

# Honda Fellowship Supports Diversity and Innovation in Filmmaking

March 21, 2011

**LOS ANGELES, CA ([RPRN](#))  
03/21/11 — Sundance Institute  
Directors Lab Fellow to Receive  
Funding**

**SUNDANCE  
INSTITUTE**

Sundance Institute

-- -- In celebration and support of diversity and innovation in independent filmmaking, the [Sundance Institute](#) and [Honda](#) have formed The Honda Power of Dreams Lab Fellowship to

recognize an outstanding filmmaker participating in the Institute's renowned Feature Film Program Directors Lab. Selected by Institute staff and Honda executives, The Honda Power of Dreams Lab Fellow will receive a stipend from Honda in addition to the Lab experience and year-round guidance and mentorship provided by the non-profit Institute.

Under the leadership of Michelle Satter, Director of the Sundance Feature Film Program, and the artistic direction of Gyula Gazdag, the Sundance Institute Directors Lab provides an opportunity for directors to rehearse, shoot, and edit selected scenes from their screenplays in a workshop environment free from the commercial pressures of mainstream filmmaking and under the guidance of world-renowned Creative Advisors. Past Lab

Fellows include Debra Granik (*Down to the Bone*), Dee Rees (*Pariah*), Elgin James (*Little Birds*), Cary Fukunaga (*Sin Nombre*), Sean Durkin (*Martha Marcy May Marlene*), Sherman Alexie and Chris Eyre (*Smoke Signals*) and Kimberly Peirce (*Boys Don't Cry*).

“The Honda Power of Dreams Lab Fellowship is a natural extension of our Feature Film Program’s commitment to discovering diverse voices from underrepresented communities,” said Keri Putnam, Executive Director, Sundance Institute. “We applaud Honda for assisting artists in such a committed way and are grateful also for their continued support of the Sundance Film Festival.”

“The Honda Power of Dreams Directors Lab Fellowship is a win-win for the filmmaker, the film industry, and for corporate marketers,” said Barbara Ponce, Manager of Corporate and Diversity Advertising for Honda. “The filmmaker receives a career-enhancing opportunity to work with accomplished advisors, while the film industry and corporations like Honda benefit from greater diversity and fresh perspectives from the director’s chair in film and marketing content.”

The 2011 Honda Power of Dreams Fellow will be named on April 14. The Sundance Institute June Directors Lab runs May 30 through June 23 in Sundance, Utah.

Honda has been a supporter of the Sundance Institute and an official sponsor of the Sundance Film Festival for the past three years. In 2010 and 2011 Honda sponsored video vignettes which screened before films in competition at the Festival highlighting the work of the Sundance Institute

Labs. The vignettes also ran on Sundance Channel, online and via Video on Demand. Honda also premiered its latest film, [The Undying Dream](#), as part of a series of eight short-film documentaries the brand has produced. Directed by Sundance Institute alumna and Grand Jury Prize Winner Ondi Timoner, the film features big wave professional surfer Laird Hamilton, motorcycle racers and Honda associates sharing their dreams and their paths to accomplishing them. All eight of Honda's films in the [DREAM THE IMPOSSIBLE Documentary Series](#) were produced by Sundance Film Festival alumni, including Joe Berlinger, Derek Cianfrance and Ondi Timoner.

## **About Honda**

As a company devoted to the advancement of human mobility, Honda's innovative research and development efforts during the past decade have yielded such diverse outcomes as humanoid robotics, walking assist devices, HondaJet, fuel cell electric vehicle technology, thin film solar cells, increased rice crop yields and functional nano-materials – in addition to the design and development of automobiles, motorcycles and power equipment products. Based on its belief in the value of technology to address the needs of society, it is Honda's mission to develop products that anticipate and satisfy the evolving needs of its customers while meeting society's demand for cleaner, safer, more efficient and sustainable means of transportation and human mobility.

Honda News & Views: <http://www.honda.com/news>

Honda Multimedia Newsroom (For Media Only): <http://www.hondanews.com>

Honda on YouTube: <http://www.youtube.com/honda>

Honda on Twitter: <http://www.twitter.com/americanhonda>

Honda on Flickr: <http://www.flickr.com/hondanews>

Honda Web Site: <http://www.honda.com>

## **Sundance Institute**

Sundance Institute is a global nonprofit organization founded by Robert Redford in 1981. Through its artistic development programs for directors, screenwriters, producers, composers and playwrights, the Institute seeks to discover and support independent film and theatre artists from the United States and around the world, and to introduce audiences to their new work. The Institute promotes independent storytelling to inform, inspire, and unite diverse populations around the globe. Internationally recognized for its annual Sundance Film Festival, Sundance Institute has nurtured such projects as *Born into Brothels*, *Trouble the Water*, *An Inconvenient Truth*, *Spring Awakening*, *Light in the Piazza* and *Angels in America*.

[www.sundance.org](http://www.sundance.org)

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**Main image credits:** Sundance Institute

**About the author:**

## **Sundance Institute**

Founded by Robert Redford in 1981, Sundance Institute is a not-for-profit organization that fosters the development of original storytelling in film and theatre, and presents the annual Sundance Film Festival. Internationally recognized for its artistic development programs for directors, screenwriters, producers, film composers, playwrights and theatre artists, Sundance Institute has nurtured such projects as *Angels in America*, *Spring Awakening*, *Boys Don't Cry*, *Sin Nombre*, *Born into Brothels* and *Trouble the Water*. [www.sundance.org](http://www.sundance.org).

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