

◀◀◀ KAPITAL: Commercial Value ▶▶▶

KAPITAL, as a body of work, offers significant commercial value in a variety of ways:

AUDIENCE APPEAL

KAPITAL is a story of passion, conflict, and colorful characters set against the backdrop of real events with parallels to the present day. It is a story of a slice of American history far less known than the American Revolution, the Civil War, or “the 60s” but was, in many ways, equally transformative in its impact on the nation’s political and economic culture. It was a tremendously dramatic time in American history that has rarely been explored in dramatic works. *KAPITAL* fills that void.

FOREIGN MARKET POTENTIAL

American political culture is an oddity for many in the world, especially in Europe where “social democracy” (socialism) is an accepted component of the political economy and “class” distinctions are very evident (Great Britain) and “labor rebellions” are quite commonplace (France, Italy). *KAPITAL* offers an insight into a time in American history when the final showdown between “capital” and ‘kapital’ set the United States on its own divergent course from other industrialized democracies. The historic illumination the miniseries provides has great potential to be marketable in Europe and elsewhere where people are fascinated and perplexed about what makes the United States “tick.”

SPINOFF CAPABILITY

The fictional newspaper reporters in the miniseries (Rocky and Wiley) serve as guides of sorts (with opposite points of view) into the dynamics of the era — of which the Wobblies were *just a part*. *KAPITAL* provides a spinoff opportunity featuring the reporters to explore other societal movements of the day. The creative and production infrastructure of the miniseries is easily adaptable for this purpose.

ANCILLARY MARKETING OPPORTUNITIES

BOOK PUBLICATION & DOCUMENTARY SERIES:

An *annotated* version of *KAPITAL*’s shooting script can be developed to separate “historic fact” from “poetic license” providing insight into the true history and personages of the era. The annotations would also serve to edify the process of fashioning drama from historic reality. A documentary series can also be developed along similar lines.

MUSEUM EXHIBITION:

The “Ashcan School” is considered by many art historians to be the first truly American art movement. The work of ashcan artists hangs in some of the most prestigious art museums in the nation. A traveling museum exhibition featuring miniseries’ scenes juxtaposed with their “Ashcan Art” inspirations would elevate *KAPITAL*’s artistic merit and provide for continued marketability. [*see examples in The Art of Kapital*]

