



a la fresca X Apt-122

A Kat Luciano Experience

A match made in equity heaven

Some context for those just tuning into the future of production

ALF and Apt-122 are flipping the script on what it means to capture an audience. Through ALF's Wave Initiative, producers/writers/actors extraordinaire, Ron and Vinny are lending their commercial production expertise to young creatives who are racially and systematically marginalized. Through the development of their skills, members of the Wave Initiative gain the upper-hand in an already elusive and exclusive industry.

In comes Apt-122

Like a breath of fresh air, Apt-122 gives life to a more inclusive production experience. In the words of Apt-122,

“The industry’s state is living proof brands are not putting their money where their mouth is. There are not enough experiential agencies working with mega brands putting diversity and inclusion at the forefront of their mission.

The word on the street is “We are looking for qualified people of color but can’t find them !”

Well, we have them here at Apt-122!”

How iconic is that? Great minds really do think alike. Apt-122, thank you for sharing such a necessary perspective with us; we are not alone! Cheers to a more equitable industry.



Meet Kat Luciano

We had the privilege of having Kat work on set during this shoot. As someone jumping back into the commercial world after some time, her contribution and insight did not disappoint.

It's been some years since I've been on a physical set. The last time I was in the world of commercials specifically was for a Levi's campaign that I wrote and directed with a fellow GFS alumni for Weiden + Kennedy. It's endearing, in a way, to still have an opportunity after a decade to be in that sector again, and to embed into a fast paced, evolving environment that was offered by the dynamic team Apt-122 had. 10 hours on set as a Production Assistant, you feel a documentary's time lapse viscerally, especially when you're on the move getting tracking BTS, or having to switch out lighting and camera gear. Getting to shadow a cinematographer - Renee - with insane experience and learn her vernacular was exactly the kind of direct work I was anticipating. Can't wait to see what the next experience teaches me!

Kat Luciano, a la fresca Wave Fellow



the issue of diversity within production

From the weforum report on diverse representation in media and entertainment

The American Association of Advertising Agencies (4A's) released a report in 2020 collecting data from 165 ad agencies representing more than 40,000 employees.¹⁴⁵ The report found that Black employees make up just 6% of the advertising sector (compared to 71% for their white counterparts) and 68% of those positions are admin or entry-level work.

Concerning, right? This is what our team at a la fresca is trying to change - and it starts with young creatives like Kat. We want to develop an experienced and confident group of people who have the drive to succeed in the face of such dismal opportunity. Collaborating with Apt- 122 can only set our fellows up for success!

