

Project title:

Creativity Café® - a "New School  
for the New Millennium"

Project Geography:

The prime location is in a high traffic area of your city. Connection with other clubs and facilities Internationally (using high bandwidth connection to Internet), and locally through direct high bandwidth data lines to nearby gathering facilities, hotels, convention centers and science and education centers, etc., will expand our service area.

Project Overview:

Creativity Cafe is an interactive entertainment emporium, community resource center, education/edutainment facility. An environment for grounding Cyberspace for the technophobic, the curious and economically and geographically disadvantaged. An extremely profitable high-tech, high-touch venture (projections indicate).

Creativity Cafe provides a consortium of services for business, pleasure, and community benefit. Our target audience includes residents and visitors, creative people, people needing training, health-oriented professionals, artists using technology (or not), and those seeking to make a positive difference in the world.

Creativity Cafe's interactive environment facilitates public education and access to multimedia tools of today (and tomorrow)! Broadcasts originate in a state-of-the-art CyberTheater. Our Mission: inspire and empower people from all walks of life to actualize their full potential and creative self-expression.

Experts will assist us in adapting to new advances in multimedia tools and the implications of escalating world changes as the "digital revolution" evolves our culture and economies shift from manufacturing to data distribution and multimedia content origination.

Creativity Cafe offers a high-tech, high-touch artist and business person networking salon. A "hangout" designed to facilitate cooperation among artists in producing multimedia Edutainment that addresses solutions to the problems of our times, or just for self-expression. Components of Creativity Cafe can be implemented in three phases:

Phase I: Electronic Theater featuring International Interactive performances eliminating boundaries of time and space, dancing to live and recorded music, public telecommunication terminals, interactive games, electronic support for training, meetings and special events, audio and video documentation of performances, CD-ROM demonstration stations. Lite

snacks, coffee and juice drinks. A physical model exists.

Phase II: Educational work/playshops, networking events for creative people (everyone), digital representation of artist portfolios, database of local cultural information and community resources, public multimedia access creation stations and service bureau, a teleport (EarthStation) area for networking ecological and social activist information, multimedia creativity library, cyberart gallery for display of video and computer art. We can use existing space or build to suit.

Phase III: Showroom for cutting-edge creative technologies, film & video screening room(s), photo copy service, one hour film processing, extended operating hours, production and electronic marketing of digital and cyber artworks, healing environment with soundproof "Quiet Space," franchise concept into other nearby locations.

Project highlights:

The "Earth Station" area of the club will provide one-stop access via phone, modem, satellite and onsite computers, to a comprehensive database of cultural, employment, and educational resources and events. This area will also facilitate signing petitions, logging into electronic town hall meetings, and communicating directly with government officials and other educational and creative communities via the World Wide Web.

Creativity Cafe tour guides will hand hold the lay public and guide them to resources on the Internet to further their particular life path. We will introduce them to, and offer education in using the latest communications technology in a friendly, non pressured atmosphere where "Strangers are just friends who haven't yet met."

An image storage and retrieval system will be used to market portfolios and talents of creative people. A database of projects and people resources will facilitate employment by connecting people with potential employers and career opportunities; spurring economic growth and promoting technology leadership in the expanding multimedia industry. Interactive performances and digital communications will enable link-ups with other similar clubs and audiences regardless of geographic location to help actualize the global community. Our desire is to inspire the masses with video programming that Entertains, Educates, and Empowers.

Project Description:

This "New School for the Next Millennium" is a cyberplay space, networking salon, an entertainment emporium, a community resource center and educational facility capitalizing on four things:

- The explosive growth of personal multimedia technology

- The development of broadband, worldwide digital communications
- The major shift toward personal and planetary health
- The need for the general public to have a place to learn about new technologies, and access them without a large investment, in a healthful environment that facilitates connections for social and financial profit.

Creativity Cafe enables connection to electronic resources without a major investment of your clients money or knowledge. Our purpose is to create and maintain a healthy smoke-free entertainment environment where people of all ages will want to congregate and access state-of-the-art communications technology.

Once successful, franchising to other locations is envisioned. Creativity Cafe has a long track record of events and installations. We have set the stage for a permanent facility as demonstrated at: <http://creativity.net>. Our sister domain, CREATIVITY.COM will handle International marketing and merchandising, with copyright tracking and royalty distribution for Creativity Cafe membership (along with other benefits).

Multimedia "Creation Stations" are where anyone can utilize interactive entertainment technologies that will inspire them to realize their full potential. Their dreams and visions once realized, are marketed in the image storage retrieval system; one of Creativity Cafe's Core Technologies. Smart Cards are used throughout. Twenty-Six profit streams are planned.

Creativity Café becomes a packaging and distribution center for local talent, and a community "broadcast node;" a "front end" to the global marketplace-- originating programming for mass media distribution. Creativity Cafe participates in interactive link-ups with other electronic art, and educational centers building global community.

Creativity Cafe serves the artist in everyone with new ways of marketing and displaying both traditional and new forms of art. A healthful environment attracts a more life affirming population. Creativity Café becomes a tool for personal empowerment and a gateway to rediscover one's own creative aspects. Besides its healing and entertainment value, people will get work done (and have fun) through ancillary services described fully in our prospectus. (NOTE: Strategic alliances and technology revolutions could accelerate realization of certain aspects of Phase II & Phase III without need for additional capitalization).

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