



STATEMENT OF QUALIFICATIONS

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Since Itzu Media was founded in January 2009, its Team has performed for heritage institutions a variety of inter-related multimedia services: media outreach strategy, full-service video production and postproduction, experiential web media, web strategy and development. This work history typifies the media production approach we champion: integrated and multi-disciplinary.

client feedback

"In the past year, the support and creative direction that he has given to this institution has been nothing less than incredible. His ability to work well and communicate effectively to all levels of our personnel, departments and age groups is evident in the level of quality of the work that has been delivered. His insight and knowledge has allowed us to speak a very broad audience base in a personal and unique way. He has hit the mark on everything we have asked of him. It has been very impressive to say the least.

Here in the web development area of the museum we have worked with many contractors to development new and creative portions of our website. Chandler, the staff he maintains and their abilities stands head and shoulders above the rest. We have enjoyed a very productive relationship and I'm very happy to say that we will continue to work with Chandler on future projects. We are very proud of the work, service and dedication he has provided to this institution."

-Tim Terfler, Web Administrator, Nelson-Atkins Museum of Art

"We are currently working with Itzu Media on an upcoming web project that will serve as a progressive, interactive repository for our collection-based multimedia assets. I cannot stress to you enough how much our institution enjoys working with Chandler and his talented team. Itzu approaches each project with a highly creative, dynamic perspective. Their innovative point of view nicely matches their compassion for the institution from which they are serving. Itzu's willingness to work with our copious requests and recommendations has been valuable for constructing an effective working relationship."

- Emily Black, Digital Media Educator, Nelson-Atkins Museum of Art

awards

20 IN THEIR TWENTIES by INGRAM'S MAGAZINE, 2009

A prestigious designation awarded to twenty twenty-somethings by Ingram's Magazine for innovative business practices and philosophies.



select project experience

research and consulting

NELSON-ATKINS MUSEUM OF ART
/ MOBILE REVIEW TEAM
Kansas City, MO

Consultant on Mobile Media

Museum and education sectors are more open than ever to exploring ways to extend their effectiveness by harnessing the “fourth screen.” Additionally there seems to be an unofficial ‘race’ between museums to get their content online, and for those museums with more aggressive technology initiatives, to make their content mobile. In response to invitation, we assembled a special research unit dedicated to exploring mobile interpretive applications for the Nelson-Atkins Museum. The Special Team was comprised of Itzu media strategists, Media Lab developers, experienced iPhone and mobile developers, and even an architect specializing in spacial socialization.

interface design and web strategy

NELSON-ATKINS MUSEUM OF ART
/ WEB TEAM, DIGITAL MEDIA & EDUCATION
Kansas City, MO

Creative Director, Interface Designer, Web & Live-Action Producer

Designed and developed state-of-the-art multimedia repository *Studio 33*. At *Studio 33* web visitors may access all the museum’s audio, video, and educational offerings through the elegant, immersive yet personal user interface.

FIDELITY INVESTMENTS
/ CREATIVE CONCEPTS
Boston, MA / New York, NY

Consultant on Interactive Media

Worked as subcontractor developing a touch-driven interface, displayed synchronistically across three 43' flat panel displays, using Flash Action Script 3. Media is site-specific and was developed for Fidelity’s internal corporate exhibition headquartered in Boston, MA.

video production

NELSON-ATKINS MUSEUM OF ART
/ EDUCATIONAL VIDEO FEATURE
Kansas City, MO

Film Producer, Postproduction Manager

When school budgets are meager, funding for educational field trips and extracurricular programs unfortunately are some of the first things to go. Every expenditure must be justified, and this is where the Pre-Visit video becomes useful. The primary goal of this production is to clearly demonstrate the variety of educational programs offered at the Nelson-Atkins Museum. Once circulated, the video will help to loosen purse strings for funding of students’ field trips to the Nelson-Atkins.



NELSON-ATKINS MUSEUM OF ART
/ VIDEO FEATURE
Kansas City, MO

Film Producer, Postproduction Manager, Editorial

Produced a video featuring the most important people at the Museum: the museum visitors. The actual recording took the form of a poll in which museum visitors on Saturday, March 14, 2010, were asked the question: “*What do you love about the Nelson-Atkins?*” The majority of participants recounted well-articulated past experiences with the museum – emotive, social and unforgettable experiences.

The piece showed a diversity in both people, and also their motivations, for visiting the Nelson-Atkins Museum of Art. That visitors, citizens, made the feature’s content, reminds us of the full democratization of media in the practical ubiquity of video recorders.

NELSON-ATKINS MUSEUM OF ART
/ VIDEO FEATURE
Kansas City, MO

Film Producer, Postproduction Manager, Creative Director

Produced two Artist Interviews and one Promotional edit for the Museum’s new American Indian Galleries. The interviews enhance the Gallery experience by connecting the visitor with the personalities and stories of two contemporary American Indian artists featured in the critically-acclaimed American Indian Galleries at the Nelson-Atkins Museum of Art.

NELSON-ATKINS MUSEUM OF ART
/ DIGITAL MEDIA & MOTION DESIGN
Kansas City, MO

Creative Director, Postproduction Manager

Directed the creative concept for short “idents,” or video “book-ends,” which accompany the Museum’s video features. We chose a creative direction that leveraged the popularity of a Nelson-Atkins icon – a familiar visual representation of the Nelson – that we would then use as the organizing principle for the entire motion design. As such, we can protect the dignity of the institution while pushing the graphical horizons they historically are accustomed.

public art

KANSAS CITY POWER AND LIGHT DISTRICT
/ ART IN THE DISTRICT 2008, 2009
Kansas City, MO

Creative Director, Program Co-Founder

Launched the first public arts program in the downtown district celebrating emerging Kansas City artists. Art In The District was Itzu Media’s first excursion into the corporate art sector. In an early meeting with Jon Stephens, then President of the District, we agreed that the planned urban terrain of Power & Light District could use a dose of local flavor. We launched a call for submissions, and a dozen entries were chosen for display. 1000 square feet of ad space turned exhibition space.



educational media

ENERGIZING YOUNG MINDS
/ SMART COMMUNITIES
Kansas City, MO

Media Strategist and Developer

Developed a shell curriculum called *Energizing Young Minds* that enables primary and secondary students living in the urban core to learn energy efficiency and conservation. The curriculum design addresses a broad subject range including math, science, social studies and computer literacy. Educational materials are made available to students and teachers beyond the classroom through a range of interaction media: distance learning, synchronous and asynchronous web-based media.

technical capabilities
summary

server-side

PYTHON	with or without Django, Tornado, CherryPy, web.py
PHP	with or without ExpressionEngine
JAVASCRIPT	with node.js or Rhino

database

RELATIONAL	PostgreSQL, MySQL, SQLite
NON-RELATIONAL	Tokyo Tyrant, Cassandra, MongoDB

client-side

HTML/XHTML	
CSS 2+3	
JAVASCRIPT	with or without MooTools, jQuery, Orbited