



SONY PICTURES MEDIA ARTS PROGRAM (SPMAP)

FACTS

DESCRIPTION:

The **Sony Pictures Media Arts Program (SPMAP)** is a program of the City of Los Angeles Department of Cultural Affairs in partnership with the California Institute of the Arts (CAL ARTS) Community Arts Partnership (CAP) and Sony Pictures Entertainment.

The free program offers students between the ages of 11 and 14, living within the City of Los Angeles, fundamentals in animation and art technique. Classes are available in drawing, design, color approaches, animation and media technology. Instruction is provided on state of the art computers and video equipment.

PARTNERSHIP:

The City of Los Angeles **Department of Cultural Affairs (DCA)** oversees and administers SPMAP, determines program sites and coordinates partnerships.

Sony Pictures Entertainment has donated the latest computer and video equipment exclusively for each SPMAP site. The equipment is applied to art instruction, demonstration and an introduction to computer-applied art and animation techniques.

The Community Arts Partnership (CAP) at the California Institute of the Arts is contracted by the DCA to oversee the instruction, curriculum development and evaluation of SPMAP. CAP coordinates SPMAP instructors, teaching assistants and faculty from CAL ARTS' Character Animation Program, considered a national vanguard in animation training.

HISTORY:

SPMAP was developed as a program to address the need for high quality arts training for youth in the City of Los Angeles. The program's focus on animation techniques emerged from an interest to cultivate and inspire young, locally based talent with fundamental art skills and tools required in the entertainment industry's growing fields of art direction and animation.

During FY2001-2002, the program was launched with a twelve-week pre-pilot program housed at three sites - Banning's Landing Community Cultural Center (Wilmington), Watts Towers Art Center (Watts) and the Eagle Rock Community Cultural Center (Eagle Rock) – and met with overwhelming response. Each site included public events that showcased the SPMAP students' artwork.

In FY2002-03, the DCA began a full three-year Pilot Program. This three-year pilot program took place in five locations throughout the city and continues through FY2005-06.

LOCATIONS:

Eagle Rock Community Cultural Center (CD 14)

2225 Colorado Boulevard
Los Angeles, CA 90041
323.226.1617
Jenny Krusoe, Director

William Reagh Los Angeles Photography Center (CD 1)

2332 West Fourth Street
Los Angeles, CA 90057
213.382.8133
Ruben Amavizca, Director

Banning's Landing Community Cultural Center (CD 15)

100 East Water Street
Wilmington, CA 90748
310.522.2015
Lee Sweet, Director

Watts Towers Art Center (CD 15)

1727 East 107th Street
Los Angeles, CA 90002
213.847.4646
Rosie Lee Hooks, Director

San Fernando Gardens Community Service Center

10896 Lehigh Avenue
Pacoima, CA 91331
818.834.9266
Teresa de la Paz, Project Director
Consuelo Telfair, Community Case Manager

CONTACT:

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Los Angeles, CA 90012

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