

Cinefilm Colors Hallmark's *Valentine*

Atlanta, GA. This February look for a special valentine, not in your mailbox, but on your TV. Hallmark Hall of Fame Productions recently wrapped production in Atlanta for *Lost Valentine* for a CBS Movie Special. The feature-length drama shot over 200,000 feet of 35mm 3-perf film that was processed and transferred to HD dailies by Cinefilm. "We have worked with Hallmark before," recalls General Manager Jim Ogburn, "so it was good to see them return to Georgia for the tax incentives. They are known for their quality work and it was encouraging to see them select film, and us, for their production."

Lost Valentine is similar to *Titanic*, as it recounts the heartbreak of young love cut short, this time by World War II, when the story of a missing pilot unfolds decades later. The film stars Betty White as the elderly wife and mother, who learns from an investigative reporter, played by Jennifer Love Hewitt, the remarkable story of the heroic life her young husband gave for his country.

As digital productions increase, Hallmark decided to shoot on film for a classic look. "Hallmark's slogan is 'when you care to give the best...'" notes Colorist Ron Anderson with a wry smile, "so likewise, they chose 35mm film to give this 'Valentine' the look it deserves. We work with digital projects a lot now, but the cameras are always trying to achieve the 'film look', so it's easier to shoot film. Working with the neg was 'like cooking with butter' – the look the DP created in the neg was so rich, all I had to do was 'breathe on it' to bring out the details."



Cinefilm Colorist Ron Anderson (left) visits with DP Frank Prinzi on the set of while the camera crew preps the 35mm camera. The CBS Movie Special shot 25 days in the Atlanta area include-ing locations that doubled for WWII Philippines.

Anderson discussed the look and style for the dailies with veteran DP Frank Prinzi (known for *She's The One*).

"He wanted a classic, rich feature look for the modern era scenes," notes Anderson, "and for the flash-back war scenes in the Philippines we added a warm, golden tone. What was amazing was how they made the Chattahoochee River look like the Mindanao delta in the Philippines with imported palm trees."

Cinefilm created HD dailies on the Spirit and DaVinci 2K in Avid DNxHD format for editorial in LA, and the standard DVD copies for the production on set each day. Look for the special on CBS around Valentines 2011.