

How Kuku Studios Creates a Virtual Story Room

Discover how the award-winning animation house uses Bluescape to bring powerful stories and characters to life.



ABOUT KUKU STUDIOS

Kuku Studios is an award-winning storytelling and animation house based in Berkeley, California. Founded by senior creative and production staffers from Pixar Animation Studios, they create memorable characters, experiences, and stories.

Kuku Studios believes that stories should not only entertain, but also challenge us to grow. Following the success of Kuku Studios' first preschool animated production, *Go! Go! Cory Carson*, Netflix created an exclusive multi-year agreement with Kuku Studios to develop even more animated series and films.

"Bluescape is the ultimate presentation and archiving tool."

Huey Nguyen

Visual Development Artist
Kuku Studios

CHALLENGE

Visual development artists, script supervisors, and directors are constantly sharing hundreds of assets and communications under severely strict deadlines. As production ramps up, it becomes more difficult to track down essential pieces of the puzzle including files and emails. This disconnect leads to slower turnarounds, unnecessary back-and-forths, and delayed decision-making.

Kuku Studios had relied on pinning artwork up on the walls to help visualize the creative process. However, the pandemic added a new set of challenges to the studio workflow that forced the team to make critical decisions on visual content remotely.

Zoom was introduced with a combination of screen-share capabilities and file sharing to try and create a true "remote view" environment. However, this proved to be cumbersome for artists because artboards and pinned content reviews didn't translate well in this environment. Their search for a better remote collaboration tool continued.

SOLUTION

Bluescape equips the Kuku Studios team to have meetings plus all the content of a story room in one workspace. Teams can launch a one-click video call for live conversations and collaborate asynchronously. They aren't limited to sharing just one screen or asset at a time. In Bluescape, they have access to an entire story room of content, from anywhere.

Kuku Studios kicks off new assignments in their Bluescape workspace, where they can communicate requirements and goals visually using text tools and templates, and organize information any way they like. They then cluster reference images and create inspiration boards to help define the tone of the project.

Kuku Studios relies on Bluescape as the backbone for critical meetings with decision-makers such as directors and executives. Artists load their work into canvases within the workspace, present their content, annotate, discuss, and add even more material alongside creative leads.



FIGURE 1. KUKU STUDIOS' HIT TV SHOW GO! GO! CORY CARSON ON NETFLIX

With Bluescape, Kuku Studios makes true remote production possible.

"Bluescape has streamlined the way I work. It's a great place to quickly brainstorm and organize ideas."

Tiffany Pham

Junior Visual Development Artist | Kuku Studios

ABOUT BLUESCAPE

Bluescape is a creative collaboration platform where distributed teams meet, work, and make faster decisions. Streamline remote collaboration with all of your ideas, assets, iterations, and entire projects into one secure, virtual workspace. With built-in voice and video calling, simply gather your team in Bluescape and make quicker decisions. Reduce meetings and finish projects faster in a secure platform trusted by Fortune 100 companies, government agencies, and the world's largest movie studios.

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