



100 STORIES

# PRESS KIT

Story, art, and culture — city by city.

## OVERVIEW

# Stories worth covering.

100 Stories is a live storytelling festival bringing together 100 storytellers across 10 forms to make transformation visible through story, art, and culture.

Each festival gathers a place around 100 stories — told through live talks, film, music, movement, image, performance, writing, audio, and multimedia.

The project began as 100 Stories: The Narrative Intelligence Project, a series of long-form conversations exploring a central question: How malleable are the stories we live by — and what does it take to change one?

Now that inquiry is moving into public space. 100 Stories launches in Montana and New York City.

## 10 STORYTELLERS · 10 FORMS · 100 STORIES



## THE FESTIVAL

# A place to witness one another.

Every storyteller shares a story of transformation: something inherited, believed, questioned, released, reclaimed, reinterpreted, or learned to live differently.

Story is not confined to a stage or a page. It can live in a photograph, a body in motion, a song, a film, a painting, a poem, a conversation, or a choice. 100 Stories creates a place for those transformations to become visible.

The festival is open to everyone, with a stated commitment to stories that have gone unheard. There is no fee to apply and no cost to participate. Storytellers keep the rights to their work and receive professional documentation of their piece. Curators select; sponsors and partners have no role in selection.

## FIVE ROOMS · THREE DAYS



The Listening Room is one of five spaces holding the festival's ten storytelling forms.

WHY NOW

# Attention. Meaning. Judgment. Encounter.

We live in a time of nearly unlimited information, content, interpretation, advice, and generated possibility. What feels increasingly scarce is something more human: attention. Meaning. Judgment. Curiosity. Genuine encounter.

100 Stories is not another conference telling people how to become better versions of themselves. It is a cultural gathering built around seeing one another more fully.

## THE IDEA BENEATH THE FESTIVAL

### 01 / SEE

Recognize the story

### 02 / SORT

Discern what is true

### 03 / EXPAND

Open to other possibilities

### 04 / CHOOSE

Decide what will continue to have authority

### 05 / LIVE

Put the choice into practice

The festival does not ask storytellers to teach the framework. The framework illuminates something artists and human beings have always done: make meaning from experience, and sometimes learn to live inside that meaning differently.

# Montana and New York City.

## MONTANA

Presented in Missoula, drawing storytellers from across the state and those with a meaningful connection to it.

## NEW YORK CITY

The same hundred-story structure in one of the world's most densely creative cultural ecosystems. Open to storytellers from anywhere.

Different landscapes. Different creative communities.  
The same human need to make meaning.



Montana, the first founding place for 100 Stories, presented in Missoula. Courtesy of 100 Stories.

# Six ways into the story.

|                                                                                                                                                         |                                                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>CULTURE AND CREATIVITY</b></p> <p>How live cultural gatherings are evolving beyond the conference model.</p>                                      | <p><b>STORYTELLING AND IDENTITY</b></p> <p>What happens when the stories people understand their lives through begin to change.</p>                             |
| <p><b>ART AND TRANSFORMATION</b></p> <p>How different creative forms make change visible in ways conversation alone cannot.</p>                         | <p><b>HUMAN JUDGMENT AND AI</b></p> <p>Why meaning-making, interpretation, and judgment matter as machines generate more content and more possible answers.</p> |
| <p><b>PLACE AND CREATIVE COMMUNITIES</b></p> <p>What Montana and New York City reveal when different creative ecosystems enter the same experiment.</p> | <p><b>NARRATIVE INTELLIGENCE</b></p> <p>How people recognize, examine, expand, choose, and enact the stories they live by.</p>                                  |

## THE PODCAST

Before becoming a live festival, 100 Stories began as a series of long-form conversations with people across disciplines exploring how stories shape perception, identity, judgment, behavior, culture, and change. The podcast remains an ongoing part of the project.

FOUNDER

# Paige Williams.



Paige Williams is a documentary filmmaker, bestselling author, and the creator of Narrative Intelligence — the framework behind 100 Stories and StoryKeys. She previously founded AudPop, a global platform that connected more than 80,000 filmmakers and creators with audiences and opportunities and awarded \$10 million to filmmakers. She was named to the Forbes Next 1000 and has been featured in The New York Times, Entrepreneur, and Inc.

She lives between Missoula, Montana and New York City — the two most creative places she knows, and the reason 100 Stories begins in both.

“We don’t need another conference telling us how to be better. We wanted to build a place to witness, celebrate, and understand one another — through story, art, and culture.”

“Story isn’t a regional practice. It’s how we make sense of a life, wherever we’re living it. That’s why we’re starting in Montana and New York at the same time.”

#### FAST FACTS

# 100 Stories at a glance.

#### PROJECT

100 Stories — a live storytelling festival and cultural project

#### FORMAT

10 storytellers in each of 10 forms · 100 stories · 3 days · 5 rooms

#### FOUNDING PLACES

Montana, presented in Missoula · New York City

#### FOUNDER

Paige Williams

#### ORIGINS

100 Stories: The Narrative Intelligence Project, podcast and research inquiry

#### CORE INQUIRY

How malleable are the stories we live by, and what does it take to change one?

#### NEXT CITIES

Decided by public demand

#### WEBSITE

100storiesproject.com

## BRAND & MEDIA

# Editorial use guide.

The 100 Stories identity is literary, cinematic, and contemporary. Use the supplied artwork without stretching, outlining, rearranging, or recoloring it.

## CORE COLORS

Ink #07111D · Warm ivory #F7F1E7 · Soft bone #E9E3D9 · Saffron gold #E3AA22 · Charcoal #22272D

## TYPE

Newsreader for editorial display and emotional emphasis. Work Sans for body copy, navigation, labels, controls, and festival numerals.

## IMAGE USE

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