

Water's Edge Productions - WEP

Mission Statement

The celebration of creativity, originality and expression of the human experience in the creative and performing arts is the central tenet to which *Water's Edge Productions* adheres.

Water's Edge Productions acknowledges the technical, state-of-the-art tools available to enhance today's creative environment - and in rendering the sublime from the apparent ordinary. However, it vigilantly maintains that the artist's vision form the core experience of the creative process rather than the celebration of technology.*

Further, *Water's Edge Productions* invites the creative artist, the client and those involved at ancillary levels to foster and support an environment within which the creative process will excel. It values critical thinking and acknowledges its role in the creative experience to realize a work's potential, splendor and inherent transparent qualities.

Finally, *Water's Edge Productions* acknowledges that life is a creative process, and success is a shared experience given to those who create in a state of wondrous intention and with those who enjoy its results.

Founder and creative director of

Water's Edge Productions

Derek MacNeill

Producer-arranger-songwriter-sound designer-audio engineer

May 19, 2003

*(This serves as a reminder to the manufacturers of industry products and its sales, marketing and service representatives that technology is a partner to the creative process and not the central focus, contrary to prevalent industry bias.)

VISIT 2003-2004 GOLDEN WEB AWARD WINNING www.derekmacneill.com