

Cinefilm Rides Georgia's Feature Wave

Surf's up for summer movies! As audiences rush to the usual summer theaters, Cinefilm has been riding the wave of features coming to Georgia to take advantage of the tax incentive. Currently in production from Fox is *The Three Stooges* feature from the Farrelly Brothers. "We worked with them last year on *Hall Pass* starring Owen Wilson," notes Account Manager Joe Huggins, "which was also shot on film. The same production and post team returned so it was great to be back on board."

Stooges is budgeting for over 600,000 feet of 35mm with Avid HD dailies. Editorial is working locally under Editor Sam Seig and First Assistant Editor Dave Raymond. "We had a great experience at Cinefilm with *Hall Pass*," notes Raymond during the pre-production meeting, "Making sure all the metadata and bins are correct is vital to a smooth cut and conform. Sam and I both were singing the praises of Cinefilm to our LA execs and were happy to be back in Atlanta."

Veteran DP Matt Leonetti returned also. "Matt knows exactly what he wants," points out Cinefilm Colorist John Petersen from the console of the DaVinci 2K Suite, "but he was using a new stock this time, Kodak Vision 5207. When he came in for the test he was surprised how quick it went. I was able to call up the basic look he used last year and make some minor tweaks. Building on a relationship makes a big difference."



Colorist John Petersen sets a scene from *The Three Stooges* in the Cinefilm Spirit/DaVinci suite. The Writer/Director team of the Farrelly Brothers return to Atlanta on this 35mm feature from Fox.

The biggest challenge began before production. "We are mastering to HDCam SR stock," explains GM Jim Ogburn, "and it's only made in Japan, near the site of the recent tragedy. There is a worldwide demand now and we needed over 100 hour-long tapes. Prices went from \$130 to over \$900 per tape. The Fox Post Exec called us in a panic a month before shooting, but was relieved to know we had stock in advance. He said it was the best news he'd had all day."

Cinefilm completed three other independent features this year, *The Call* shot on Red, a suspense-thriller *The Collection* shot on 35mm and *The Trials and Tribulations of a Trailer Trash Housewife* shot on S16. "Film is not dead," notes Huggins, "we were able to create a workflow on *Housewife* that was less costly in film, than Red Camera as surprising as that may sound, but we go both ways...film or digital," he adds with a smile.

The recent Cinefilm features may not be released this summer, but thanks to the Georgia tax incentives, they're coming soon to a theater near you.