



COURTENAY

C R E A T I V E



Latin America
Centre of
Asia-Pacific Excellence

Connectivity Report

Latin America Centre of Asia-Pacific Excellence
Content Development and Collaborations between Latin America and NZ

15 December 2020



THE PROJECT

The partnership between New Zealand Creative (Courtenay Creative) and the Latin America Centre of Asia Pacific Excellent (CAPE) was established with the aim to stimulate and develop interest in the Latin American region to foster creative business connections and collaborative partnerships between Latin America and New Zealand.

Project originally covered a visit from [Jason Della Rocca](#) to New Zealand to present workshops and an exhibition of Latin American Game Developers at the 2020 New Zealand Game Festival. Due to the current COVID-19 situation, international travel was no longer possible, so like all creative organisations we adapted and came up with some ideal and effective engagement alternatives that have provided an even more comprehensive engagement outcome.

The following pages outline what we have created and delivered - covering 3 main areas:

- Content Collaboration. We remotely developed a show reel showing the work of our LatAm creators, relationships that we developed after my visit to México last year. This show reel also has several supporting pages on our website and a blog report about the conversations that took place during our development sessions. All is available on our projects page via the Courtenay Creative website
- Live interview with Gino Acevedo to discuss the insights of our academic research and more casual conversations that have taken place throughout
- Creative Insights research paper. We hope that this document can be used as a resource for understanding the various components that

We have created and will host a dedicated project webpage <https://www.courtenaycreative.nz/projects> .

CONTENT COLLABORATION

Creative Business Engagement and Collaboration between Latin America and New Zealand UPDATE

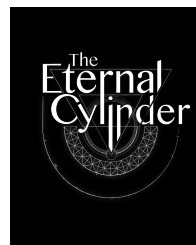
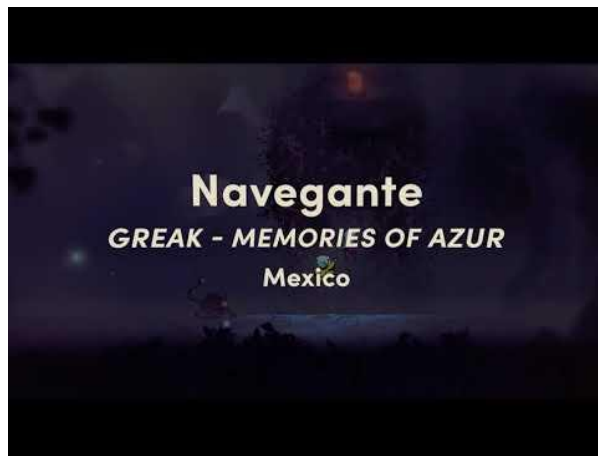
Miramar Creative is showcasing online content that we have collaborated on remotely with creative gaming and interactive media companies throughout Latin America. With the assistance of [Jason Della Rocca](#) who is a game industry entrepreneur, funding advisor, and cluster expert, we connected with 7 of the best game developer companies in Mexico, Brazil and Chile.

The NZ/LATAM Collaboration Showreel

The collaboration Showreel is being hosted on YouTube and includes a link to our [Courtenay Creative Projects](#) page where likely collaborators will be able to find out more details and contacts of the LATAM game designer collaborators.

Sizzle Reel created by

BEYOND



PATO
BOX



THE SIGNIFIER



CONTENT COLLABORATION

The NZ/LATAM Collaboration Showreel Collaborators:

Samir Duran, Mexico - [Bromio](#), [Pato Box](#)

Rodrigo Fernandez, Mexico - [Navegante](#), [Greak: Memories of Azur](#)

Jorge García, Mexico - [Lienzo](#), [Mulaka](#)

Mark Venturelli, Brazil - [Relic Hunters - Rogue Snail](#)

Sandro Manfrendini, Brazil - [Aquiris](#), [Horizon Chase](#)

Carlos Bordeau, Chile - [Ace Team](#), [Eternal Cylinder](#)

David Fenner, Chile - [Playmestudio](#), [The Signifier](#)



COLLABORATION CONNECTIVITY - WEBSITE METRICS

Remote Creative Business Collaboration Project and Delegation between NZ and Latin America Showcasing Game Developer Companies in Latin America.

During the month of November [The New Zealand Game's Fest](#) showcased this collaboration via their website and supporter's social media channels.

[Read the Blog here and follow them for updates!](#)

[NZ Games Fest Facebook](#)

[NZ Games Fest Instagram](#)

[NZ Games Fest Twitter](#)

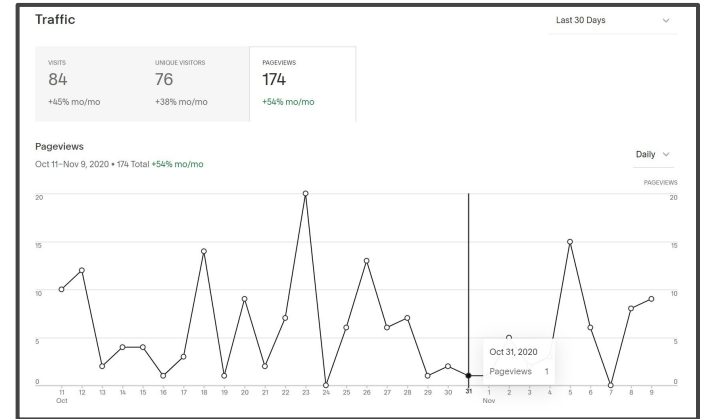
[Courtenay Creative Projects](#)

Website Activity

From Oct 8 - Nov 9 = 174 page views, 50% of those views have clicked through to LatAm websites

From 10 Nov - Dec 4 = 265 page views, 60% of those views have clicked through to LatAm websites

Of these first 2 months of social media presence, Creators have reported 8 potential projects underway



CONVERSATIONS WITH LATAM CREATORS

During the creation of the Latin America Game Developers Showreel, Kristy had several interesting conversations with Creators, check out the link below to view full report, however here is an excerpt.

“Recruitment of skilled VFX workers was an interesting discussion point. Due to the inability of organisations to be able to do the necessary face to face induction into new roles in companies all across the world, there were significant opportunities for employment being offered to workers located far and wide across the globe. Working from home is still the norm across many areas in Latin America and continues to provide these opportunities.”

In 2017 Miramar Creative worked in partnership with Victoria University of Wellington to open the Miramar Creative Centre, a state-of-the-art production facility where students can study in the heart of the screen sector in Miramar As part of Kristy’s role as CEO of Lane Street Studios, she is responsible for the overall design and delivery of a range screen production facilities, development of the business and teams working within plus training and education of crew to run the facilities and to support the wider national screen sector.



[You can read the full conversations document here](#)

REPORT - INTERVIEW WITH GINO ACEVEDO - WETA DIGITAL

As part of this project, we will interview Gino Acevedo from Weta Digital. The interview will take place live and will also be filmed and hosted on our website from February 2021.

Gino Acevedo is Creative Art Director at Weta Digital and has lived in New Zealand over 25 years after being asked by Richard Taylor to join the Weta team to supervise the special makeup effects and color designs of the creatures for Peter Jackson's *The Lord of the Rings* trilogy. Prior to this, Gino had been working in the Los Angeles film industry for more than 10 years.

Gino's family is originally from México and has of 30 years of experience working with creatives from Latin America and in this interview he talks about best practices, tips and advice about creative business collaborations between New Zealand and Latin America.

As a generous philanthropist always looking to support the development of creative capacity - Gino's enthusiasm and encouragement of this project has been ideal and will add further integrity to the published outcomes of this project.

Read more about Gino [here](#).



REPORT - THE RESEARCH

Associate Professor Leon Gurevitch (VUW School of Design Innovation) presents his research on Creative Industries Market Insights Research report. Here's part of the executive summary...

"The economic value of the creative economy has been a subject of much debate in recent years: debate that came into sharp focus in 2020 as the global pandemic shut down economies and has led to an ongoing hit to the creative arts sector. Commentators and global citizens alike have been quick to note that while sections of the creative sector have been devastated by ongoing lock-downs, demand for digital creative entertainment has rocketed. A fact that emphasises the degree to which the economic basis and returns of the creative economy can be relied upon in some instances and difficult to predict in others. An equally noteworthy consequence of a pandemic that has brought unexpected disruption in some cases but accelerated change already underway in others has been its revelation of the resilience of networked digital creative production. New Zealand can build the groundwork for positive returns in the creative economy with Latin American countries if we support policies and projects to encourage collaborative relationships now. Collaborations and policies to encourage them should be developed with a full understanding of the significant political and economic shifts taking place at the geopolitical level. This report focuses on three Latin American countries: Mexico, Columbia and Chile and considers them in light of collaborative potential with New Zealand. One of the reports author's spent 6 weeks on an educational and creative business fact finding mission to Latin America while the other has ongoing business links across the sector and the world. After an extraordinary year that has seen the widespread of a global pandemic, this report considers creative digital economies and their capacities to build partnership regardless of adversity."

[Read Leon's research here.](#)



THE DETAILS - IN CONCLUSION

We are very pleased of the outcomes achieved as a result of this project, we have formed some long lasting partnerships with Latin American creators and will continue to host and promote their content and work on our website for at least another 18 months. A summary of components of this project are as follows:

- Interview with Gino Acevedo about our research and conversations with Latin American creators - to follow in February 2020
- Show reel highlighting the capacity of LatAm creators with supporting bio's and links to their websites to promote business engagement
- Creative Industries Market Insights report by Assoc. Professor Leon Gurevitch and Kristy Grant
- Dedicated [project webpage](#) hosted by Courtenay Creative for at least 18 months, which provides overview and live links to creators work in Latin America that have supported this project
- Social media posts including support of this project by the NZGDA - see social media schedule attached
- Collaboration Connectivity Report will be updated and submitted to LatAm CAPE team monthly - see metrics for November and December on slide 5
- Kristy promoted and referenced the outcomes and successful connectivity of this project at various speaking events in particular “Koreroreo” and the “México Wayfinding Session”. Kristy will continue to promote this project and reference Latin America CAPE wherever possible
- Additionally Kristy has put together a “LatAm Conversations” report, which can be published on the website - also includes info and links to creators

THE PROJECTS AND PARTNERSHIPS

The Roxy5 Short Film Competition

The Roxy5 Short Film Competition, presented by the Miramar Events Trust and The Weta Group, is an annual short film competition for school students years 7-13. Students from across the greater Wellington region are challenged to create their own short film incorporating three essential elements unique to each year.

<http://www.roxy5.nz/>

The Miramar Creative Centre

The Victoria University of Wellington Miramar Creative Centre is Wellington's newest hub of innovation and imagination. The Miramar Creative Centre is a collaboration between Miramar Creative and Victoria University of Wellington and offers students and other interested parties the opportunity to hone their crafts in the heart of Wellington's creative industries.

<https://www.miramarcreative.nz/>

Courtenay Creative

Courtenay Creative, a satellite of Miramar Creative, is based in the centre of the Tory/Courtenay Creative tech quarter. Complementing our production facilities available in Miramar, we are able offer a range of spaces perfect for creative activities including Workshops, Exhibitions, Live Performances, Rehearsals and Production offices. Plus spaces are set up for creative business activities including meetings, conferences, seminars and team building sessions.

<https://www.miramarcreative.nz/courtenay-creative>

Lane St Studios

Lane Street Studios is a new screen production precinct in the heart of New Zealand's screen industry. Situated in Upper Hutt, the world class facility has everything you need to accommodate a variety of projects ranging from TV to large scale screen productions.

<https://www.lanestreetstudios.com/>

Partners

YouTube / Google Creator Lab
NZ Games Festival (NZGF)
Epic (Unreal Engine)
LatAM CAPE
TVNZ / Media Works
Export NZ / NZTE and MFAT
The Weta Group
Victoria University of Wellington
Massey University
Toi Whakaari
Te Auaha
World of WearableArt
Destination Australia
Max Patté
NZ Games Designers Association
Pik Pok & Dino Polo Club
Create Wellington

**We've loved
working with
you - thank you!**

