

CREATIVE INDUSTRIES

Jamaica Center of Innovation and Digital Content Creation

Location: St. Andrew



The Jamaica Center of Innovation and Digital Content Creation (JCIDCC) is a multi-stakeholder project seeking to increase the capacity of the domestic workforce in the creative industries, specifically digital animation and special effects for movie and television production. The project is being supported by the Government of Jamaica along with CA Foundation, Studio C, Andrew Adamson and the United Talent Agency (UTA).

The project is supported by key industry personnel who see Jamaica as a potential hub for the development of content. Key backers include:

- Andrew Adamson: best known for writing, producing and directing *Shrek*, *Shrek 2* and has been nominated for an Oscar.
- Carlos Arguello: best known for his participation as visual effects supervisor for *Space Jam*,

- *Armageddon*, and *The Devil's Advocate*, among others. He is the founder of Studio C and CA Foundation which has trained more than 3,000 young people in Latin America.
- UTA is globally recognized in the areas of film finance, film packaging, corporate consulting, branding & licensing, endorsements and the representation of production talent.

The proposed location of the opportunity is the main campus of the Vocational Training Development Institute (VTDI), Gordon Town Road, Saint Andrew.

The coordinators are seeking equity investment.