



PRESS RELEASE

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Bowser Administration Announces Opening of Pigmental Studios' New Animation Headquarters and Student Training Center at Gallaudet University

*Ribbon Cutting on Sept. 23 Marks Official Opening of Animation Leader Pigmental Studios'
District Home*

(WASHINGTON, DC) – Mayor Muriel Bowser, the Office of Cable Television, Film, Music & Entertainment, Pigmental Studios (OCTFME) and Gallaudet University are pleased to announce the opening of Pigmental Studios' District of Columbia Headquarters and Student Training Center in Northeast, D.C on the campus of Gallaudet University.

“We are excited to officially welcome Pigmental Studios to their new home on the campus of Gallaudet University,” said Mayor Muriel Bowser. “Pigmental will be a significant contributor and anchor for the District’s thriving creative economy in jobs, arts education and workforce training.”

Founded by Marina, Pigmental Studios produces animated creative and educational content for feature films, television, gaming, commercials, virtual reality, and online distribution. The animation company announced its plans to establish its new headquarters on the Gallaudet Campus in May of 2015 relocating from Los Angeles, and supervised the renovation of Gallaudet’s Appleby Building to serve as their District home base. An estimated 12 employees will relocate from Los Angeles to the District, and the animation company plans to hire another 25 full-time employees by 2018.

“Pigmental Studios is looking forward to contributing to the local creative economy and establishing a foothold for animation here in the District,” said Marina Martins, Pigmental

president and founder. “We believe our studio will not only generate jobs for the District, but also serve as an engine for creative growth and opportunity going forward.”

In addition to the animation projects Pigmental will produce locally, Pigmental will also participate in several internship, workforce training, and academic partnerships with Gallaudet, the District government, and other local partners. Pigmental and Gallaudet will establish an academic curriculum in animation design and programming.

"Gallaudet University students have much to contribute to the District, our nation, and the world. We are proud partners of Pigmental and are thrilled that the studio leadership and team have recognized the unique potential of our students and faculty," said Gallaudet University President Roberta J. Cordano. "This partnership will open up many new opportunities for our students in the media industry and I am looking forward to seeing the outcome of this exciting endeavor."

Pigmental will also work with the District Government on an innovative new workforce on-the-job training program. The Creative Economy Career Access Program (CECAP) is the first District workforce training program that will provide District resident L.E.A.P. Academy participants private sector trainee placements with local creative economy employers. Pigmental is serving as one of the inaugural employer partners for the program.

“OCTFME is thrilled that Pigmental has opened its doors in the District, bringing more diversity to the creative economy,” said Angie M. Gates, Director of the Office of Cable Television, Film, Music and Entertainment. “We look forward to working with Marina Martins and her team at Pigmental to grow the animation industry here in the District, and offer a wider range of creative economy workforce development and student training programs opportunities for District residents.”

Pigmental’s first Washington, D.C. project will be a partnership with the Open Hands Initiative and Liquid Comics to development a television series based on the *Silver Scorpion* comic book. The *Silver Scorpion* tells the story of teenager, Bashir Bari, who loses his legs in a tragic accident. Consumed with anger and grief, Bashir is chosen as the new guardian of an ancient power that has remained hidden for centuries. With new abilities allowing him to manipulate the metal around him, Bashir must now decide how to use this gift to protect the world.

The *Silver Scorpion* was developed by a group of students with disabilities from America and Syria during a 2010 summit sponsored by the Open Hands Initiative, an American non-profit dedicated to improving international friendship through cultural and educational exchanges.

Jay and Tracy Snyder founded Open Hands in 2009 to begin a new conversation between the people of the United States and the Middle East. Marina Martins of Pigmental Studios, along with Sharad Devarajan of Liquid Comics and Arnold Rifkin of Cheyenne Productions will collaborate on an episode of the series with Gallaudet students during the 2017 spring semester. Dennis Lorrig, John Cole and George Masalek of United Media Capital (UMC) are co-producing and financing the project.

The September 23th ribbon-cutting and opening of Pigmental Studios is one of several *202Creates* events taking place during the month of September. *Mayor Muriel Bowser Presents: 202Creates* is a citywide effort showcasing the District’s diverse and vibrant creative economy.

Through a series of events, activities and conversations, *202Creates* promotes the artists, makers, and entrepreneurs who contribute to the District's thriving creative industries. With nearly 60 percent of District workers employed in the creative class, the District is one of the most creative cities in the United States. A [recent study](#) also shows the District is a top five "most inspiring city" for young artists.

To view the full calendar of 202Creates events, please visit: www.202Creates.com.

About OCTFME

The District of Columbia Office of Cable Television, Film, Music and Entertainment is responsible for implementing, managing, and administering programs, initiatives, and services that support media industry economic activity, growth, and employment in the District of Columbia. Washington, D.C.'s instantly recognizable landmarks, diverse neighborhoods, cultural amenities, and first-class accommodations are just some of the many features that make the nation's capital a venue of choice for media production.

For more information, contact the Office of Cable Television, Film, Music and Entertainment at (202) 727-6608, visit us on the web at <http://entertainment.dc.gov>, join the D.C. Film community

About Pigmental

Pigmental Studios, which now has offices in Washington, DC, and Los Angeles, is home to a corps of renowned animation artists and technologists who produce groundbreaking film, television, gaming and digital streaming work in cooperation with international production partners. To learn more about Pigmental Studios, visit PigmentalStudios.com.

About Gallaudet University

Gallaudet University, federally chartered in 1864, is a bilingual, diverse, multicultural institution of higher education that ensures the intellectual and professional advancement of deaf and hard of hearing individuals through American Sign Language and English. Gallaudet maintains a proud tradition of research and scholarly activity and prepares its graduates for career opportunities in a highly competitive, technological, and rapidly changing world.

About Open Hands Initiative

Open Hands Initiative is a US-based non-profit foundation dedicated to improving people-to-people understanding and friendship throughout the world through exchanges and projects that emphasize our shared values and common humanity. It specializes in diplomacy that is by and for ordinary people, emphasizing dialogue and mutual respect between the people of the United States and the rest of the world. Learn more at www.openhandsinitiative.org.

About United Media Capital

Based in Newport Beach and Los Angeles, CA, United Media Capital is a media finance company that invests in media and entertainment companies, media entertainment intellectual property rights across a diverse group of assets, from their initial production through to their window of release including P&A. These properties include films, television programming, digital release productions, music publishing rights, recorded music masters and video games. The company's long-term strategy is to provide buyout and growth capital investments in

companies in the media, entertainment and communications industries. Please visit:
<http://www.unitedmediacapital.com/>

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