



Asians Helm The New Media Marketplace: Creators Take Control of Their Market and Digital Media Goes DIY

September 13, 2007 (Los Angeles, California) – The second annual *Imprint™: Culture Lab* conference marked the first public discussion of three intertwining elements of contemporary American pop culture – D.I.Y. digital media, post-Oriental Asia, and urban street culture.

Speakers representing all facets of pop culture, from creation to collection, hailed from cultural epicenters as varied in their landscapes as their trends, suggesting Tokyo has as much in common with Los Angeles as New York does with Hong Kong. While every debate sought to distinguish the roots of new markets, the overriding conclusion of the two day conference was that the success of any given element of pop culture depends wholly on authenticity and relevance.

“They say, ‘be remarkable, get remarks,’” answered **Josh Spear**, one of the nation’s youngest and most sought-after design and marketing consultants, in response to questions from a panel audience about the hallmarks of a good blog. Spear moderated the “Speed Scribes” panel, which examined the impact of the weblog – a communication medium whose exponentially growing ranks have baffled the world. Fellow panelists (including the Technorati Top 5 viewed **gizmodo.com’s Brian Lam**), and attendees agreed that what makes the weblog a perfect forum for pop culture is its user-generated and approved discipline, a natural check created by the consumer, for the consumer.

“This is our moment,” stated **John C. Jay**, partner and Executive Creative Director of the internationally acclaimed independent advertising firm **Wieden + Kennedy** (most notable for their **Nike** accounts), who opened the second day of *Imprint: Culture Lab* with a keynote addressing the influence and relevance of post-Oriental Asia. As an example, Jay stated that Nike’s *Just Do It* lifestyle and ad campaign could not be exported wholesale to the new generation of urban consumers in China, because young people in Shanghai and Beijing have been “just doing it” for long before Nike was ever introduced.

Seasoned pioneers of the urban youth movement, such as streetwear designer and skate brand entrepreneur **Alyasha Owerka-Moore** and **UglyDolls** co-creator **David Horvath** divulged their secrets to success by example, recounting their experiences from their first ideas to their latest franchise. “Alyasha is the grandfather of all this,” said **Staple Design** founder and owner **Jeff Ng**, referring to the “Pushers of Fabric” panel topics, which ranged from music production to streetwear textiles.

Attendees arrived in droves, representing companies as varied as **Toyota**, **Jim Henson Productions** and **J.C. Penney**, and more than doubling the attendance from last year already. Many of them came to hear from urban youth culture and street fashion enterprises who are as much captivating as they are indebted to Asian pop culture. Hong Kong action film sensation **Daniel Wu** spoke candidly about heritage alongside professional Mixed Martial Artist **Andy Wang**; **Jeff Ng** exchanged business wisdoms with **John C. Jay**. The key to succeeding in the new urban culture exchange as a young Asian-American creator, according to John Jay, was hard work, and as content creators become more involved with their own marketing and advertising, this

hard work availed itself as the lynchpin of DIY culture. A culture the conference sought to define.

Event Co-host, Giant Robot was a driving guide at Imprint™, as their founder and CEO, Eric Nakamura, brought many of the elements together in an astute video documentary on the influence of Asians on pop culture over the last 50 years. A video meant solely for the conference but which was requested for purchase by many of the intrigued viewers who thought it was a film under distribution.

No marketing conference open to the public would be complete without an interactive opportunity, and that interaction was coordinated by **Toyota's Heya Project**, who sponsored a **Pikapika** Light Workshop. **Pikapika** is responsible for the slow-shutter stop-motion films that have inspired many an ad campaign, most notably the Sprint ad campaign which features their signature technique – literally drawing each film cel with moving light.

Celebrity fans also got a chance to interact with their favorite stars, including Christine Gambito, creator of the Top 10 ranking YouTube videocast **Happy Slip**, who signed autographs at a meet and greet that extended well beyond its scheduled hour, owing to the undiminishing line. And it was standing room only for the live interview with Hong Kong film star and director **Daniel Wu**, who has demonstrated star power and appeal for Asians and Asian-Americans in Hollywood and beyond.

Event co-host, organizer and sponsor, interTrend, declared *Imprin™: Culture Lab* a huge success, with CEO and founder Julia Huang already scheduling speakers for next year's installment. She expects an even more diversified pool of participants and will likely schedule more time for each topic of discussion, as almost every speaker agreed the panels were so interesting they could have gone on for several hours.

About interTrend Communications, Inc. _interTrend Communications, Inc. is a leading full-service marketing agency targeting the Asian American segments such as Chinese, Japanese, Korean, Vietnamese, Asian Indian, and Filipino. With a proven track record, interTrend has successfully helped Fortune 500 clients nurture and establish brand leadership positions in this emerging market through an integrated mix of advertising, public relations, promotions, events and interactive strategies via various in-language media outlets.

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