

# Creative Architects: Short Film Project Strategy Lab

## Four-Day Project Architecture Programme

### Dates:

**Weekend 1:** Saturday **February 28th** – Sunday **March 1<sup>st</sup>, 2026**

**Weekend 2:** Saturday **March 7th** – Sunday **March 8<sup>th</sup>, 2026**

**Format:** Two weekends · In person · Application-led

**Projects:** Individual filmmakers or core creative teams of up to **two people per project**

**Cohort size:** Limited (maximum 3–4 projects)

**Location:** Brighton & Hove (venue shared upon acceptance)

**Led by:** Oscar®-shortlisted producer Elettra Pizzi

Applications close: February 9<sup>th</sup> 2026

## Programme Overview

The Short Film Full Lab is a selective, producer-led programme designed to support filmmakers in fully architecting a short film project — from development through production and release — with clear professional outcomes in mind.

Across four intensive days, participants work in depth around a **single short film project**, using it as the central focus for analysis, decision-making, and strategic design. The lab examines how creative, production, and release choices interact, and how a project can be deliberately shaped to function as a precise career move.

The Full Lab goes beyond strategic literacy into **applied project architecture**. Participants are guided to pressure-test their project across concept, scale, ambition, positioning, financing logic, production structure, and circulation strategy, building a coherent framework that aligns creative intent with professional impact.

## DAY 1 — Career Intent & Project Definition

Day 1 focuses on clarifying *why this project exists*, what it is designed to achieve professionally, and whether its core proposition is aligned with the participant's career moment.

### Areas of focus include:

- Defining career context and professional objectives
- Clarifying what the project is designed to unlock
- Understanding how short films are read at this career stage
- Interrogating concept strength, originality, and intent
- Scale and ambition in relation to experience and resources
- Positioning the project within the short film landscape
- Understand the landscape of the selected genre

Participants leave Day 1 with a clearer articulation of the project's purpose, intent, and professional framing.

## DAY 2 — Creative Architecture & Feasibility

Day 2 focuses on the internal architecture of the project and how creative and structural decisions affect feasibility, clarity, and impact.

### Areas of focus include:

- Script and structural interrogation
- Creative vision and authorial positioning
- Identifying what the project needs to generate the impact required
- Pressure-testing tone, format, and scope
- Feasibility, constraints, and opportunity
- Early thinking around production approach and resources
- Exploration of the funding landscape for the selected genre

Participants refine the creative and structural spine of the project, ensuring it is coherent, intentional, and achievable.

### **DAY 3 — Production Strategy & Packaging**

Day 3 focuses on how the project is practically designed to be made, and how production choices signal professionalism, ambition, and readiness.

#### **Areas of focus include:**

- Production structure and decision-making
- Exploring co-production pathways
- Financing pathways and support mechanisms
- Budget logic and scale calibration
- Packaging strategy and collaborators
- Roles, responsibilities, and team configuration
- Aligning production choices with career outcomes
- Working alongside short-filmmaking balance and frameworks
- Contractual framework and credits for teammembers

Participants develop a clearer production strategy that supports both the project and their wider professional goals.

### **DAY 4 — Release, Circulation & Leverage**

Day 4 focuses on how the project enters the world and how it is designed to create visibility, momentum, and next steps.

#### **Areas of focus include:**

- Release ambition and circulation models
- Festival strategy and positioning
- PR, visibility, and professional signalling
- Awards campaigns for BAFTAs, BIFAs and Oscars
- Understanding how short films travel and are received
- Designing the project as a bridge to future work
- Defining post-lab next steps and actions

Participants leave with a coherent, end-to-end project architecture — and a clear understanding of how the film is designed to function as deliberate professional leverage.

### **Application Process**

- The Full Lab is **highly selective** and capped to ensure depth of work.
- Applications are welcomed from individual filmmakers or **core creative teams of up to two people per project**.
- Applicants must have a short film project at a meaningful stage of development.
- Selection is based on:
  - the project's readiness for deep interrogation

- the applicant's career moment
- the suitability of the Full Lab for the intended outcomes

**Applications close three weeks before the lab start date.**

Offers are made by email.

**Payment is required only after acceptance.**

#### **Fees**

**£1,450 per project (up to two participants)**

Payment plans and staged payment options are available following acceptance.

#### **Terms & Conditions**

- Places are confirmed once payment has been received.
- Fees are non-refundable unless the lab is cancelled by the organiser.
- Transfers may be considered at the organiser's discretion.
- Participants are expected to attend all four days.
- The lab involves group discussion and project sharing; confidentiality and respectful engagement are required.
- All intellectual property remains with the participants.
- Programme content may be refined to best serve the cohort.

#### **About Creative Architects LABS**

Creative Architects LABS is a producer-led programme of focused development intensives designed to help filmmakers design projects with intention — aligning creative ambition with career progression, visibility, and long-term growth.