

## Advisory Board

### Leah Osterman

Senior Vice-President,  
Executive Producer  
RiverDeep Interactive  
Learning

### Jane Tollinger

Former Executive Vice-  
President of Lifetime  
Television, and current  
Special Advisor for  
business development  
at iVillage

for CamKidz

### Ellen Galinsky

President of Families  
and Work Institute,  
Author of Ask The  
Children: What  
America's Children  
Really Think About  
Working Parents

### David Kleeman

Executive Director,  
American Center for  
Children and Media

### Michael Levine

Former Chair of the  
Education Division for  
the Carnegie  
Corporation of New  
York, and the new  
Executive Director of  
Rob Reiner's I Am Your  
Child Foundation

## BOTTICELLI INTERACTIVE

- was founded in 1995 by Massachusetts Institute of Technology graduates to develop breakthrough interactive programming.
- Pioneers in the broadband arena, Botticelli is at the forefront of content creation for interactive television and museums.
- IP-based videoconferencing systems that enable non-profits and small businesses to meet via the Internet is one of Botticelli's expertises.

## BOTTICELLI IS DIFFERENTIATED BY

- sophisticated content management;
- filmmaking and graphic design meld;
- quality interactive design through storytelling.

*Botticelli's designs use new media technologies to make content accessible and engaging to audiences. A signature blend of fiction, documentary and interactive games results in compelling media experiences for the tech-savvy audiences of the future.*

### Notable Projects

BOTTICELLI's "Titian Kiosk"—honored with the **Silver Medal at the prestigious New York Festivals International Multimedia Competition**—features a unique vocabulary for visual learning that has been replicated in other museums. Botticelli consults for museums to help formulate their technology vision for the future.

BOTTICELLI's "StarNetwork," won the **Distinguished Award at Multimedia Grandprix 2000 in Japan**, judged by an elite panel of academic, electronic arts, and industry experts. The first episodic, interactive series for broadband, "StarNetwork" stars George Takei. In cooperation with MediaOne Broadband, early feedback was obtained on the Internet as a delivery system for interactive television and as a teaching model in the classroom that crosses over into the family market at home.

BOTTICELLI's "StarFestival" documentary is the first comprehensive multimedia curriculum adopted system wide by the Boston Public Schools. Winner of **Best of Show at MacWorld**, StarFestival successfully bridges educational and commercial entertainment values.

BOTTICELLI developed "CamKidz", an interactive television series that uses new technology to engage kids in shared real-world experiences. Produced in partnership with **Institute for Civil Society**, the series is entertainment that harnesses the creativity of our youth.

## BOTTICELLI'S TEAM

- award-winning fiction filmmakers and writers, including Emmy Award and Peabody Award winners;
- animation designers of ground-breaking interactive applications and television;
- cutting-edge technologists.

## Clients (a sampling)

Isabella Stewart Gardner  
Museum

Worcester Art Museum

Museum of Fine Arts,  
Boston

ICA, Boston

Massachusetts Institute  
of Technology

Psi Phi Communications

Iridium LLC

Zefer

iMagic, Hong Kong

Environmental  
Protection Agency

Tishman Construction

RiverDeep Interactive  
Learning

H and R Block

Sybase Corporation



# Who we are

**Ellen Sebring**  
Co-Founder and  
President



a narrative filmmaker, video artist and multimedia producer, holds a Master's degree from the Massachusetts Institute of Technology. At Botticelli, she co-produced, wrote and storyboarded the StarNetwork broadband series and Star Festival CD-ROM. She produced and wrote award-winning kiosks for the Isabella Stewart Gardner Museum and Worcester Art Museum that communicate a new vocabulary for the art of looking. Sebring was selected for the American Film Institute's prestigious Directing Workshop for Women to write and direct a motion picture in Hollywood. While a Fellow at the Center for Advanced Visual Studies, she received National Endowment for the Arts and Massachusetts Council grants for a major multimedia project at the MIT Media Lab. Her video art has been exhibited in museums internationally and awards include Artist's Foundation Fellowship; Canon Europa prize, WorldWide Video Festival, Holland; PBS; NEA; NEFA; Meet-the-Composer, NEF/V Foundation.

**Michael Roper**  
Co-Founder and  
Principal



is an award-winning documentary filmmaker and new media producer. He developed the concept of the interactive cultural documentary at MIT, and has received awards and grants from the American Film Institute, the Massachusetts Artists Foundation, and the MIT Council for the Arts. He designed and filmed interactive exhibits for the Interactive Theater at the Liberty Science Center in New Jersey, the Osaka Aquarium in Japan, and the New York Aquarium. Michael has extensive experience in video and multimedia technologies, and has used this knowledge in such path breaking projects as the DVD-based "Titian Kiosk" and "StarNetwork," the first broadband interactive television series for the web.

**Glenda Manzi**  
Executive Producer



is a three time Emmy award winning documentary producer whose portfolio includes dozens of hour and half-hour shows aired nationally on PBS. During her tenure at WGBH -TV, the PBS affiliate in Boston, Glenda not only produced national documentaries, but produced numerous live national and international broadcasts, served as the New England Bureau Chief for the MacNeil/Lehrer News Hour and began her career as an on-air reporter. Most recently, Glenda produced a four-hour live broadcast celebrating WGBH's 40th anniversary. She continues to work part-time at WGBH and is currently completing 24-half hour shows on children's learning disabilities with Dr. Mel Levine of the All Kinds of Minds Institute. Glenda also serves as a judge in the National Children's Film Festival.

**Scott Shunk**  
Senior Producer



is a producer, composer and sound engineer specializing in sound design and technology for multimedia and interactive exhibits. Scott has managed many multimedia projects, including interactive trade show exhibits and kiosks for Sybase, Iridium technologies—winner of Best of Show at Telecom '99 in Geneva—H&R Block, and the Isabella Stuart Gardner Museum. Scott trained in Film Scoring and Composition at Berklee College of Music and has created scores and sound effects for television documentaries; the Star Festival CD-ROM; StarNetwork broadband series; and iMagic Hong Kong.

**Sandro Botticelli**, the Italian renaissance painter known for the lyrical precision in his work, **would be proud** of the Boston company that bears his name.

But where Botticelli used paint and canvas to transmit his religious visions, Botticelli Interactive is using new digital video technologies to create a renaissance in multimedia business and education.

*Boston Business Journal*

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# What they're saying

In an increasingly complex and diversifying world, it is through the understanding of the personal histories and cultures of other people that we come to recognize the common bond we all share and begin the work of building the global community of the future. "Star Festival" does this **with style and luminous humanity**.

*George Takei*

A terrific concept; **who isn't intrigued** with the idea of sifting through a happened-across PDA/journal. It's like a time capsule.

*MacAddict Magazine*

I was astonished to see that your project was being used effectively with students from Kindergarten to High School. **I don't know of any other product in any medium which can make a similar claim.**

*Professor Henry Jenkins Director  
Comparative Media Studies Program, MIT*

The CD-ROM is like an onion, there are so many layers. When you peel one layer away, there is more there.

*Boston Globe*

You easily get **immersed in the stories**, and start to feel as if you were making the journey with the Professor.  
*Language and Learning Technologies*

Perhaps the most fun at the exhibit can be found in the little anteroom of the gallery, where the Gardner has installed a DVD-based interactive kiosk displaying Titian's masterpiece...**The scandalous Mrs. Jack would have loved having such hip technology in her house.**

*Boston Sidewalk.com*

Accompanying the art is an interactive digital video disk kiosk—**one of the cleanest and best designed imaging set-ups in recent memory**—the kiosk takes the viewer into the heart of "Europa," its narrative as well as—even more impressive—the artist's decisions and means of bringing the work to its magnificent completion.

*Boston Tab*

...the Gardner has moved **a step ahead** of the interpretive video accouterments that have become part of virtually every major museum exhibition. The interactive kiosk in a small gallery just outside the exhibition includes a digital video disk of **uncommonly high resolution and effectiveness**.

*Worcester Telegram and Gazette*



**Yahoo Pick of the Week, 2001**

**Distinguished Award, Multimedia Grandprix 2000 Japan**

**Best of Show, Iridium, Telecom, Geneva, 1999**

**Silver Medal, New York Festivals Interactive Multimedia Competition, 1998**

**Best Art Show, Best of Boston, Boston Phoenix, 1998**

**Freakin' Awesome rating, MacAddict Magazine, 1998**

**Best of Show, MacWorld Expo 1997**

## **Botticelli Design is Yahoo's Pick of the Week, February 5, 2001**

"The Worcester Museum of Art in Massachusetts presents this sleek collection of landscapes, still lifes, and portraits. The paintings date from the late 17th century until around 1830 (when the U.S. population was 12.9 million), and the interface is as engaging as the art -- scroll horizontally through the timeline for historical context, or click on a painting to view a close-up, artist biography, and related works. And for some good clean fun, check out the names of the rich, pasty portrait subjects: Cornelius Waldo, Major General Charles Cotesworth Pinckney, Sarah Savage, and John Freake." --Yahoo ([www.worcesterart.org/Collection/Early-American](http://www.worcesterart.org/Collection/Early-American))

## **StarFestival Network Receives Major Media Award in Japan, 2000**

Botticelli Interactive is pleased to announce that StarFestival Network has been honored with a **Distinguished Award by Multimedia Grandprix 2000** based in Japan. Previous awardees of this prestigious international competition in the same category include such mega products as a top-selling Sony PlayStation II game and NTT's iMODE (a multi-billion dollar wireless business).

The award is equivalent to the "Emmys" for cutting-edge multimedia and net products as judged by an elite panel of academic, electronic arts, and industry experts in Japan. StarFestival Network is a six episode broadband based interactive TV program produced by Botticelli Interactive in collaboration with MIT.



## **Best of Show, Iridium Booth, Geneva Telecom, 1999**

An action game displayed on several kiosks was developed by Botticelli to highlight the Iridium products.

## **Silver Medal, New York Festivals Interactive Multimedia Competition, 1998**

The Titian Kiosk was developed by Botticelli Interactive for the Isabella Stewart Gardner Museum and was recognized as a breakthrough DVD program that created a new visual language to reveal multiple pathways into the masterpiece, "Europa."



## **Best Art Exhibit, Boston Phoenix, 1998**

The Europa exhibition at the Isabella Stewart Gardner Museum, featuring the Titian Kiosk designed by Botticelli Interactive was selected as Best Art Exhibit of 1998 by the Boston Phoenix.

## **Best of Show, MacWorld Expo, 1997**

Star Festival, a CD-ROM journey to Japan, presented extensive primary source materials in the context of a lost PDA and search for cultural identity.

## **Freakin' Awesome, MacAddict Magazine, 1997**

Star Festival received the the magazine's highest rating in a review of the CD ROM.





# Testimonials

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## WHAT THEY ARE SAYING ABOUT STARFESTIVAL

"My overall impression of the StarFestival CD-ROM is one of awe...the best education tool I've encountered in my teaching career."

- Mary Sullivan-Tanaka  
Mid-Pacific Institute, Hawaii

"The StarFestival Curriculum and CD-ROM play well into students' acute sense of wonder and their enthrallment with beauty."

- Dr. Michael Hartoonian  
former President of National Council of Social Studies

"I was astonished to see that StarFestival was being used effectively with students from Kindergarten to High School. I don't know of any other product in any medium which can make a similar claim."

- Professor Henry Jenkins  
Director, Comparative Media Studies, MIT

"The curriculum offers almost anything a teacher needs to provide quality lessons in the classroom... teachers can just pick up the unit and teach it."

- Michelle Pearson, Annunciation School, Colorado

"New State standards in history and social studies have made it necessary for school and central administrators to look for ways to engage students in the teaching and learning process. The StarFestival Project addresses this need. Indeed everything that I would want to happen in a classroom -- inquiry, research, reading, discovery, comprehension -- was taking place."

- Deborah Washington  
Senior Program Director for Social Studies, Boston Public Schools

"...it is through the understanding of the personal histories and cultures of other people that we come to recognize the common bond we all share and begin the work of building the global community of the future. StarFestival does this with style and luminous humanity."

- George Takei  
"Mr. Sulu" of the Star Trek TV series and the star of the StarFestival CD-ROM

"I hadn't thought they were computer ready -- they were only 5 years old. They loved StarFestival. They could go where they chose ...the kids liked StarFestival because most computer things are cartoony. This had real people. The CD-ROM was better than a textbook for my level because it's moving and more students can see it at one time...The most important thing the kids learned from StarFestival was that other people are different."

-Mary Rudder  
Kindergarten teacher, Boston Public Schools

"The most powerful aspect of the Star Festival Project is its infinite adaptability into school curricula...We can show our students many universally common themes throughout the program, such as family, self-identity, sense of belonging, and the timeless value of humanity."

-Yu-Lan Lin, Ed.D  
Senior Program Director, World Languages

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