

LONDON SCREEN ACADEMY IS A SCHOOL FOR DIGITALLY-NATIVE TEENS

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07 : 03 : 2019 Youth : Education : Creative



What you do can make a career, London Screen Academy, film by Stink Studios

Watch this video at <https://www.lsnglobal.com/news/article/23729/london-screen-academy-is-a-school-for-digitally-native-teens>

London – **Stink Studios** has created a campaign to launch the sixth form school, which aims to help young people get into the film and tv industries.

The ad highlights the varied curriculum the **London Screen Academy** will offer, including cinematography, hair and make-up, editing and sound design. The film ends by telling potential students that the unique skills they've garnered as digital natives could drive their career. Based in Islington, the free school will open in September 2019 with room for up to 1,000 16–19-year-olds. The goal is to give young people from diverse backgrounds access to the screen industries – a sector facing skills shortages.

'Our ambition is to show our audience that the things they are already doing can forge a path into the film and television industries; to flip the perception that youngsters are on their phones too much, when they might be London's next great screenwriter or director,' says Jon Lawton, creative director at Stink Studios.

While they might be glued to their phones, today's teenagers will become tomorrow's creatives. Read our **interview with Ramaa Mosley** to discover why brands should consider hiring a teenage director for their campaigns.