



COLLEGE OF THE CREATIVES

Target Recipient

DEFINING THE PROJECT AND ITS GOAL:

Project Descriptors:

» Wonder

» Mystery

» History

» Engagement

» Action

ABOUT THE PROJECT'S CALL-TO-ACTION:

The College of the Creatives Cabinet is a secret and mysterious alternate reality art experience that thoughtfully targets its intended recipients. The cabinet includes timely social-action underpinnings+subverted negative cultural tropes. This project is designed in this manner to authentically speak to who the intended recipients are

as people, while unexpectedly delighting and producing a genuine connection to them that then inspires and mobilizes them to start a dialogue about the importance of art and culture in our society in response to the current administration's announced plans to cut funding for public art initiatives.

KEY DEMOGRAPHIC BREAKDOWN:

Demographics: Nerdy and creatively inclined individuals that are thoughtful, socially-conscientious, and interested in using their art and craft to help create a more egalitarian and peaceful world

Age Range: Primarily 25 - 45

Gender: Both men and women

Location: Primarily North America, with most recipients located in and around major metropolitan areas, specifically their media and entertainment industries

Creative Vocations: Artists, Filmmakers, Musicians/ Composers, Performers, Talk Show Hosts, Pundits, Critics, Journalists, Writers, Makers, Scientists, and Technologists

PSYCHOGRAPHICS

Favorite Movies Growing Up: The Indiana Jones film trilogy, the original Star Wars trilogy, the Back to the Future trilogy, the whole Universal Monsters movie catalog, Planet of the Apes, The Goonies, The Explorers, The Last Starfighter, WarGames, The Monster Squad, The Sandlot, and A Christmas Story

Favorite TV Shows Growing Up: The Max Fleischer Animated Superman series, The Little Rascals, the black and white live action Superman TV show, the 60's live action Batman TV show, Thunderbirds, The Original Star Trek series, and The Twilight Zone Series

Favorite Books Growing Up: The Outsiders, Treasure Island, Robinson Crusoe, 20,000 Leagues Under the Sea, Around the World in 80 Days, Tarzan, John Carter, The Island of Dr. Moreau, Frankenstein, Dracula, and/or old western books

Hobbies Growing Up: Boy/Girl scouting, playing old school Atari/NES/arcade games, comic books, magic tricks, collecting cards, Mad Magazine, building vehicle and classic Universal Monster movie models, making movie makeup effects based on the Universal Monster movies, and Erector/Lego sets

Most Resembles these Movie Characters Growing Up:

Calvin from Calvin and Hobbes, Mikey from The Goonies, Elliott from E.T., Ralphie from A Christmas

Story, and any of the kids from the following movies: The Explorers, The Sandlot, and/or The Monster Squad

CABINET RECIPIENT CASE STUDY

JJ Abrams is an American film producer, screenwriter, and director colloquially known as the “heir apparent of Steven Spielberg”. He’s most famous for his TV show *Lost* and directing the movies *Star Trek* (and its sequel), *Mission: Impossible III*, and *Super 8*. He also directed and co-wrote the movie *Star Wars: The Force Awakens*.

JJ was a thoughtful, imaginative, curious, and nerdy kid obsessed with the Sci Fi genre, tinkering with electronics, and magic. As a child JJ was encouraged to explore the unseen/unknown and the mysterious infinite possibilities contained within life by his grandfather, the many books he read, TV shows and movies he watched growing up. By his own account, as a child he was a lot like the lead characters in contemporary cult classics like: *The Goonies*, *A Christmas Story*, *The Explorers*, and *The Monster Squad*.

Beyond the entertainment industry, JJ is also a philanthropist. In early 2013 JJ and his wife, Katie McGrath, founded the McGrath and Abrams Family



Foundation. Their foundation focuses on the city of Los Angeles, where grants from the foundation have gone to education, policy, human services, and the arts. Like his grandfather and the many Sci Fi luminaries he idolized as a child, JJ knows that he owes a great deal of debt to the community he grew up in for helping him become the person he is today. Like Sci Fi great Robert Heinlein, JJ is a proponent of “paying it forward”.

QUALITATIVE OBSERVATIONS

Thanks to the creative work that informed him as a child, JJ now tells fantastical stories about exploration of the unseen/unknown and the mysterious infinite possibilities contained within life. Like his biological and creative forbearers, JJ is also now inspiring a whole new generation. While some critics would say JJ only makes popcorn fare, others would argue that if you looked just under his film’s genre wrappings you’d consistently find stories about groups of diverse people overcoming adversity in search of hope and truth, often lead by strong women.

If you spent even more time looking under the wrappings of all of JJ’s films you’d realize that his themes, like the genres he chooses to make films in, repeat over and over again throughout the continuum of his career... When taken a film at a time these themes often go by unnoticed, but when taken as a whole over the span of his career (more specifically his audience’s lifetime) they

tend to compound (thanks in large part to his creative clout, mass appeal, and rabid fanbase) reaching huge swaths of society, slowly working on these portions of the population in powerful and subconscious ways. Further driving all of this is JJ’s egalitarian beliefs, philanthropic efforts, and “pay it forward” mentality. When considering everything above it’s not hard to see that the thematic repetition found in his films is deliberate, and often done with the intention of repeatedly exposing viewers to his values, the results of which can only be quantified over a lifetime of cumulative exposure, slowly normalizing the advancement of social justice as his repeated themes slowly and invisibly help shift long held societal baselines. In this way, when viewed from a mile high it becomes obvious that JJ is actively trying to normalize the idea of an egalitarian and utopian world where people of all stripes work together for the greater good.

ASSESSMENT AND RECOMMENDATION

Imagine if you will, the opportunity to bring together a group of influential, thoughtful, and like minded creatives like JJ. What would it take to accomplish this? Would you believe us if we told you all it would take to do this would be a authentic mystery box tailor made for these creatives. What societal good could these creatives accomplish when brought together to focus on a unifying topic? What truths would they uncover about this topic? What kind of broader insights about society and our culture related to that topic could they uncover and surface? What kinds of public dialogue could they set into motion around that topic using their creativity and clout? What if the topic of conversation was near and

dear to them all, specifically related to the importance of art and culture within our society? Do you think they'd have something to say about that? What if we further narrowed this conversation down to the importance of publicly funded art? What could a group of influential, thoughtful, and like minded creatives (like JJ) accomplish with regards to the protection of publicly funded art?

Given JJ and his peers, we believe that if we build it, they'll come; and you better believe that when they do come it'll be huge! We're currently about a quarter of the way there, and would like your help getting the rest of the way there.

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