



STORYSHYFT

Telling Stories Using New Media

What We Do

We do book based transmedia storytelling.

Story Shyft takes narrative writing - fiction and creative non-fiction - and converts them into new, diverse media products to engage new audiences and provide existing customers with new ways to experience their favourite narratives.

Why We Do It

We love writers and their stories and we want more diverse audiences to be in love with those stories too. We also want to give book lovers more ways to engage with those stories.

Our offerings help break the barriers for people who have a mental 'book block' allowing them to experience written narratives in the ways they engage with best.

How We Do It

We shyft your published or unpublished work into audio, visual and digital media content and products; we create events with your literary content at the centre.

Product offerings include but are not limited to:

- Audiobooks - for the book lover on the go (our speciality!)
- Animations- for the young and young at heart
- Events- for the book loving socialite
- Radio Dramas- for the audiophile
- Podcasts- for the story geek who needs to know more
- Film & Television - for the film buffs
- Digital media eg. video games- to embed the love of narrative

Who Are Our Customers

Our clients are writers and their teams looking for production consultancy in new publication formats such as audio, visual and digital media.

Do you have a new narrative that you want to debut in audio, visual or digital media format?

Do you have a story or book whose shelf life you want to re-invigorate and bring to new audiences?

We will shyft your story for the world to see.

Mission & Vision

Mission: To co-create with you and bring new life and new audiences to your story by shyfting it into different media

Vision: To be the premier boutique Literary Media Arts company for bringing Caribbean stories to the world.

We envision Caribbean stories, birthed in books, exhibited to the world in multiple formats, produced with and by Caribbean talent, honouring the word and cherishing the people.

The Story Shyft Team

Ayesha Gibson-Gill is our artistic director and head of production- she works out the nuts and bolts of how the shyft will happen and deals with quality control. With a background and training in theatre arts, onstage and backstage along with 10 + years' experience in literature, arts management and production, AGG might be directing the audio drama, sourcing the visual artist or even lending her voice to your audiobook.

Ramona Grandison is our operations director and client services wizard. With a background in theatre and film, and over 10 years' experience in marketing, business development and charity work, no one will work harder than Ramona to keep things client centred and market ready. RG could be perfectly positioning the shyfted story, liaising with the production service providers or producing and hosting your podcast.