



Cinefilm's Double Features

Atlanta, GA: Georgia's film industry is heating up following the new state tax incentives as Cinefilm handled two features this month. Warner Bros. Premiere Division launched *Preacher's Kid* and an independent production from Echo Lake Entertainment titled *The Joneses* both filmed in 35mm 3-perf with processing and dailies in both telecine suites. General Manager Jim Ogburn supervised the workflow, "Having two features at the same time is not that unusual for us," he noted casually, "and this was made easier to schedule as one used HD dailies in the Spirit suite while the other SD dailies in our Quadra suite, leaving us ample time for our normal commercial clients."

Preacher's Kid is a musical drama about a troubled teen daughter from the family of a black minister starring Grammy-winner LeToya Luckett and Gregory Alan Williams. The film was shot mostly in the city of Atlanta and transferred to HDCam SR 4:4:4 masters using the Spirit 2K with colorist John Petersen. "I worked on a basic look with DP Dave Perkal that could allow room for additional changes in the DI process," Petersen explains. "With the predominant African-American cast, we took care to maintain the shadow details in the skin tones and keep the luminance low until the final color pass." This was the first Atlanta film for DP Perkal who was very pleased, "John did a great job, I wish he'd come work in LA, but I'm up for a new project in Atlanta so we'll get the chance to work again soon I hope." All the editorial for *PK* was handled in LA with Cinefilm making Avid SD copies for off line.

The second feature, *The Joneses*, filmed almost entirely in the upscale country-club suburbs of North Atlanta and starred Demi Moore and David Duchovny as the 'model family' everyone wanted to copy, only to find they are a 'marketing experiment' to drive consumer envy. This independent feature choose a more cost-effective path by making standard SD dailies to DVCam with the editorial team in Atlanta planning for a selects scan to 2K later in post. "We did several tests for the DP on both our Spirit and Quadra," comments colorist Ron Anderson, "and they were pleased with the less-expensive Quadra look. Each day I'd get stills or notes from the DP with a look for new scenes and match to that in the transfer and the editor would have his tapes by noon each day to begin input to the Avid on site." DP Yaron Orbach had worked mostly with large labs in NY and LA and was very surprised with Cinefilm, "Ron was perfect in the dailies look and I can say by far this was the cleanest negative I have ever had. Their lab work is fabulous."

Both features wrapped in late November for release in 2009. Just because they were in the lab together, don't expect them to be listed as a 'double feature' at the theaters however. Cinefilm expects the features market in Atlanta to continue to grow and has four new features in the works for early 2009.

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Cinefilm Colorist John Petersen sets a look on the Spirit 2K for a musical number for *The Preachers Kid*, a Warners Premiere Feature shot in Atlanta with off line in Los Angeles. Senior Technician James Koon preps the audio and key code elements as they make the HDCam SR 4:4:4 film to tape masters for a DI finish.



The second feature at Cinefilm, *The Joneses*, chose SD dailies for off line. Colorist Ron Anderson used the Quadra and DaVinci 8:8:8 suite to create silent DVCam dailies that were audio synced by the Avid editorial team on location.