Overview

Good things happen when people get together. We wanted to see change in our community, so we decided to get people together and challenge them to create it.

Hollywood Hack Day is a two-day hackathon that brings developers and designers in LA and Orange County together to think up and create interesting projects around the theme of media. The hope is to create the next generation of Hollywood, have a positive change in the community, and help people in the area meet each other.

Last Year

Hollywood Hack Day began last year when 70 developers and designers got together on the weekend of November 5th & 6th at the offices of Ashton Kutcher's digital arm, Katalyst.

Last year's teams created projects that ran the gamut of media. Everything from iPhone applications to hardware hacks. Some interesting projects in particular were a dating site that encouraged conversation between its members based on music preferences, a hardware hack that allowed people to physically control a fog machine, light machine, the music playing, and even the filters applied to the music all from an iPhone, and a platform for digitally publishing and managing "lookbooks". One team's project, bumpTRACK, which allowed people to select and "bump" music playing in venues, even drew the attention of Chipotle.

Two developers were even "discovered" and hired right out of the weekend. Song Zheng, a graduating UCLA student and former Facebook intern, was hired by Tokbox, one of the sponsor companies at the event. Bennett Kolasinski, then working at JibJab, was hired by industry veteran Ethan Kaplan to join his new skunkworks project, Live Nation Labs.

Strangers met, interesting projects were created, job openings were filled, winning projects took home over $3,000 in cash, and people were inspired to organize their own hackathons. By all accounts, last year's Hollywood Hack Day was a success.

This Year

This year, we're aiming to do even better. With summer almost upon us, we're taking the action closer to the heart of Hollywood. This year's event will be held in the new offices of LA-based incubator and coworking space, io/LA in Hollywood, on June 9th & 10th.

Often times, hackathons are an avenue to show off one's talent. We want to add to

that an education component so that everyone that participates leaves with more than they came with. To do that, we'll be tapping industry professionals this year to help teams think through their ideas, improve visual polish, and learn how to successfully pitch in front of an audience.

The winning project (as decided by a panel of judges) will receive $2,000 cash, the runner up will receive $1,000, and third place will receive $500. In addition to the cash prizes for the winning projects, many sponsors will also be awarding prizes for the best use of their company's APIs. (For example, last year, companies gave out everything from a Sonos Play:3 to a Kindle Fire.)

Organizers

Hollywood Hack Day is being held by:

* Rahim Sonawalla (rsonawalla@gmail.com / @rahims)
* Ryan Chisholm (ryan@billsilva.net / @ryanchisholm)
* Abe Burns (burnsabe@gmail.com / @aberaham)

Sponsors

And made possible with the help of the following sponsor companies:

* io/LA
* Mashery
* Rdio
* Rovi
* SendGrid
* Songkick
* Spotify
* Spire.io
* Tokbox
* Twilio
* Tumblr

Food chipped in by:

* Chipotle
* Zico Coconut water
* Redbull

And general community support provided by:

* Bill Silva Management
* Fullscreen

* Katalyst
* Eventbrite