



HATCH

2011

Our Mission:

MENTORING, INSPIRING & CONNECTING THE NEXT GENERATION OF CREATIVE MINDS

ASHEVILLE // APRIL 14-17

BOZEMAN // OCTOBER 5-9



HATCH
2011

FILM
MUSIC
FASHION
JOURNALISM
ARCHITECTURE
PHOTOGRAPHY
DESIGN // TECHNOLOGY

'I am HATCHed!' I started my talk with these three words and still carry the goose-bumps from being inspired at Hatch.

Rajeev Kulkarni

Inventor, Head of Global Engineering & R&D
3D Systems, Inc.



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PANELS /// PRESENTATIONS /// MENTORING /// WORKSHOPS /// EXHIBITS /// NETWORKING /// FILMS /// MUSIC /// AWARDS



WHAT IS HATCH?

HATCH is a biannual **four-day experience** that energizes creative professionals and thought leaders who are serious about transforming their ideas and talents into bold action, while inspiring others to do the same.

While HATCH invites the mentors and groundbreaking artists, anyone with a creative spirit can participate. Tens of thousands have attended previous HATCH events, and **with hundreds of thousands** visiting our website.

During HATCH, local studios, galleries, theaters, concert halls, and other select locations throughout downtown Asheville and Bozeman become HATCH venues that host experiential exhibits, panels, workshops, and networking events. **The energy of HATCH surrounds and engages you.**

HATCH is unique because attendees and sponsors are part of the creative process. Everyone has **intimate access** to influential industry professionals across a range of creative disciplines.

HATCH 2011 will bring over **70 top professionals** from seven creative fields to Asheville and Bozeman to act as mentors. Past mentors have included Jeff Bridges (film), Jackson Browne (music), Eliza Jimenez (fashion), Jeff Pohlman (journalism), Jeff Whetstone (photography), David Riz (architecture), and Manuel Lima (design & technology).

The magic of HATCH comes to life when cross-disciplinary explorations lead to exposure within the creative community, expansion of ideas & actions, and evolution of creative visions.



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What will you HATCH?

"The end of HATCH, is the beginning of everything else."

Adrian Belic
Oscar Nominated Filmmaker
for "Genghis Blues"

HATCHING SUCCESS

- ▶ HATCH has been recognized by major film studios such as FOX, Warner Bros, and Universal as a magnifying glass for discovering the next generation of filmmakers.
- ▶ HATCH connects Oscar, Emmy, Grammy, Pulitzer prize winning mentors with young students from around the world
- ▶ HATCH has been featured in National press including Variety, Hollywood Reporter, Moving Pictures Magazine, People, USA Today, BBC World, Screen, Entertainment Tonight, Written By, Paste Magazine, The LA Times, the Business of Film, Sky West, Horizons, SPIN Magazine, and more.
- ▶ HATCH website is visited by more than 154 countries every year
- ▶ HATCH website averages 600,000 hits during April & October, and over 1.5 million/year
- ▶ Some of the HATCH panels have been viewed over 1,000,000 times in a year
- ▶ HATCH events are attended by over 15,000 attendees each year
- ▶ Over 5,000 individual students mentored so far
- ▶ Over 50 young musicians mentored
- ▶ Over 100 students given all expenses paid trips to HATCH for mentorship
- ▶ Scholarships Awarded since 2004 - \$200K



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VERY IMPRESSIVE



BENEFITS OF HATCH

HATCH is the **first and only** arts and entertainment experience built around creative mentorship.

Any company wishing to **immerse its brand** in a community of current and future creative innovators can benefit by getting involved with HATCH.

In addition to comprehensive event exposure and presence, HATCH offers ...

- ▶ **Access to top creative talent across multiple artistic & entertainment disciplines - the influencers and opinion-leaders who are shaping the landscape of our future.**
- ▶ **An opportunity to discover groundbreaking new creative content by being engaged with up & coming new talent.**
- ▶ **A showcase position in this young, fearless, intimate biannual event that is poised for even more dynamic growth.**



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HATCH does something very unusual

- it provides a place for global thought-leaders, innovators, and creators to go for inspiration and energy.

Cameron Lawrence

Poe Family Distinguished Faculty Fellow at the University of Montana,
Graduate of the London School of Economics

CONTACT US for details and learn more at hatchexperience.com



We customize sponsorship packages to meet your goals & needs. Your sponsorship package could include any of the following elements:

- Branding
- Licensing & Promotional Rights
- Advertising
- Hospitality
- Product Integration

FROM THOSE WHO'VE HATCHED

"I had a PHENOMENAL time and consider it the best conference I have attended. In fact I am no longer going to academic conferences as they are generally uninspiring. The mix of artists, filmmakers, musicians, technologists and entrepreneurs is inspiring and invigorating. Hatch does something that is very unusual as it provides a place for global thought-leaders, innovators and creators to go for inspiration and energy."

**Cameron Lawrence // University of Montana
Graduate of the London School of Economics**

"I met the most interesting people and it was by far the best festival that I have attended as it is very inclusive and promotes engagement with one another."

**Kelly Watson // SPIN magazine
VP of Sales & Strategic Partnerships**

"Hatch is inspiring lives to better our world. I'm a visionary and therefore see the potential of all things. Hatch, its causes, their abilities to promote and rise up innovators through mentor programs, is endless."

Jason Blair // UNWeb.org Founder

"At Hatch, I learned that there is still a lot to learn. I learned that Hatch is not just about film, music, design, technology, architecture or journalism. It is about coming in as a student to learn, be inspired, open your mind, cultivate talent and develop friendships. The goal is to be inspired. Thank you for pushing me ahead on the learning curve."

**Rajeev Kulkarni // 3D Systems, Inc.
Inventor, Head of Global Engineering and R&D**

"These people have rallied around me... in just a few days I've really grown as a musician and I can definitely say it's the best thing that's ever happened to my career. It's the chance of a lifetime."

Amber Tisue // HATCH Music Groundbreaker

"Hatch is a delicious feast of experiential learning and tutoring, of mentorship and constructive doing. I found Hatch to be a brilliant mash-up of media and artistic disciplines that reflects real cultural shifts happening all around us."

**Jim Banister // CEO, Spectrum Media
Author & Former Chief Development Officer Warner Bros online**

