# Fremantle launches Imaginae Studios to blend AI with creative storytelling



Fremantle, the global production and distribution powerhouse renowned for popular unscripted shows such as “American Idol” and “America’s Got Talent,” as well as acclaimed drama series like “Normal People” and films including Luca Guadagnino’s “Queer” and Yorgos Lanthimos’ “Poor Things,” has announced the launch of a new standalone label called Imaginae Studios. This initiative aims to harness the capabilities of artificial intelligence (AI) to advance storytelling and push the boundaries of production.

Imaginae Studios will focus on integrating all available AI solutions, technologies, and tools to support the creative community by fostering experimentation, innovation, and visionary approaches to content development. Fremantle emphasised that the label will provide opportunities for emerging creative talents, noting the establishment of a dedicated team with a strong passion for innovative storytelling. This team will operate exclusively within the new label, spearheaded by Andrea Scrosati, Fremantle’s Group Chief Operating Officer and CEO Europe.

Speaking about the new venture, Andrea Scrosati stated: “Our mission is, and will always be, to give creatives the best tools and the best support to deliver incredible content for audiences globally. AI offers incredible new opportunities to transform ideas into images, video, sound and art. The mission of Imaginae Studios will be exactly that – to serve as a bridge between extraordinary human creativity and cutting-edge technology, fostering a creative sanctuary where innovation meets experimentation. We believe that behind every powerful AI tool, there must be a brilliant creative mind guiding its potential.”

Fremantle conveyed that Imaginae Studios reinforces the company’s ongoing commitment and investment in nurturing creative talent, ideas, and innovation. Their objective is to deliver high-quality, cutting-edge entertainment to audiences around the world. Furthermore, the company assured adherence to the strictest standards of intellectual property and compliance to safeguard all creative outputs associated with the label.

Creative professionals interested in joining Imaginae Studios are invited to submit their CV and creative portfolio through the website www.ImaginaeStudios.AI.

This development highlights Fremantle’s strategic vision to incorporate AI-driven methodologies within the creative entertainment industry, further underpinning its position as a forward-thinking leader in content production and distribution.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://fremantle.com/news/fremantle-announces-the-launch-of-imaginae-studios> - This URL confirms the launch of Imaginae Studios by Fremantle and highlights its focus on using AI to drive innovation in storytelling. It also mentions the launch being spearheaded by Andrea Scrosati, Fremantle’s Group Chief Operating Officer & CEO Europe.
* <https://www.ibc.org/artificial-intelligence/news/fremantle-launches-ai-label-imaginae-studios/21794> - This article provides details about the launch of Imaginae Studios, emphasizing its role in leveraging AI solutions to push the boundaries of media and entertainment production while maintaining high standards of intellectual property compliance.
* <https://www.screendaily.com/news/fremantle-launches-ai-focused-label-imaginae-studios/5203833.article> - This source corroborates the establishment of Imaginae Studios as a standalone label focused on harnessing AI for creative purposes, led by Andrea Scrosati.
* <https://www.imdb.com/news/ni65225467/> - IMDb’s news article supports the claim that Imaginae Studios is designed to integrate AI into the creative process, aiming to innovate storytelling and production, while highlighting Fremantle’s diverse production portfolio.
* <https://www.formatbiz.it/dettNews.aspx?id=12814> - This article explains the operational structure of Imaginae Studios, noting it operates separately from Fremantle’s existing infrastructure, focusing on combining AI with creative talent for innovative storytelling.