance NEXT FEST is a new breed of festival experience celebrating the intersection of music and film. In 2014, NEXT FEST kicked off with an outdoor screening of the Sundance classic Napoleon Dynamite and continued through the weekend with the Los Angeles premieres of six films at the historic Theatre at Ace Hotel Downtown Los Angeles. The screenings were either paired with a special music performance that embodied a shared artistic sensibility, or a conversation bringing together filmmakers.

## SUNDANCE FILM FESTIVAL SHORT FILM TOUR

Showcasing a wide variety of story and style, the Short Film Tour is a 94-minute theatrical program of eight short films. Fresh from the Sundance Film Festival, the Tour traveled to 59 communities across the U.S. with a beautiful - and often hilarious - program of fiction, documentary, and rambunctious animation.





#### **SUNDANCE LONDON** FILM AND MUSIC FESTIVAL

In its third year, Sundance London Film and Music Festival presented a crosssection of films fresh from Sundance Film Festival a mix of documentary and narrative features, made by first-time and established directors, and short films from around the world along with a music program highlighting the link between film and music. Sundance London was also host to a number of lively panel discussions with luminaries from both sides of the pond.

#### **PUBLIC PROGRAMS**

#### DAY LABS

Open to all artists, and held around the country, public workshops and Day labs offer participants premium resources and expert advice on topics ranging from screenwriting to digital distribution. In 2014, the Institute held day-long ShortsLabs in London and Los Angeles, and Miami and Philadelphia through the Knight Foundation Fellows Project, to inform and inspire a new wave of filmmakers. The Artist Services team held public workshops in New York, San Francisco, and Austin to provide support and insights on creative funding, marketing, and distribution. The Film Music Program presented its fourth annual Composers Lab: LA, connecting composers and directors in a oneday series of informative conversations, presentations, and networking opportunities with renowned composers and industry professionals.

# UTAH COMMUNITY PROGRAMS

Sundance Institute hosts community programs both year-round and at the annual Sundance Film Festival to offer local Utah audiences the chance to experi<mark>ence</mark> independent film, theatre, and music through free screenings and discussions. Last year over 7,000 students participated in the George S. and Dolores Doré **Eccles Foundation High** School Screening Series during the Festival, and another 7,000+ Utahans attended special screenings during the 10-day event. Beyond Jan<mark>uary, mo</mark>re than 20,000 Utah locals took part in programs in 2014, including the outdoor Summer Screening Series at Red Butte Garden in Salt Lake City and at City Park in Park City, as well as script readings, musical performances, and discussions at local community organizations.





#### SUNDANCE FILM FORWARD

An international exchange program designed to enhance cross-cultural understanding, collaboration, and dialogue around the globe, Film Forward is an initiative of Sundance Institute and The President's Committee on the Arts and Humanities, in partnership with the National Endowment for the Arts, the National Endowment for the Humanities, and the Institute of Museum and Library Services. In 2014, Film Forward traveled the globe—from Serbia to Mississippi, and from Indonesia to Pennsylvania using film and conversations with filmmakers to excite and introduce a new generation to the power of story.

#### PUBLIC PROGRAMS

# FESTIVAL E-WAITLIST

FILM FESTIVAL CASE STUDY

In years past, the waitlist at the Sundance Film Festival had become synonymous with long lines and cold temperatures. When popular screenings would sell-out in advance of the Festival, sometimes a few extra tickets would become available at the last minute. For those "waitlist tickets," diehard film fans would brave the cold to line up at a theatre two hours in advance, collect a paper waitlist number, then return to that theatre 30 minutes before the start of the film to see if they got in. And sometimes they didn't get in, so they could have better spent their time seeing a different film, a concert at Music Café, a panel at Filmmaker Lodge, or a New Frontier exhibit. In 2014, Sundance pioneered the eWaitlist, the first virtual queuing system of its kind in the world. At the forefront of cutting-edge technology and customer service, the eWaitlist allowed patrons to "check in" from any location via an Internet enabled device—smartphone, tablet, or computer—and immediately receive their queue number without actually waiting in line. By improving customer service to enable more Festivalgoers to see more films, the eWaitlist advanced Sundance's mission to connect artists and audiences.

#### **OVERALL IMPACT**

More Festivalgoers used the waitlist and saw more films through the waitlist than ever before:

- 30,476 unique users in 2014
- 75,705 Waitlist Numbers issued: 33% increase from previous year
- 25,475 Waitlist Tickets sold:
  24% increase from previous year
- At the highest rate, one theatre saw an 88% increase in the average waitlist attendance

#### **ENVIRONMENTAL IMPACT**

The Festival avoided printing more than 57,000 waitlist numbers.

#### CUSTOMER SERVICE AND OPERATIONAL IMPACT

In the past, for especially popular screenings, unofficial waitlist lines could form four to eight hours in advance, taking up significant space and impeding operations at the venues. The eWaitlist eliminated these "lines before the lines" making it easier for Festival staff to keep theatre operations safe and smoothly running, and allowed Festivalgoers to more conveniently enter theatres.



# FEATURED COLLABORATIONS

# ILLUMINATING OUR CULTURE THROUGH STORYTELLING

Sundance Institute has worked closely with many of the world's leading foundations, government agencies, and corporations to revolutionize the way stories are told and shared. We are proud to highlight just a few of the many organizations that have transformed our work, our artists, and our community.

# **Transformative** Support

SUNDANCE INSTITUTE HAS BEEN HONORED BY VISIONARY SUPPORT FROM THE OPEN SOCIETY FOUNDATIONS, FORD FOUNDATION, AND THE ANNENBERG FOUNDATION. EACH INVESTMENT SERVED AS A CATALYST FOR TRANSFORMATIVE ARTIST PROGRAMS AND MEANINGFUL SOCIAL CHANGE.

**OPEN SOCIETY FOUNDATIONS** As the founding supporter of the Sundance Institute Documentary Film Program (DFP) in 2002, Open Society Foundations established the Sundance Documentary Fund, which has become a leading global resource for independent documentary filmmakers. In addition, OSF's China Program has supported the DFP's annual workshop for Chinese documentary filmmakers in Beijing since 2011. Supported projects emphasize human rights, democracy, and social issues around the world.

FORD FOUNDATION Ford Foundation has also been a vital supporter of the Documentary Film Program since 2000 and is a generous contributor to the Institute's endowment. In 2005, the Foundation began supporting the Documentary Film Program through its JustFilms Initiative.

THE ANNENBERG FOUNDATION The Feature Film Program has been similarly transformed by the generosity of The Annenberg Foundation, which in 2002 made a founding commitment to establish a grant fund for narrative filmmakers. From 2004 - 2011, the Annenberg Foundation Feature Film Fellowship Program enabled more than 100 Sundance filmmakers from 16 countries to develop their projects. Since 2012, the Foundation has generously supported the Institute's general operations.

# FEATURED COLLABORATIONS

# BILL & MELINDA GATES FOUNDATION

In an ambitious effort to spark a global conversation about innovative solutions to global challenges such as extreme poverty and hunger, Sundance Institute and the Bill & Melinda Gates Foundation teamed up this year to present the Sundance Institute Short Film Challenge—a commissioning program of short narrative and documentary films created by Institute Alumni, and by filmmakers selected through a public call for submissions. Harnessing the universal power of independent storytelling with a wide global reach, the Institute and the foundation are collectively working to inspire millions around the world.

# BRITDOC/GOOD PITCH

Sundance Institute has been working with The BRITDOC Foundation since the inception of Good Pitch in 2008 in the UK. With events in the U.S., UK, Europe, India, Argentina, South Africa, and Australia, the Good Pitch model convenes documentary filmmakers with foundations, NGOs, campaigners, philanthropists, policymakers, brands, and media around pressing social and environmental issues. To date, over 60 Sundance Institute Documentary Film Program-supported films have participated in Good Pitch, gaining production and outreach funds and forging new collaborations that have increased the reach and impact of their films. Good Pitch events create a lively, exciting atmosphere for independent documentary, which amplifies their reach and ultimately the filmmakers' aspirations for their film. By piloting the way for new funders and strategists to enter the documentary space, the collaboration between the Institute and Good Pitch advances the role of nonfiction storytelling to create social change.

After more than a decade of extensive support as a Presenting Sponsor of the Sundance Film Festival, in 2014 HP and Sundance Institute expanded the relationship to establish the Sundance Institute I HP Fellowship. Understanding that the Sundance Labs are a critical start to a filmmaker's journey, this new fellowship is offered to a Lab participant distinguished by a project that demonstrates a passion for technology and innovation in independent filmmaking. This year's award went to Daniel Kwan and Daniel Scheinert to push forward their project Swiss Army Man with funding and comprehensive, ongoing technology support. HP's commitment to the creative community extends to providing resources for the Institute's day-to-day operations. Faster networking, servers, personal computers and monitors and copy and printing products allow Institute staff to more effectively achieve the mission. HP also contributed high-end server hardware to the recent Digital Asset Management (DAM) project enabling the Institute's historical materials to be available online.

# KICKSTARTER

Sharing a love for the best independent culture in the world, Kickstarter has been the Institute's exclusive crowd-funding partner and a critical part of the #ArtistServices Program since 2010. As one of the first cultural organizations to have a dedicated page on Kickstarter, Sundance has leveraged its brand power on the platform to support the success of hundreds of film campaigns. To further empower Sundance alumni to build the best possible campaign strategies to reach their fundraising goals, Kickstarter collaborated with the Institute to offer workshops and events across the world from London and New York to Utah and Los Angeles.

# TIME WARNER FOUNDATION

As a founding supporter of Sundance Institute's Diversity Initiative, Time Warner has emboldened the Institute's longstanding mission to invest in a great diversity of voices. By providing grants and Lab Fellowships to over 45 artists from various backgrounds since 2011, the Time Warner Fellowship Program has made supporting diverse stories an institutional priority. The Fellowship Program now spans a variety of Institute programs, including Feature Film, Theatre, Native American and Indigenous, Documentary Film, and Film Music. The Fellowship has provide critical resources to a broad range of today's most innovative and distinctive storytellers, including Ryan Coogler (Fruitvale Station), Sydney Freeland (Drunktown's Finest), and Chloé Zhao (Songs My Brothers Taught Me).

# SKOLL FOUNDATION

In 2007, Sundance collaborated with the Skoll Foundation to launch Stories of Change: Social Entrepreneurship In Focus Through Documentary. Designed to support the making of films that examine and amplify innovative approaches to the major social challenges of our time, Stories of Change pairs filmmakers with social entrepreneurs from around the world. Addressing subjects such as empowered female educators in Afghanistan, to an architect transforming lives along the floodprone river basins of Bangladesh, these inspirational films shed light on untold stories of hope, invention, and progress. By fostering a remarkable community of activists who would otherwise never be connected, Stories of Change also brings together filmmakers and entrepreneurs throughout the year at key global gatherings, including the Skoll World Forum in Oxford and the Sundance Film Festival.

# **UTAH HOST STATE**

As host of the annual Sundance Film Festival, the State of Utah supports the Institute in creating a thriving place for local and global audiences to be transformed by the power of storytelling. Since 2009, the Sundance Film Festival has provided an economic impact of more than \$370 million for Utah businesses and residents, and international brand recognition for the Utah Office of Tourism to attract additional tourism and interest. This unique relationship garners opportunities for new businesses and other agencies like the Utah Governor's Office of Economic Development and the Utah Film Commission, which use the platform of Sundance to draw film industry and future productions to Utah. Beyond January's Festival, community programs inspire local Utahans, who consistently welcome and celebrate the independent stories and original voices championed by the Institute.

# **WOMEN'S INITIATIVE:** THE HARNISCH FOUNDATION AND DOVE

Sundance Institute supports female filmmakers through two unique collaborations. The Women's Initiative Fellowship Program is a cornerstone of a new project with Women in Film/LA to foster gender equality in American independent cinema. The Harnisch Foundation Coaching Program pairs each Fellow with a distinguished professional coach who provides mentorship and support as each filmmaker pursues the next steps of her projects and career within the independent industry.

Sundance also teamed up with Dove to commission a short film project by an Institute alum. Documentary filmmaker Cynthia Wade, was selected to work with Award-winning filmmaker Barbara Kopple to collaborate on Selfie, which explores female teenagers' use of social media to discover inner and outer beauty. Since its premiere at the Women at Sundance Brunch at the 2014 Festival, the film has attracted more than one million views on YouTube and won a Clio Award.

# INSTITUTIONAL

A THRIVING COMMUNITY AND A COMMITMENT TO INNOVATION

DONORS

1M+ FACEBOOK, TWITTER, INSTAGRAM FOLLOWERS

12M+ SUNDANCE.ORG VISITORS



SEASONAL STAFF (245

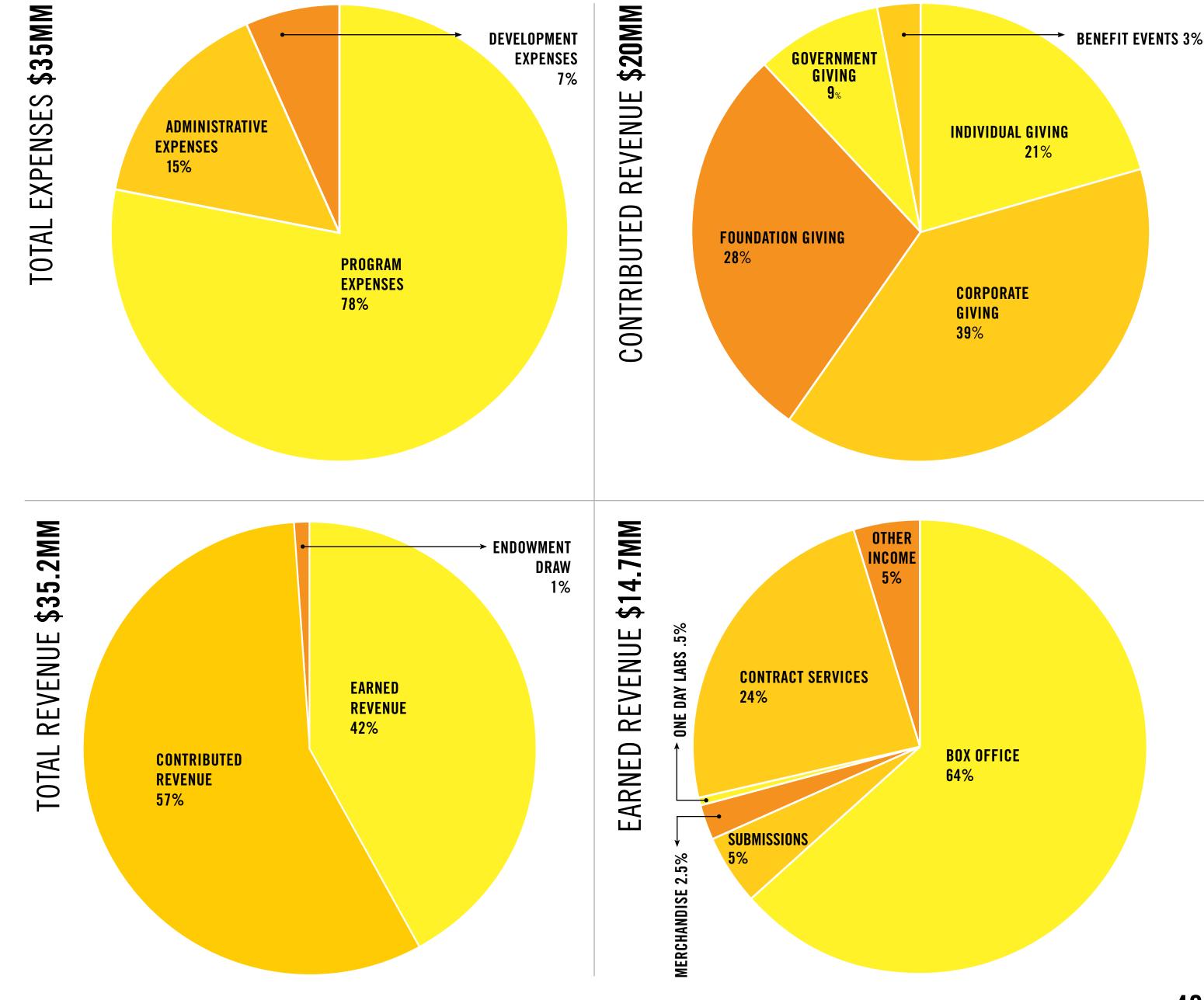


OFFICES IN CALIFORNIA, NEW YORK, AND UTAH

SUNDANCE FILM FESTIVAL ECONOMIC IMPACT IN UTAH

# FINANCIAL HEALTH

As Sundance Institute dares to take tremendous risks on supporting bold, innovative artists, the Institute also remains deeply committed to sound fiscal management and strong institutional health. Proving to be another financially healthy year for the nonprofit Sundance Institute, the FY14 year end includes a total cash revenue of \$35,216,506, with less total expenses of \$35,043,443, resulting in net income of \$173,063.



# FOCUS ON THE ARIST

# IGNITE NEW VOICES

Sundance Institute believes that independent artists, if given the resources and a place to foster selfexpression and a sense of community, have the potential for far-reaching creative and cultural impact. These are the storytellers we have been proud to support throughout 2014.

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Robert Redford at the opening of the 1981 Directors Lab.
Photo by Sharon Beard.

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Quentin Tarantino, Steve Buscemi, and David Jensen at the 1991 Directors Lab. Photo by Sandria Miller.

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Gabriela Amaral Almeida at the 2014 Directors Lab.
Photo by Ryan Johnson.

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Atmosphere at the 2014 Feature Film Music and Sound Design Lab. Photo by Jen Siska.

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Fruitvale Station,
2013 Sundance Film Festival.

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Michelle Satter.
Photo by Fred Hayes.

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Wadjda, 2009 Rawi Screenwriters Lab

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Tabitha Jackson.
Courtesy Tabitha Jackson.

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Roger Ross Williams at the 2013
Sundance Film Festival.
Photo by Kristin Murphy for Wirelmage.

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Philip Himberg.
Photo by Fred Hayes.

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Fun Home rehearsal at
The Public Theater.
Photo by Tammy Shell,
courtesy The Public Theater.

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Peter Golub. Photo by Fred Hayes.

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Timo Chen at the 2014 Feature Film Music and Sound Design Lab. Photo by Jen Siska.

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Bird Runningwater.
Courtesy Bird Runningwater.

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Drunktown's Finest, 2014 Sundance Film Festival.

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Shantell Martin at the 2014
New Frontier Artist Residency at MIT.
Photo by Jonathan Beckley, courtesy
Shantell Martin.

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Jigar Mehta at the 2014 #ArtistServices workshop in San Francisco.
Photo by Brandon Joseph Baker.

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Dee Rees at the 2008 Directors Lab.
Photo by Fred Hayes.

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John Cooper, Keri Putnam, and Robert Redford at the 2014 Sundance Film Festival. Photo by Calvin Knight.

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John Cooper.
Photo by Stephen Speckman.

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Egyptian Theatre marquee.
Photo by Fred Hayes.

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Whiplash, 2014 Sundance Film Festival.

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Atmosphere at 2014 NEXT FEST. Photo by Michael Rababy.

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Frank screening, 2014 Sundance
London Film and Music Festival.
Photo by Tim P. Whitby for Wirelmage.

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*Ping Pong Summer* community screening, 2014. Photo by Fred Hayes.

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Atmosphere from 2014 Film Forward in Taiwan.
Photo by Sundance Institute.

WINTERS BONE BETTER LUCK TOMORROW SMOKE SIGNALS RESERVOIR DOGS **PRECIOUS** FRUITVALE STATION HOOP DREAMS THE INVISIBLE WAR ELECTION CLERKS LITTLE MISS SUNSHINE TROUBLE THE WATER FUN HOME THE LARAMIE PROJECT LONGTIME COMPANION WHIPLASH BOYS DON'T CRY THE BLAIR WITCH PROJECT THE COVE CITIZEN FOUR EL MARIACHI HEDWIG AND THE ANGRY INCH SEX LIES AND VIDEOTAPE LONGTIME COMPANION TARNATION CENTRAL STATION THE CASE AGAINST 8 BOYHOOD MI VIDA LOCA NAPOLEON DYNAMITE IN THE BEDROOM ONCE THE SQUARE BEASTS OF THE SOUTHERN WILD PASSING STRANGE BORN INTO BROTHELS THE LUNCHBOX ANGELS IN AMERICA TROUBLE THE WATER DEAR WHITE PEOPLE PARIAH QUEEN OF VERSAILLES HALF NELSON SIN NOMBRE BUFFALO '66 I AM MY OWN WIFE SIKUMI/ON THE ICE MEMENTO

