

Mindi Lipschultz

ICP Pavilion Media Director/Producer. Exhibitions and Mobile Device
Independent Digital Media Producer

Dubbed a "digital guru" by Post Magazine, Mindi Lipschultz has been involved in the production of ground breaking media experiences for television and the themed entertainment industries as a producer, director, editor and innovative thinker for some three decades. Ms. Lipschultz was most recently contracted by BRC Imagination Arts to produce and direct over 80 cutting edge interactive and animated media segments for the Information and Communications Pavilion at the 2010 Shanghai World's Expo, featuring extensive design and production for content and games running on 8000 custom built RFID triggered handheld devices. Prior to her work on Expo 2010 Shanghai, Mindi completed a two-year project as senior media producer for 35,000 sq. ft. of natural history exhibits at the new California Academy of Sciences, the \$488 million museum designed by renowned architect Renzo Piano in San Francisco's Golden Gate Park. For that venue, Mindi designed and produced 31 cutting edge media experiences including a "Wii" -like large screen game where visitors swing virtual butterfly nets to catch exotic flying creatures in Madagascar and a historical documentary where visitors travel through a 3D virtual world of the Galapagos Islands in 1905 created entirely from archival photographs.

Lipschultz served as creative director and senior producer for the design of more than 50 technology based media exhibits for the Las Vegas Springs Preserve, a 278 acre themed museum where visitors immerse themselves in the culture, history, biology and geology of the Las Vegas Valley and Mojave desert. She also produced and directed an 80-year film retrospective of the science fiction genre that is the centerpiece exhibit of Paul Allen's Science Fiction Museum in Seattle where she oversaw the integration of its groundbreaking, five-projector format that displays the high-resolution digital film on a large suspended globe. Turning to the world of broadcast television, Mindi designed the combination traditional animation and CGI production pipeline and served as line producer for the first high definition animated TV series ever aired (Free For All on Showtime). Mindi also co-directed Janet Jackson's music video Because of Love (included in the Top 30 Videos of the Year on the VH1 Countdown), designed one of the first interactive television networks for Microsoft Corporation and produced dozens of animated main title sequences for shows on ABC, NBC, HBO, FOX, BBC and Disney.

Her awards include two contributing Emmys and one Emmy nomination for outstanding editing on three PBS television series, and five Telly awards for other broadcast production work.