

FOCUS on FILM

Newsletter of the Palm Beach County Film and Television Commission | August 2022



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JIMMY CHOO SHOWS OFF SUMMER STYLES POOLSIDE

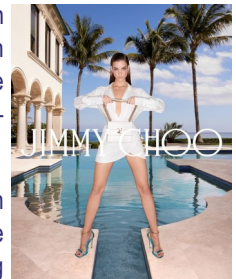
Summer fashion is never over in The Palm Beaches. With the luxury of sunshine all year-round and saturated colors that cannot be duplicated, many clients insist that their advertising campaigns take place in The Palm Beaches. Luxury shoe brand **Jimmy Choo** chose to launch their Summer 2022 campaign in Palm Beach County.

Miami based production company, **Select Services** began scouting for a luxury ocean front property and their team was able to secure the ultra-exclusive, palazzo-inspired Mediterranean oasis that spans 1.5 acres of oceanfront property in the town of **Highland Beach** that not only serves as the backdrop for the campaign but stands out as a real character on the coastline that is made for productions and parties for the rich and famous.



Top models Barbara Palvin, Precious Lee, Madison Headrick and Geron McKinley starred in the campaign that was photographed by fashion photographer Claire Rothstein and directed by none other than the very in-demand Paul McLean.

The collection was inspired by the idea of a modern goddess and the team succeeded at capturing the glamor and confidence of the brand while highlighting the picture-perfect summer vibes that make The Palm Beaches the envy of everyone. [Enjoy the video, directed by Paul McLean.](#)



NEW EPISODES OF SCUBA NATION



New episodes of **ScubaNation** premiere August 27 and September 10 on **Bally Sports Sun**. This Emmy award-winning series, dedicated to oceanic exploration through recreational scuba diving, is Jacques Cousteau on Rock-N-Roll. On the "Diving with a Purpose" episode, we're learning about artificial reefs in **North Palm Beach** while meeting organizations throughout The Palm Beaches empowering people with physical limitations to enjoy the water. Meanwhile, the "Big Animal Action" episode features divers seeking large pelagic life deep in the waters of **Palm Beach County**. But it's not all about the diving. Host **Billy Catoggio** swings over to **Drive Shack** in **West Palm Beach** for some top-side fun and also takes viewers on a journey through the **Ale Trail of The Palm Beaches** to discover local brews.



These episodes will air again on **NBC Sports Boston** this winter. Watch past episodes on demand at thepalmbeaches.tv/scubanation.



CULTURAL COUNCIL'S SUMMER PROGRAM

The **Cultural Council for Palm Beach County** continues its Summer Performing Arts Series in August with performances by **Spread the Dub** and **The Lubben Brothers**.



Spread the Dub

Spread the Dub is a local good time reggae band, playing original songs as well as performing a tribute to The Clash. The Lubben Brothers are an acoustic band and will close out the Summer Performing Arts Series. The Lubben Brothers shot a music video back in 2020 at **Jupiter's Riverbend Park**.

The Cultural Council supports additional programs throughout the summer, including a "Beyond the Wall: Visions of the Asian Experience in America" at the **Morikami Museum and Japanese Gardens** in September. [Check out their events schedule.](#)



The Lubben Brothers



SPEED STIX COMMERCIAL AT OSPREY

Wheelhouse Studios is back, filming a unique TV commercial for Speed Stix at **Osprey Point Golf Course**, one of the top public golf courses in Florida. In conversation, Nadine Benech-Nel, Producer, exudes enthusiasm, "We love filming at Osprey Golf Course. Their team is always very accommodating. Osprey has gorgeous scenery. From their greens to playing surfaces to surrounding foliage – there's never not a "golf look" that we need that we cannot find at their facility. They also have a beautiful clubhouse that we have used for many shoots." The founders of the UK-based start-up, "Speed Stix", created an App training system that guarantees to up your club head speed by over 10 mph, equating to 27 yards of extra carry for longer drives, more birdies and better golf. Speed Stix app kit is the full training program from a TPI certified trainer."



CELEBRATING 50 YEARS OF TITLE IX

June 23 is an important day. Title IX became law and recognized gender equality as a civil right in 1972. Fifty years later, the 37-word clause that was written and lobbied for as a means to address gender inequality has become a burden for natural born gender women athletes across the nation. **Kristen Barton**, a local mom of two girls who studied sports management at the **University of Florida**, found herself creating videos during the pandemic and opened **Connect Creativity Productions** in Boca Raton.



As a former competitive swimmer for the University of Florida and after serving as a coach for USA Swimming, she couldn't let the anniversary of Title IX go by without making a statement that celebrates female athletes. With a few sponsors and local Olympic athletes, she produced a video with a message and released it this summer. The project, [Fair Play for All](#) was shot at **Burt Aaronson South County Regional Park** and can be viewed on YouTube.

REBIRTH WRAPS PRODUCTION

Aspri Frank is a local writer on a mission to be heard. Her stories are thought provoking and address the emotional and mental stressors that we all face at some point, either personally or within our circle of family and friends. Her film, **Rebirth**, was born out of a crisis a friend was going through and she saw an opportunity to shine a light on domestic violence, its root causes, and the resources available to the victims and the abuser.



Aspri feels that the film is more than a story, it gives voice and hope to those who are lost in their situation. "It's about overcoming problems and having a platform to showcase local talent and to put people to work both in front of and behind the camera." **Rebirth** was shot over three years due to Covid and is currently in post-production.

VISIT FLORIDA DISHES UP DELICIOUS

VISIT FLORIDA teams up with **Emergent Media** to create documentary-style video content, featuring Florida's robust and diverse culinary options while sharing stories that make the Sunshine State unique. *Florida's Table* will highlight five restaurants throughout the state, three of which are in **Palm Beach County**. **VISITFLORIDA.**

- **Hurricane Alley** in **Boynton Beach** is just steps away from the marina, serving fresh seafood and delightful "you hook 'em we cook 'em" dishes since 1996.
- **Tropical Smokehouse** in **West Palm Beach** draws inspiration from early Florida pioneers, bringing people together with simple ingredients and purposeful preparation.
- The **Ramen Lab Eatery's Boca Raton** location is a family-run Asian gastropub, featuring homemade noodles.

Look for these stories on [Emergent Media's Paradise Instagram Channel](#) sponsored by VISIT FLORIDA.

KICKING OFF COLLEGE FOOTBALL SEASON IN THE PALM BEACHES

College football is back! And, that means national TV exposure for **The Palm Beaches** and **Florida Atlantic University (FAU)** in **Boca Raton**. The Owls, now in their third year under the direction of Head Coach Willie Taggart, are set to host six home games at the **Howard Schnellenberger Field at FAU Stadium**. This year, all six games will be televised nationally across networks like **CBS Sports Network**, the **Big Ten Network**, **ESPN**, and **ESPN+**. Each game will also be broadcast via radio on **Fox Sports 640AM**. Next year, the Florida Atlantic Owls will join the **American Athletic Conference (AAC)**, which means an even more impressive TV schedule and a higher media payout for **FAU** thanks to the AAC's deal with **FOX/CBS**, as well as its deal with **ESPN**. Check out this year's schedule and get ready for kickoff by visiting [fausports.com](#). Tuesday, **December 20**, FAU Stadium will host the ninth annual **Boca Raton Bowl**, which will be televised live on **ESPN**. Last year's game was watched by more than 1.6 million households.





ARMORY ART CENTER'S EDITING COURSE

Lights! Camera! Action! The **Armory Art Center** in **West Palm Beach**, is starting a new digital editing course for beginners and working professionals.



The course will be offered in the spring of 2023, with both four and eight-week classes meeting once a week in the evening for three hours. Adjunct instructors **Ruby Hernandez** and **Joe Raicovich** are working professionals in the field of video editing, as well as instructors at **Dreyfoos School of The Arts**. Both Hernandez and Raicovich have worked side by side with the Armory Art Center to make this course informational and functional. The Armory Art Center has a Technology Lab where students can use the most current computers and state-of-the-art software like Adobe Creative Suite. Visit <https://armoryart.org/registration/> to learn more about this new digital program.



IN PURSUIT WITH JOHN WALSH

The pursuit for justice is always on for **John Walsh** who recently shot an episode for season 4 of **Investigation Discovery's** hit tv show **In Pursuit with John Walsh**. The new season premieres August 24 at 9 pm.



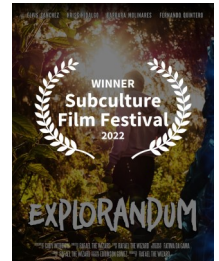
John and his son, Callahan Walsh, live in South Florida. On each hour long episode, viewers are taken on a journey through the eyes of law enforcement, crime victims and their loved ones who are desperate for answers. "We have filmed many times in **Palm Beach County** which is such a beautiful setting, due to the content of our series, some places we shoot have a darker side that most people don't know about. Our goal, no matter where we are, is always focused on helping to bring justice for the families." showrunner Mike Sheridan shared.



New episodes will be released on Wednesdays and are available to stream at [Investigation Discovery](https://www.investigationdiscovery.com/shows/in-pursuit-with-john-walsh).

BEST SHORT AT SUBCULTURE FILM FEST

Explorandum, a film about the disappearance of two teenagers at the infamous Blood-Hill Forest, and the search to find them, won big at this year's **Subculture Film Festival**. Director Rafael Noriega created this film on the concept of "feeling the story" and selected **Frenchman's Forest** in **Palm Beach Gardens** as the primary location.



Noriega has collaborated and lead over 20 short film projects., creating an authentic experience by handpicking each lens, each angle and each depth of field shot, as a measure of emotion for the audience to feel. Singer and actor, **Elvis Sanchez** loves immersing people in stories, a non-existent world or theme through lyrics, sounds, and visuals he creates. For more news and updates sign up for their newsletter on their [website](https://www.explorandumfilm.com).

FREE FILM PERMITS IN PBC

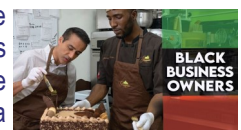
The **Palm Beach County Film & Television Commission** welcomes film makers with FREE and easy online ONE-STOP permitting. Permits are issued for public property (i.e. parks, beaches, streets, sidewalks, public buildings) within 50 municipalities, taxing districts, county departments and other community entities in **Palm Beach County**. Our staff works directly with municipal contacts on your behalf. The permitting team examines all ordinances, zoning codes and public safety concerns to safeguard both the municipalities and production companies. As an organization, we have built a solid reputation for delivering prompt permitting services to both our clients and local municipalities. Our permitting team ensures productions run efficiently without disruption for the crew and the community. The permit application is free and we ask production to allow three full business days to process a standard permit. Once you fill out the permit application, an email with the exact wording for each certificate of insurance will be sent to you.



FACEBOOK WATCH PARTY LINE UP FOR AUGUST



The new Facebook Watch Party lineup for the month of August is here! Tune in every Tuesday at noon via facebook.com/freepermits. First up, join guest host **Tonya Davis Johnson** - Director of **Palm Beach County's Office of Equal Business Opportunity**, as she introduces viewers to local black-owned businesses. On the next episode, we're having fun in the sun with some family-friendly activities in **The Palm Beaches**. Whether your family's looking for a beach getaway, safari adventure, or science excursion, you can find it in The Palm Beaches. Join Deputy Film Commissioner **Michelle Hillery** as she takes us on a tour around Palm Beach County. We'll also recap highlights from **The Honda Classic 2022**. And lastly, since August is National Sandwich Month, we fed the hunger by visiting a few local restaurants that are serving extra special, far from ordinary sandwiches.





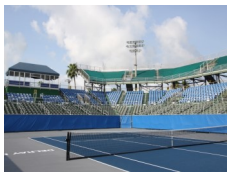
FLASHBACK FEATURE: CADDYSHACK



Caddyshack, a 1980 American sports comedy, tells the story of the many misadventures at the elitist Brushwood Country Club, including young caddy Danny Noonan, greedy millionaire Al Czervik, and groundskeeper Carl Spackler. Filming for this movie took place all around **The Palm Beaches** with the Fourth of July dinner and dancing scene being filmed at **The Boca Raton Resort & Club** (rebranded today as **The Boca Raton**). National Golf Month

LOCATION SPOTLIGHT
TENNIS IN THE PALM BEACHES

Tennis comes in all shapes and sizes from world-class venues to public parks and teaching schools, in Florida, tennis courts are in-demand year-round so it is always challenging to find a court that works for the production schedule and looks professional without excessive branding and logos that are hard to avoid when making a commercial that has its own branding guidelines.



Recently a major sportswear brand came in search of the perfect tennis backdrop, exploring a variety of tennis venues in the County, initially focusing on **Delray Beach** with site visits to the county's largest tennis venue that can be customized to suite any brand requirements and is a stadium style tennis venue seating 8,200 and the smaller more intimate **Pompey Park Tennis Center**.

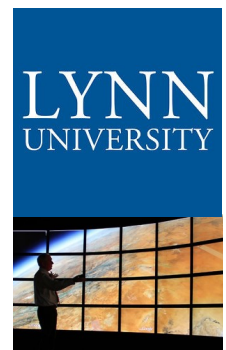
The production team shifted their search towards Boca Raton. After exploring **Burt Aaronson South County Regional Park's Rick Macci Tennis Center**, the Patch Reef Tennis Center and a few other smaller tennis venues, the search widened to include schools in the Boca Raton area.



After more scouting, the production company ultimately shot the commercial at **Lynn University's Perper Tennis Complex** with its striking blue and green courts and blue shade canopy it was a match for production in Boca Raton.

EDUCATION CORNER
BRANDSTAR DONATES VIDEO WALL

Inside **Lynn University's** television studio, a new wall-size LED screen exists for real-time mixed reality (MR) and ups the game for Lynn's students. Aspiring game developers, filmmakers and digital storytellers will graduate with highly specialized, in-demand virtual production skills, giving them a competitive advantage in today's film and media industries. BrandStar will also provide a Streaming, Screening, Idea Lab, and a mentorship career development program for students. In light of the legacy donation, the studio was recently renamed **BrandStar Studios** at **Lynn University**.



Mark Alfieri, CEO of BrandStar said, "By helping to augment the university's offerings, we are going to fast-track their student's skills, specifically within the rapidly evolving world of virtual and mixed reality."

Brandstar is fueled by a collective passion of entrepreneurs, creatives, technologists, and thinkers. Utilizing a combination of creative storytelling, marketing strategy, results-driven media, technology innovation, and unrivaled television production capabilities, Brandstar has succeeded in giving startups a global footprint.



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