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AT&T SHAPE #FOMO?

AT&T SHAPE 2018 – Tech & Entertainment Expo



Discover what over 14,000 registrants experienced at AT&T SHAPE this past weekend.

With more than 14,000 participants registered, AT&T SHAPE, a tech and entertainment expo was sold-out for the second year in a row, and the largest event open to the public ever held on the Warner Bros. Studio lot. In addition to the list

of [luminary speakers](#) and [interactive](#) demos, here's what you missed this weekend and how you can still get in on the action.

ABOUT AT&T SHAPE

AT&T SHAPE explored the intersection of technology and entertainment.

Attendees interacted with demos, discovered Warner Bros. Studio's backlots and soundstages and heard from industry insiders like director Ava DuVernay, Issa Rae, creator of *Insecure* and *Awkward Black Girl*, Sean Combs, Chairman & CEO of Combs Enterprises, and Brian Krzanich, CEO of Intel.

Having major FOMO you missed these sessions? Check out the livestreams available at shape.att.com. And, you can still participate! While you're on the website, vote for your favorite film in the AT&T SHAPE Create-A-Thon competition when the finalists are announced on June 22.

Sessions, panel discussions and demos covered:

- How New Technologies Are Revolutionizing The Way We Tell Stories, Play Games and Connect
- The Future of 5G
- The Way Technologies Are Changing The Media Landscape
- Trends in Advertising, Personalization and Engagement

AT&T FILM AWARDS

AT&T SHAPE 2018 Film Awards



The 2018 AT&T Film Awards invited the next generation of storytellers to submit their short films for a competition. The contest was open to emerging and underrepresented creators – with a focus on innovative filmmaking technologies – from across the U.S. and attracted 1,500 entries.

Seven finalists traveled to AT&T SHAPE to compete for \$60,000 in prizes and the chance to take home the AT&T Film Awards trophy. The SHAPE audience viewed and voted for their favorite film in the Emerging Filmmaker category, and awards were handed out for Best Underrepresented Filmmaker, Best Animated/CGI, Best 360 Cinematic Video, and Best Shot on Mobile.

Check out these films and trailers from the winners and finalists:

Winner, Best Short Film: Emerging Filmmaker

After a screening of the three category finalists and inspiring short on-stage interviews with the finalists, David Christopher, president of AT&T Mobility & Entertainment and co-host director Ava DuVernay, decided to recognize the outstanding work of each film by awarding each finalist \$20,000.

ARE WE GOOD PARENTS?, Bola Ogun, Director

Are We Good Parents (Trailer)



MOOSE, Jonah Ansell, Director

MOOSE (All Ages Trailer)



REAL ARTISTS, Cameo Wood, Director

Winner: Best Underrepresented Filmmaker

STEREOTYPED, Andrea Vicunia, Director

Stereotyped



Winner: Best Animated/CGI

KCLOC, Ninaad Kulkarni, Director

KCLOC



Winner: Best 360 Cinematic Video

MY AFRICA, Anastasia Khoo, Executive Producer

My Africa (Trailer)



Winner: Best Shot on Mobile

NEW YORK, THE PLACE WE LIVE IN, Sung Sohn, Director

New York The Place We Live In



AT&T SHAPE CREATE-A-THON

AT&T SHAPE Create-A-Thon 2018



Over 500 teams submitted scripts for the AT&T SHAPE Create-a-thon and 64 teams were given the opportunity of a lifetime to film on the Warner Bros. Studios lot over one weekend in the [AT&T SHAPE Create-a-thon](#). Teams were provided unprecedented access to shoot scenes for their short film using iconic sets.

Additionally, to bring new technology into the creative process, teams were also given access to IBM Watson Video Enrichment and Captioning during their editing process.

Judges are narrowing the 64 films down to 3-5 finalists in the “Standard Film” and “Mobile Film categories.”

Check shape.att.com from June 22-June 25 to view the finalists’ films and vote on your favorite. \$30,000 in prizes is up for grabs across the two categories. The winner of the “Best Use IBM Watson Media Tools” category will be awarded \$5,000 and announced on June 27.

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