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TRIBECA FESTIVAL 2024 LAUNCHES NEW CREATOR VERTICAL IN PARTNERSHIP WITH WHALAR GROUP

Announces Talk with Archie Gips, Brandon Edelman, and Coco Moco, June 8 at Neuehouse

Plus: Year-Round Talks Series Focused on Creator Economy at The Lighthouse's NYC and LA Creator Campuses



NEW YORK, NY – June 4, 2024 – Today, the 2024 Tribeca Festival announced plans for an all-new festival vertical dedicated to Creators, in partnership with Whalar Group, adding to its robust programming slate of Film, TV, Music, Audio Storytelling, Games and Immersive verticals. The new Creator vertical will bridge Hollywood with the growing creator space.

The vertical is set to launch with a talk at the 2024 Tribeca Festival, featuring filmmaker **Archie Gips** and creators **Brandon Edelman** and **Coco Moco**. The conversation will explore creators as the next wave of entrepreneurs, storytellers, community builders and publishers, and how they are redefining the entertainment industry. The talk will tackle topics such as engagement, fandom interaction, and authentic storytelling. Beyond the annual festival, the Creator vertical will also include a year-round talks series, taking place at [The Lighthouse](#), Whalar Group's physical campus for creators in New York and Los Angeles.

"Tribeca goes where our audiences go," said **co-founder and CEO of Tribeca Enterprises Jane Rosenthal**. "We're endlessly curious about new and innovative forms of storytelling, and however a filmmaker or storyteller wants to tell a story and reach new audiences – whether a feature film, immersive experience, or across social media – Tribeca will showcase it."

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The Tribeca X Awards, which celebrate branded entertainment and storytelling, also introduced the first-ever Creator/Influencer award for social media creator content. Additionally, Tribeca is convening key players from Hollywood and the creator economy on June 8 at Neuhouse for a networking event to kick off Tribeca's new Creator vertical.

“Creators are at the heart of everything we do, it’s woven into our DNA,” **said Neil Waller, co-founder and Co-CEO, Whalar Group.** “This partnership with Tribeca is a thrilling step forward, as they share our deep commitment to the art of brand storytelling. Our mission is to liberate the creative voice, and together, we will empower creators by unlocking limitless opportunities, amplifying diverse voices, and celebrating the essence of creativity in the entertainment industry.”

For more information and to purchase tickets to the Creator Economy talks series, visit tribecafilm.com.

About the Tribeca Festival

The Tribeca Festival, presented by OKX, brings artists and diverse audiences together to celebrate storytelling in all its forms, including film, TV, music, audio storytelling, games, and immersive. With strong roots in independent film, Tribeca is synonymous with creative expression and entertainment. Tribeca champions emerging and established voices, discovers award-winning talent, curates innovative experiences, and introduces new ideas through exclusive premieres, exhibitions, conversations, and live performances.

The festival was founded by Robert De Niro, Jane Rosenthal, and Craig Hatkoff in 2001 to spur the economic and cultural revitalization of Lower Manhattan following the attacks on the World Trade Center. In 2019, James Murdoch's Lupa Systems bought a majority stake in Tribeca Enterprises, bringing together Rosenthal, De Niro, and Murdoch to grow the enterprise. The annual Tribeca Festival will celebrate its 23rd year from June 5–16, 2024, in New York City.

About Whalar Group

Whalar Group is a global creator company on a mission to liberate the creative voice. Our proximity, understanding, and trust of creators evolved into a first-of-its-kind creator ecosystem that includes a full-service creator agency, a 360° talent management company, a physical campus for creators and teams, an innovative digital operating system, a venture studio, and a ground-breaking gaming studio. With a team of 300 people around the world, we bring brands and businesses into value-driven, creator-led communities. Whalar Group melds entrepreneurship, technology, and creativity to unlock limitless possibilities.

About 2024 Tribeca Festival Partners

The 2024 Tribeca Festival is presented by OKX and with the support of our partners: AT&T, Audible, Bulleit Frontier Whiskey, Canva, CHANEL, City National Bank, Don Julio Tequila, Easterseals Disability Services, e.l.f. Beauty, Gilead, Indeed, KLM Royal Dutch Airlines, Mazda, NBC4 and Telemundo 47, NYC Mayor's Office of Media and Entertainment, National

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CineMedia, New York Magazine, Spring Studios New York, Starbucks, The Wall Street Journal, Variety, Vulture, Whalar, and WeTransfer.

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